

The Influence Of Online Communication Strategies On Purchase Intention Of Skincare Products In Generation Z

*Communication
Strategis and
Purchase Intention*

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ABSTRACT

The purpose of this study was to analyze the factors that influence online communication strategies in generation Z to buy beauty products that focus on the TikTok platform involving the variables ewom, influencer marketing, content marketing, attitudes, subjective norms, purchase intentions and purchasing behavior. This study is quantitative using a purposive sampling technique conducted through an online questionnaire to 140 respondents of skintific product consumers aged 17-27 years in Tangerang. The results showed that the ewom variable had a positive effect on purchase intentions, while influencer marketing and content marketing showed a positive effect on purchase intentions. Then attitudes and subjective norms were proven to have a positive effect on purchase intentions. In addition, purchase intentions also have a positive effect on purchasing behavior. Then purchase intentions provide an indirect effect between attitudes and purchasing behavior, purchase intentions provide an indirect effect between attitudes and purchasing behavior, purchase intentions provide an indirect effect between subjective norms and purchasing behavior. Purchase intention provides an indirect influence between influencer marketing and content marketing on purchasing behavior. The results of this study are expected to help develop marketing theory and business practices in the skincare industry and be a reference for future research.

Keywords: ewom, influencer marketing, content marketing, attitude, subjective norms, purchase intention and purchase behavior.

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INTRODUCTION

Beauty has developed into one of the most competitive and innovative sectors in the increasingly digital era (Arifah et al., 2024; Chandra et al., 2019; Nurcahyani et al., 2023). Various beauty brands are trying to create marketing strategies that can attract attention and influence customer purchasing decisions due to the high consumer interest in beauty products (Saputra et al., 2024; Sicilia et al., 2021; Takaya et al., 2019). This happens because currently skincare has become a need that cannot be separated from women and men, women buy skincare as a social need while men are more concerned with the benefits of the product (Sanny et al., 2020; Sinurat et al., 2024; Supiati et al., 2021).

The success of a product is determined by marketing strategy and product quality (Ghazmahadi et al., 2020; Ong & Sugiharto, 2013; Utama et al., 2020). Skintific is an example of the results of a good digital marketing strategy. According to CNN Indonesia, Skintific has received 7 prestigious awards in one year. In fact, in 2022 this skintific product succeeded in becoming the TOP 1 beauty category by achieving the largest sales in almost all e-commerce in Indonesia, such as Shopee, Tokopedia and Tiktok (Prihadini et al., 2023). According to the official Skintific website, Skintific skincare products are aimed at Generation Z who are just starting to use skin care products. This can be seen from the Skintific users, most of whom are women starting from the age of 17. Skintific has undergone various clinical and dermatological tests to ensure that its products are safe to use. The products are also free from dangerous chemicals such as parabens, phthalates, and SLS so they are safe for use from the age of 14.

Skintific chose the most effective digital platform to convey messages and market products to understand consumer shopping habits and the digital platforms used are targeted at the generation z market such as TikTok, this is because of the popularity of tiktok which is often used among generation z (Imran, Arvian, et al., 2020; Miaty et al., 2024; Permana et al., 2024). Generation Z is the generation born between 1995 and 2010, a generation that grew up with wide access to social media and digital technology (Majid et al., 2024). Basically, Generation Z is interested in changing and trying the latest skincare products according to information on social media (Jayanti et al., 2022; Mariam et al., 2023; R. A. Pratama et al., 2023a). According to compass.id, Skintific managed to achieve the highest sales value of more than 400 million in 2023, especially in 12.12, an increase of 53.5%. Skintific's success shows that a good understanding of the market and implementing the right strategy is very important. This can be an example for brands that can increase sales and become market leaders by offering competitive prices and attractive promotions.

Purchase intention is an important aspect in this process which is often the key to increasing sales (Rahmah & Astuti, 2023). Every year many new brands appear in the skincare industry which continues to develop with intense competition so it is necessary to carry out the right company strategy by increasing purchase intention by embedding the product in consumers' minds (Imran, Mariam, et al., 2020; Mariam et al., 2020; Nawawi, 2022). Consumers who have high purchase intention have a greater likelihood of purchasing behavior, this makes purchase intention a very useful metric for companies in designing more effective marketing strategies (Nurdiansyah et al., 2020; Setiadi, 2019; Takaya et al., 2020).

Electronic word-of-mouth (ewom) strengthens this strategy because positive reviews and recommendations from other customers on e-commerce platforms or social media can increase trust and encourage Gen Z to make purchases (Erkan & Evans, 2016; R. A. Pratama et al., 2023b; Rumaidlany et al., 2022). Apart from that, collaboration with beauty influencers who have a big influence on platforms such as Instagram and TikTok such as Tasya Farasya and Nicholas Saputra through influencers and content on social media will attract the attention of generation z consumers (Lamberton & Stephen, 2016; M. P. Pratama et al., 2023; Sukarno et al., 2020). Influencers with good credibility can have strong relationships with consumers so that they convey marketing messages more authentically, so that consumers feel heard and understood, ultimately increasing

consumer purchase intention with the product being promoted (Diba, 2024; Meidiyanty et al., 2023; Thamanda et al., 2024). Apart from that, confidence in influencers and the quality of the content created increases consumer purchase intention, especially in the beauty industry (Amalia et al., 2024; Anggraini et al., 2025; Khasanah et al., 2021).

The content in question must be relevant, interesting and informative to consumers. This can be done by presenting product reviews, storytelling and usage tutorials to create a more memorable experience for consumers (K. Kurniawati et al., 2024; Mulyadi et al., 2020; Nurcahyadi, 2024). Content marketing also emphasizes the importance of consistent product messages by maintaining the same style, tone and brand values in the content shared (Apriani & Bhaihaki, 2024; Ardhana et al., 2024; Diatmono et al., 2020). Therefore, content promoted on TikTok not only functions as a marketing tool but also functions as a link between products and consumers in creative, original and experience-oriented ways (Fachridian et al., 2024; Galingging et al., 2025; Ramli et al., 2020). Consumer attitudes that show honesty and transparency in marketing campaigns make TikTok users feel more connected to the product (Erwin et al., 2022; Mariam et al., 2022; Yunus et al., 2023).

In providing strong social influence (Subjective norms) and people who have influence in the community often form habits such as friends, family can influence someone to act (Kalim et al., 2024; Megawaty et al., 2024; Tamba, 2017). When consumers feel that people they consider valuable or know provide a good experience with a product, it can increase their desire to buy that item (Bachtiar et al., 2023; E. Kim et al., 2013; Mariam et al., 2021). Consumers who have strong purchase intention tend to continue to buy the goods, usually the consumer process involves carrying out further evaluations, looking for additional information, and finally making a decision (Goldschlag et al., 2019; Steven et al., 2023; Sutriani et al., 2024). During this process, purchase intention produces psychological impulses that encourage people to do certain things. In the end, purchase intention can become the main factor that encourages people to buy something or what can be called purchase behavior (Rizky et al., 2023; Shanbhag et al., 2023; Situmorang et al., 2023).

This research develops research from Teixeira et al. (2023). The gap between this research and previous research is that first, previous research examined consumer purchase intention of environmentally friendly cosmetics, while this research examines consumer purchase intention of synthetic products. Second, this research adds Purchasing behavior and Purchasing intention variables as mediating variables in this research, measured through variables such as ewom, influencer marketing, content marketing, attitude and subjective norms. Third, the research object is one of the marketplaces in Indonesia, namely Tiktok, which has rarely been done in previous research.

From the explanation above, there is previous research that supports and discusses the relationship between ewom and purchase intention (Febriani et al., 2023; Sulthana & Vasantha, 2020); influencer marketing on purchase intention (Guptaa, 2021); content marketing with purchase intention (Kajtazi & Zeqiri, 2020); attitude with purchase intention (Amoako et al., 2020); subjective norms with purchase intention (Kumar & Pandey, 2023); purchase intention on purchase behavior (Pradana et al., 2024).

Based on the previous explanation, it can be concluded that the purpose of this research is to determine whether there is a significant influence between eWOM, influencer marketing, content marketing, attitude and subjective norms on purchase intention which has an impact on purchase behavior. It is hoped that this research can help make more informed decisions in designing more effective and efficient marketing strategies.

LITERATURE REVIEW

Purchase intention

Elseida & Baz, (2016) state that Purchase intention is part of the behavior of how someone intends to buy a product which influences their final decision about the product. Purchase intention is the desire to spend time studying product-related information, considering buying a product (Harahap & Ramli, 2023; Salma & Ramli, 2023; Shih et al.,

2018). Then, Cho & Son (2019) argue that purchase intention is a buyer's desire to buy a certain brand of goods, which can be used to predict buyer behavior. Furthermore, according to Mariam et al., (2024) Purchase intention is a person's motivation to buy goods or services which can be done offline or online.

E-WOM

Ismagilova et al., (2017) stated that Electronic Word of Mouth is any statement, whether positive or negative, which is based on a customer's experience with a product or service, which can be easily accessed via cyberspace. Sulthana & Vasantha (2020) and Sylvia & Ramli (2023) argue that e-wom is the opinion of individuals who interact with each other through social media platforms to share information about products and services. Meanwhile, according to Fichri & Rojuaniah, (2022) e-wom is a marketing method that uses the internet to disseminate information and provide recommendations about goods and services. Then according to Kristyani & Jatmiko, (2023) e-WOM is a marketing model that promotes goods via social media with the aim of attracting consumers to buy a product.

Influencer marketing

According to Lou & Yuan, (2019) Influencer marketing can be interpreted as a form of product introduction through content by Influencers on social media platforms so as to provide influence to social media followers. Influencer marketing is the action of outsiders influencing consumer purchasing choices carried out by influencers who have many followers on digital media to reach the intended target audience (Chopra et al., 2021; Gunawan & Ramli, 2023; E. Kurniawati & Ramli, 2024). Then Myers et al., (2022) stated that Influencer marketing is a type of advertising where brands collaborate with influencers who use social media accounts to promote brand goods. Furthermore, Zheng et al., (2024) define that Influencer marketing is a promotional method that connects products with influencers' daily life stories and recommends products that get followers involved.

Content marketing

Nosrati et al., (2013) explained that content marketing is a type of marketing that involves the creation and distribution of content to attract customers. According to Vinerean, (2017) Content marketing is a way to convey advertising without appearing pushy while providing added value in the form of useful information to readers through newspaper articles, magazines or websites that discuss goods or services. Content marketing can be defined as a strategy for generating and disseminating important information with the aim of attracting a specific audience thereby creating strong relationships with customers (Lou & Xie, 2021; Mariam & Ramli, 2020; Novianti & Ramli, 2023). Apart from that, Barbosa et al., (2024) stated that Content marketing is a practical and non-intrusive advertising campaign that requires marketers to create original content so that product followers and users can interact with it through digital channels.

Attitude

According to Shimul et al., (2022) stated that the Theory of Planned Behavior (TPB) is part of attitudes and subjective norms. Purwianti et al., (2023) argue that attitude is a comprehensive picture of a product which is very important for influencing and predicting various actions. Apart from that, Septyanto et al., (2023) stated that attitude is an important factor that can influence a person's intention to behave. Furthermore, according to Yudistria et al., (2024) attitude is a broad perception or decision taken by consumers regarding a product or brand.

Subjective norms

Ajzen, (2006) explains that Subjective norms are a direct determining factor of a person's behavioral intentions in the Theory of Reasoned Action Model (TRA). Meanwhile, according to Kim et al., (2013), subjective norms are defined as the motivation that consumers receive from friends, family and colleagues to make purchases through online stores. Subjective norms Two main factors consisting of reference norms, expectations and perspectives that are considered important by individuals that advise individuals to show or not show behavior (Budiman & Wijaya, 2014; Eki & Ramli, 2024;

Ramli, 2020b). Then Hartoyo & Sutarso, (2024) stated that Subjective norms are the way a person views other people's beliefs which will influence their desire to take or not take the attitude they are considering.

Purchase Behavior

Purchase behavior is purchase behavior representing the actions or decisions taken by consumers when buying a product (Mariam & Ramli, 2021; Ramli, 2019a; Schiffman & Kanuk, 2015). Meanwhile, according to kwifi et al., (2019) Purchase behavior is a comprehensive understanding of the purchasing decision making process from search, evaluation, actual transactions, to post-purchase processes such as the post-purchase experience of a product. Then Solomon (2020) stated that Purchase behavior is the process when a person or group chooses, buys, uses and experiences to meet their needs. Furthermore, Haryanti & Roni (2022) argue that purchase behavior is consumer activity when purchasing goods, covering every step in the purchasing process, starting from identifying needs, searching for information, evaluating, making decisions, and finally making the actual purchase.

The relationship between E-WOM and purchase intention

Ewom can influence consumers when they want to buy products from various references shared on social media, therefore Ewom influences purchase intention among social media users (Sulthana & Vasantha, 2020). Reviews via eWOM are useful for consumers to validate further (Mehyar et al., 2020; Rahmawati & Ramli, 2024; Rinaldi & Ramli, 2023). Saleem et al., (2022) stated that EWOM influences online purchase intention for consumers available on social media and e-commerce sites. Then Aji et al., (2020) and Arbol & Ramli (2024) explained that strong products are able to attract consumers to spread the eWOM message and influence other consumers who receive the information. Previous researchers found that eWOM has a significant and positive influence on purchase intentions (Yorganci, 2020). Based on the description and researchers above, the following hypothesis can be proposed; Hypothesis 1 (H1): e-wom has a positive effect on purchase intention.

The relationship between Influencer marketing and Purchase intention

The presence of celebrities or influencers as endorsers provides customer attraction, trust and preference for the goods being promoted (Putri & Hendratmi, 2022). Nguyen et al., (2022) and Hadiyanti & Ramli (2024)said that Influencer marketing can influence purchasing intentions through 4 factors, namely the influencer's perceived credibility, the entertainment value of the influencer's content, the perceived expertise of the influencer and peer reviews and recommendations. Influencer marketing combines content-based marketing and celebrity endorsements to create a blend of traditional and contemporary persuasive approaches (Brooks et al., 2021; Indriani & Ramli, 2024; Samuel & Ramli, 2024). In a study conducted by Suresh et al., (2021) they argue that influencer support stands out as a powerful advertising and promotional tactic that effectively increases customer purchase intention. Meanwhile, according to Guptaa (2021), influencer marketing has a big influence on customer purchasing intentions. Then Nagori (2020) and Maharani & Ramli (2024) confirmed the results of previous research which confirmed the significant positive influence of influencer marketing on customer purchase intentions. Based on the description and researchers above, the following hypothesis can be proposed; Hypothesis 2 (H2): Influencer marketing has a positive effect on purchase intention.

The relationship between content marketing and purchase intention

Content marketing must pay attention to appropriate content distribution, therefore content must be tailored to everyone, content must have additional value, such as recommendations, instructions, or knowledge (Apriani & Bhaihaki, 2024; Mulya & Ramli, 2023; Ramli, 2017). Then, Riyadini & Krisnawati (2022) argue that E-Commerce content provides benefits for consumers, namely housewives, because of information about goods and the benefits or promotions offered. According to Prasetya & Susilo (2022) Content marketing is considered a strategy where companies communicate online with target customers through publishing content. Then, according to Hasani et al.,(2023)

content marketing allows companies to inform and provide the information needed for consumers to store and involve products in consumer travel activities which ultimately leads to purchase intentions. This is in line with research conducted by Kajtazi & Zeqiri, (2020) where it was found that there was a positive relationship between content marketing and purchase intention. Based on the description and researchers above, the following hypothesis can be proposed; Hypothesis 3 (H3): Content marketing has a positive effect on purchase intention

The relationship between attitude and purchase intention

Consumer attitude plays an important role in purchase intention, this includes assessing behavior that is considered bad (Ramli, 2020a; Rusti & Masnita, 2024; Sylvia & Ramli, 2023). Consumers tend to develop a positive attitude towards goods or brands that have a good reputation and consumers who have a good assessment of products often have stronger purchase intentions (Dewi & Ramli, 2023; Sari & Ramli, 2023; Setiawan & Santosa, 2020). In the end, attitude is understood as the consumer's assessment of the purchase. If the consumer's assessment of the purchase is, the consumer's intention to purchase will increase (Saura et al., 2020). In line with previous research conducted by Siaputra & Isaac (2020) which proves that attitude has a positive and significant effect on purchase intention. Based on the description and researchers above, the following hypothesis can be proposed; Hypothesis 4 (H4): Attitude has a positive effect on purchase intention

The relationship between subjective norms and purchase intention

The Theory of Planned Behavior (TPB) is one of the most popular approaches to investigate the influence of subjective norms on customer purchase intentions (Yusta et al., 2021). Subjective norms consistently play a large role in determining customers' intentions towards sustainability, both in terms of purchasing everyday goods and more impactful decisions (Ling & Phang, 2024; Mariam & Ramli, 2023; Novarian & Ramli, 2020). Ultimately consumers may be more inclined to decide to purchase a particular item if it meets the perceived standards of those around them. This is in line with research by Kumar & Pandey, (2023) and (Ramli, 2020c; Ramli & Novariani, 2020) which argues that subjective norms have a favorable and important influence on customers' purchasing intentions for environmentally friendly goods, based on a survey that is consistent with previous research regarding environmentally friendly products. Then Yanuar et al., (2020) stated that the group that had a high level of subjective norm perception intended to make online purchases compared to the group of respondents with a low level of subjective norm perception. Likewise, it has been proven that subjective norms and purchase intentions have positive aspects (Hugo, 2021). Based on the description and researchers above, the following hypothesis can be proposed; Hypothesis 5 (H5): Subjective norms have a positive effect on purchase intention

The relationship between Purchase intention and Purchase behavior

The Theory of Reasoned Action (TRA) states that intention is a strong measure of a person's desire to buy a product, therefore, it is important to know purchase intention in order to understand purchase behavior (Kadir & Ramli, 2024; Kemeç & Fulya, 2021; Mariam & Ramli, 2022; Ramli, 2020c). Consumers who have a strong desire to buy will search for information, examine options, and then make a decision to buy (Julia et al., 2024). Furthermore, purchase behavior will be forced by physiological motivation that drives reactions that cause consumers to go to the store to fulfill their needs (Makhitha et al., 2024; Ramli, 2019b; Sylvyani & Ramli, 2023). Therefore, the greater the intention a consumer has, the greater the potential to purchase the item. This is supported by research conducted by Kim & Lee, (2023) which explains that purchase intention on actual purchase behavior of organic food has a positive impact. Apart from that, research conducted by Ha & Hang (2022) found a positive link between purchase intention and purchase behavior. Based on the description and researchers above, the following hypothesis can be proposed; Hypothesis 6 (H6): Purchase intention has a positive effect on purchase behavior

The relationship between ewo and purchase behavior through mediation of purchase intention

In research by Saleem et al., (2022), Yorgancı (2020), Kim & Lee (2023) and Ha & Hang (2022), electronic word of mouth (Ewom) is considered capable of influencing purchasing actions and purchasing intentions. Because according to Saleem et al., (2022) and Yorgancı (2020) ewom has a direct influence on purchase intention and according to Kim & Lee, (2023) and Ha & Hang (2022) purchase intention influences purchase behavior, it can be assumed that ewom can also influence purchase behavior through purchase intention. Based on the description and researchers above, the following hypothesis can be proposed; Hypothesis 7 (H7): purchase intention mediates the relationship between ewom and purchase behavior

The relationship between Influencer marketing and purchase behavior through mediation of purchase intention

In line with research by Guptaa (2021), Nagori (2020), Kim & Lee (2023) and Ha & Hang (2022), influencer marketing has been proven to have a significant impact on purchase behavior through purchase intention. Because according to by Guptaa (2021) and Nagori (2020) Influencer marketing has a direct influence on purchase intention and according to Kim & Lee (2023) and Ha & Hang (2022) purchase intention has a significant impact on purchase behavior, it is assumed that influencer marketing can also influence purchase behavior through purchase intention. Based on the description and researchers above, the following hypothesis can be proposed; Hypothesis 8 (H8): purchase intention mediates the relationship between Influencer marketing and Purchase behavior

The relationship between content marketing and purchase behavior through mediation of purchase intention

Based on research by Hasani et al., (2023), Kajtazi & Zeqiri (2020), Kim & Lee (2023) and Ha & Hang (2022) show that content marketing can influence purchase behavior through purchase intention. Because Hasani et al., (2023) and Kajtazi & Zeqiri (2020) argue that content marketing has a direct influence on purchase intention and Kim & Lee (2023) and Ha & Hang (2022) state that purchase intention influences purchase behavior, it is assumed that content marketing can also influence purchase behavior through purchase intention. Based on the description and researchers above, the following hypothesis can be proposed; Hypothesis 9 (H9): purchase intention mediates the relationship between Content marketing and Purchase behavior

The relationship between attitude and purchase behavior through mediation of purchase intention

Several researchers such as Saura et al., (2020), Siaputra & Isaac (2020), Kim & Lee (2023) and Ha & Hang (2022) stated that attitude has a significant impact on purchase behavior through purchase intention. Because Saura et al., (2020) and Siaputra & Isaac (2020) state that attitude has a direct influence on purchase intention and according to Kim & Lee (2023) and Ha & Hang (2022) argue that purchase intention influences purchase behavior, it is assumed that attitude can also influence purchase behavior through purchase intention. Based on the description and researchers above, the following hypothesis can be proposed; Hypothesis 10 (H10): purchase intention mediates the relationship between Attitude and Purchase behavior

The relationship between subjective norms and purchase behavior through mediation of purchase intention.

In research by Yanuar et al., (2020), Hugo (2021), Kim & Lee (2023) and Ha & Hang (2022) said that subjective norms have a significant impact on purchase behavior through purchase intention. Because Yanuar et al., (2020) and Hugo (2021), subjective norms state that subjective norms have a direct influence on purchase intention and according to Kim & Lee (2023) and Ha & Hang (2022) state that purchase intention influences purchase behavior, it is assumed that subjective norms can also influence purchase behavior through purchase intention. Based on the description and researchers above, the following

hypothesis can be proposed; Hypothesis 11 (H11): purchase intention mediates the relationship between subjective norms and purchase behavior

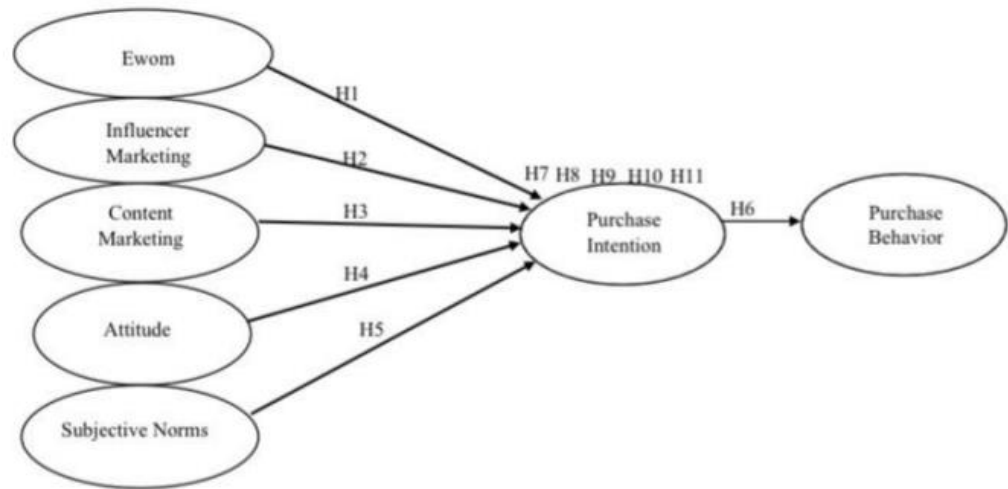


Figure 1. Research model

Research Model

This research was designed to examine a conceptual research model using a deductive approach (Teixeira et al., 2023) with a quantitative research model. The independent variables (which influence) in the research are e-wom, Influencer marketing, Content marketing, Attitude, Subjective norms, while the dependent variable (influenced) is purchase behavior and the mediating variable is purchase intention. This research data was collected through a survey method using Google Form which was carried out online.

In this study, the population studied was generation Z who had purchased Skintific products through the TikTok application and used Skintific products. The sampling method used is purposive sampling, namely a sample selection technique that does not provide equal opportunities to the entire population. The sample criteria are people living in Tangerang aged 17 - 27 years (Farida & Hartono, 2020). Then determining the number of samples according to the formula (Hair et al., 2021) is a minimum of 5-10 times the number of questions. This study has 28 questions on the questionnaire multiplied by 5 ($28 \times 5 = 140$). So, based on this formula calculation, the number of samples required in this research is 140 respondents.

In this research method, the measurements that will be used in the questionnaire regarding the variables studied are adapted from previous research. The number of measurements in this study was 28 statements to measure 7 variables. Where the variables in this research are measured with 4 statements related to the ewom variable from (Gupta & Syed, 2021) & (J. Chen & Shen, 2015). 4 statements related to the Influencer marketing variable from (Pop & Zsuzsa, 2020) & (Chen et al., 2024) 4 statements related to the Content marketing variable from (Pharmacy & Mag, 2017) & (Hasani et al., 2023), 4 statements related to the Attidue variable from (Mamun et al., 2020) & (Aseri & Ansari, 2023), 4 related statements Subjective Norm variables from (Paul et al., 2015) & (Kamalanon et al., 2022), 4 statements related to Purchase intention variables from (Amberg & Fogarassy, 2019) & (Hu et al., 2024) and 4 statements related to purchase behavior variables from (Lee, 2008) & (Sh. Ahmad et al., 2022). By

giving weight to the answers, this research uses a 5 Likert scale, namely Strongly Disagree (STS), Disagree (TS), Neutral (N), Agree (S), Strongly Agree (SS) which can be adapted from previous research to measure responses.

This research is part of quantitative research which is carried out after the required data from respondents has been collected. This research uses PLS-SEM to analyze statistical data to see validity and reliability. There are two metric models, namely external model analysis which has five measurements, namely convergent validity > 0.70 , Average variance extracted (AVE) > 0.50 , Discriminant Validity with Fornell Lecker value, Composite Reliability Analysis > 0.70 , and Cronbach Alpha > 0.60 (Hair et al., 2013). Meanwhile, the Inner Model Analysis measurement evaluation uses five measurements, namely the path coefficient value, Adjusted R Square value, and model fit.

Furthermore, hypothesis testing is based on the t value for the two-sided test, namely 1.96 with a significance level of p value (0.05), which means that it is significant if the p-value is lower than 0.05 and the t-value is higher than 1.96. Then, evaluation of the inner model is carried out by measuring R2 with an R2 value between 0 and 1. According to Chin (1998) guidelines for the R2 value, the R2 value is considered strong if > 0.67 , moderate if between 0.33 and 0.67, and weak if < 0.19 . The SRMR and NFI values are used to measure model fit with the SRMR value must be less than 0.10 or 0.08 to be considered good.

RESULTS AND DISCUSSION

As a result of distributing questionnaires on gform to 140 respondents, the results showed that the number of male respondents was 30 people or 21%, and female respondents were 110 people or 79%. The number of respondents in the age range of 17 to 20 years was 14 people or 10%; age range 21 to 24 years, 115 people or 82%; and the age range from 25 to 27 years was 11 people or 8%. Apart from that, the educational status of the respondents was SMA/SMK as many as 76 people or 54%, Diploma as many as 25 people or 18%, Bachelor's degree 39 people or 28%. Furthermore, the marital status of the respondents was 124 people single or 89%, 16 people married or 11%. Respondents' monthly expenditure for purchasing skincare is Rp. 5,00,000 – Rp. 1,000,000 as many as 128 people or 91%, Rp. 1,500,000 – Rp. 2,000,000 as many as 11 people or 8%, $>$ Rp. 2,000,000 for 1 person or 1%. The period of time respondents used skintific products, for use > 3 months as many as 29 people or 21%, 4 - 6 months as many as 25 people or 18%, > 1 year as many as 86 people or 61%.

Based on the table above, the results of the outlier loading test or validity test of all indicators on the variables electronic word of mouth, influencer marketing, content marketing, attitude, subjective norms, purchase intention, purchase behavior in this research model, all indicators can be used to show valid variables. The Cronbach alpha reliability and composite reliability values for each variable are >0.70 , and the AVE value is >0.50 . This shows that the electronic word of mouth variable has an AVE value = 0.660, Cronbach's alpha = 0.830, and composite reliability = 0.886. Furthermore, influencer marketing has an AVE value = 0.771, Cronbach's alpha = 0.864, and composite reliability = 0.908. The content marketing variable has a value of AVE = 0.657, Cronbach's alpha = 0.826 and composite reliability = 0.884. The attitude variable has a value of AVE = 0.732, Cronbach's alpha = 0.878 and composite reliability = 0.916. The subjective norms variable has a value of AVE = 0.742, Cronbach's alpha = 0.884 and composite reliability = 0.920. The purchase intention variable has a value of AVE

= 0.710, Cronbach's alpha = 0.864 and composite reliability = 0.907. And finally, the purchase behavior variable has a value of AVE = 0.679, Cronbach's alpha = 0.842 and composite reliability = 0.894.

Table 1. Validity and Reliability Test

Variables	Indicator	Outer Loading	Cronbach's Alpha	rho_A	Composite Reliability	Ave
<i>E-WOM</i>	E1	0.800	0.830	0.837	0.886	0.660
	E2	0.793				
	E3	0.836				
	E4	0.821				
<i>Influencers Marketing</i>	IM1	0.848	0.864	0.872	0.908	0.711
	IM2	0.778				
	IM3	0.857				
	IM4	0.887				
<i>Content Marketing</i>	CM1	0.782	0.826	0.828	0.884	0.657
	CM2	0.775				
	CM3	0.842				
	CM4	0.841				
<i>Attitude</i>	AT1	0.864	0.878	0.882	0.916	0.732
	AT2	0.874				
	AT3	0.848				
	AT4	0.837				
<i>Subjective Norm</i>	SB1	0.839	0.884	0.888	0.920	0.742
	SB2	0.845				
	SB3	0.888				
	SB4	0.871				

Table 2. R Square Test Results

Variables	R Square	R Square Adjusted	Conclusion
<i>Purchase Intention</i>	0.602	0.587	Moderate
<i>Purchase behavior</i>	0.488	0.485	Moderate

The table above shows the results of calculations on the coefficient of determination (R²). There are three assessment criteria, namely values ranging from 0 to 1 which are grouped according to Chin (1998) into 0.67 (strong); 0.33 (moderate) and 0.19 (weak). Then, based on the results of this research, the influence of Purchase Intention on Purchase behavior has a value of 0.587 or 58.7% while the remaining 48.5% is influenced by other variables.

Table 3. Model Fit Test

	<i>Saturated model</i>	<i>Estimated model</i>
SRMR	0.058	0.084
d_ULS	1,369	2,836
d_G	0.790	0.913
Chi-square	630,797	681,731
NFI	0.770	0.751

The table above shows the results of the model fit test. This test shows that the SRMR value of the model meets the requirements if the SRMR value is <0.10. The SRMR value

found in this study was 0.058, which shows that this model is fit and feasible to test the hypothesis. Furthermore, the NFI value should be more than 0.9, which indicates a high fit if the value is close to 1. The NFI value in this study was 0.770, which indicates a good fit for the model.

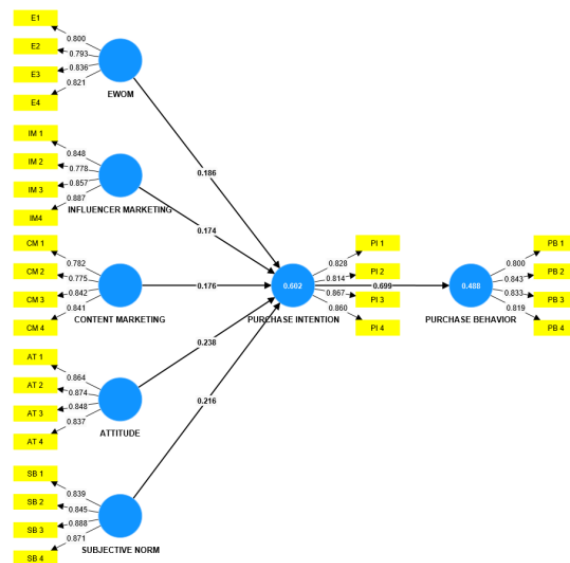


Figure 1. Test Results Bootstrapping

Table 4. Results of Direct Hypothesis Testing

Hypothesis	Original sample (O)	T Statistics (O/STDEV)	P Values	Conclusion
H1 E-wom to Purchase intention	0.186	2.278	0.023	Accepted
H2 Influencer Marketing to Purchase intention	0.174	2.527	0.012	Accepted
H3 Content Marketing to Purchase intention	0.176	2.405	0.016	Accepted
H4 Attitude to Purchase intention	0.238	3.331	0.001	Accepted
H5 Subjective Norms to Purchase intention	0.216	2.719	0.007	Accepted
H6 Purchase intention to Purchase behavior	0.699	10.983	0.000	Accepted

Then analyze the hypothesis testing with a significance test. The criteria for the test are that the T statistical value from the bootstrapping test must not be below 1.96 or the P value must not be below 0.05. With that, the results of calculations using the bootstrapping method are shown in the table below.

H1 shows that e-wom influences purchase intention. Based on the test results in the table above for a T-value of 2.278 with a P-value of 0.023 and the original sample of 0.186, it can be concluded that hypothesis 1 is acceptable.

H2 shows that Influencer marketing influences Purchase intention. Based on the test results in the table above for a T-value of 2.527 with a P-value of 0.012 and the original sample of 0.174, it can be concluded that hypothesis 2 is acceptable.

H3 shows that content marketing influences purchase intention. Based on the test results in the table above for a T-value of 2.405 with a P-value of 0.016 and the original sample of 0.176, it can be concluded that hypothesis 3 is acceptable.

H4 shows that attitude influences purchase intention. Based on the test results in the table above for a T-value of 3.331 with a P-value of 0.001 and the original sample of 0.238, it can be concluded that hypothesis 4 is acceptable.

H5 shows that Subjective norms influence Purchase intention. Based on the test results in the table above for a T-value of 2.719 with a P-value of 0.007 and the original sample of 0.216, it can be concluded that hypothesis 5 is acceptable.

H6 shows that Purchase intention influences Purchase behavior. Based on the test results in the table above for a T-value of 10.983 with a P-value of 0.000 and the original sample of 0.699, it can be concluded that hypothesis 6 is acceptable.

Table 5. Indirect Effect Hypothesis Test

Hypothesis	Original sample (O)	T Statistics (O/STDEV)	P Values	Conclusion
H7 <i>purchase intention mediate ewom and Purchase behavior</i>	0.130	2.068	0.039	Accepted
H8 <i>purchase intention mediate influencer marketing and Purchase behavior</i>	0.121	2.364	0.018	Accepted
H9 <i>purchase intention mediate content marketing and Purchase behavior</i>	0.123	2.338	0.019	Accepted
H10 <i>purchase intention mediate hubungan antara attitude and Purchase behavior</i>	0.167	3.618	0.000	Accepted
H11 <i>purchase intention mediate subjective norms and Purchase behavior</i>	0.151	2.465	0.014	Accepted

H7 shows that purchase intention mediates between ewom and purchase behavior. So the test results obtained in the table above are for a T-value of 2.068 and a P-value of 0.039, which means that purchase intention mediates the relationship between EWOM and accepted purchase behavior.

H8 shows that purchase intention mediates between Influencer marketing and Purchase behavior. So the test results obtained in the table above are for a T-value of 2.364 and a P-value of 0.177, which means that purchase intention mediates the relationship between Influencer marketing and accepted Purchase behavior.

H9 shows that purchase intention mediates between Content marketing and Purchase behavior. So the test results obtained in the table above are for a T-value of 2.338 and a P-value of 0.019, which means that purchase intention mediates the relationship between content marketing and acceptable purchase behavior.

H10 shows that purchase intention is a mediator between attitude and purchase behavior. So the test results obtained in the table above are for a T-value of 3.618 and a P-value of 0.000, which means that purchase intention mediates the relationship between attitude and accepted purchase behavior.

H11 shows that purchase intention mediates between subjective norms and purchase behavior. So the test results obtained in the table above are for a T-value of 2.465 and a

P-value of 0.014, which means that purchase intention mediates the relationship between attitude and accepted purchase behavior.

Based on the results of distributing questionnaires to 140 respondents via gform. First, 79% of respondents are women, this shows that skin care products, namely Skintific products, are more preferred by women than men because women are usually more active in skin care. 82% of respondents aged 21 to 24 years indicated that Skintific products are very relevant to the young adult demographic, especially generation Z who cares more about skin care and appearance. In addition, this age group is often more active in using social media and other online platforms to find out about skin care products, namely TikTok.

In terms of final education level, the majority of respondents had a final education, namely SMA/SMK as much as 54%, bachelor's degree 28% and diploma 18%. This shows that these skin care products appeal to people of different educational levels, as this group is more likely to look for cheap and effective products and more often look for skin care products that suit their needs. Regarding the marital status of respondents, there were 89% of single respondents, indicating that unmarried people may use more skincare products because they usually focus more on self-care and appearance.

In terms of monthly spending on skincare, the majority of respondents 91% spend between Rp. 500,000 to Rp. 1,000,000, indicating that consumers tend to look for goods that are affordable but still high quality. Lastly, the use of Skintific products shows that 61% of people who answered have used these products for more than one year, which means that consumers are happy with the results of using Skintific products. This level of satisfaction can be a valuable asset for the company because satisfied customers are more likely to recommend the product to others, which in turn can improve e-WOM to attract more new customers.

Hypothesis 1 shows that E-wom has a positive effect on purchase intention. Today's consumers tend to seek information and advice from sources they consider trustworthy, such as online reviews and testimonials. If consumers see positive reviews about a product, it can increase their trust and encourage them to purchase. Therefore, companies must use e-WOM as an effective marketing strategy to encourage customers to share positive experiences which will result in increased purchase intention. This is in line with research by Saleem et al., (2022) which states that ewom has a positive effect on purchase intention.

Hypothesis 2 shows that Influencer marketing has a positive effect on purchase intention. This happens because influencers can reach a diverse audience by choosing influencers who are relevant to skincare products and have many followers who can promote Skintific to increase brand awareness among followers. This is especially important for products that users may not be familiar with because influencers will be able to attract the attention of customers who were previously unaware of the brand by increasing brand visibility. This is in line with research findings from Nguyen et al., (2022) which states that influencer marketing has a positive effect on purchase intention.

Hypothesis 3 shows that content marketing has a positive effect on purchase intention. Interesting content can attract the audience by telling stories of users who have successfully overcome skin problems with Skintific products, which can make the audience feel connected. This emotional involvement can increase the desire to buy goods and trigger interest in trying them. The results of this hypothesis research are in line with previous research which states that content marketing has a positive effect on purchase intention (Kajtazi & Zeqiri, 2020).

Hypothesis 4 shows that attitude has a positive effect on purchase intention. This skintific product is preferred by women who are generally more active in skin care, especially among the z generation who are more updated with information found on social media such as TikTok, thereby increasing their desire to buy when skintific releases the latest skincare products. This is in line with research Siaputra & Isaac (2020) which states that attitude has a positive influence on purchase intention.

Hypothesis 5 shows that subjective norms have a positive effect on purchase intention. The opinions of peers and online communities as seen on social media platforms like TikTok, often influence other consumers. If people around consumers show a positive attitude towards Skintific products, either directly or through social media, the social pressure generated by positive subjective norms encourages people to try goods recommended by other people. The results of this hypothesis research are in line with previous research which stated that subjective norms have a positive effect on purchase intention (Hugo, 2021).

Hypothesis 6 shows that purchase intention has a positive effect on purchase behavior. Consumers who have high purchase intention tend to be more financially prepared to make purchases. It can be seen from the data that 91% of respondents spent between Rp. 500,000 and Rp. 1,000,000 for skincare, shows that consumers are willing to spend money on high quality products, especially if the product meets expectations because when consumers have strong purchase intention, consumers will prioritize buying certain products over other products. This is in line with research Ha & Hang (2022) which states that purchase intention has a positive influence on purchase behavior.

Hypothesis 7 shows that Purchase intention influences the relationship between eWOM and purchase behavior. If many social media users such as TikTok provide positive reviews about Skintific products, consumers who are influenced by EWOM will be more likely to have high purchase intention. In the end, this purchase intention will increase the possibility of consumers to make purchases.

Hypothesis 8 shows that Purchase intention influences the relationship between influencer marketing and purchase behavior. Influencers often share stories and personal experiences that can get the audience emotionally involved and this emotional involvement can spark interest and desire to try the items being sold. When influencers make consumers feel emotionally connected to the items purchased, consumers are more likely to continue purchasing.

Hypothesis 9 shows that Purchase intention influences the relationship between content marketing and purchase behavior. Consumers who have a strong intention to buy are more likely to make actual purchases. By using effective content marketing there can be a clear path from consumer awareness to ultimately making a purchase. In other words, Purchase intention functions as a link between the positive effects of content marketing and consumers' real actions when making a purchase.

Hypothesis 10 shows that Purchase intention influences the relationship between attitude and purchase behavior. A positive attitude towards a product can increase purchase intention, usually influenced by previous experience, information and quality. Consumers who have a good attitude towards Skintific products will be more likely to develop high purchase intention and will ultimately be encouraged to make a purchase.

Hypothesis 11 shows that Purchase intention influences the relationship between subjective norms and purchase behavior. The social influence felt by a person, such as expectations from friends, family or other social groups on decisions about what to buy, means that consumers feel that people around them encourage them to buy goods, so they recommend the goods to other people.

CONCLUSION

Based on the analysis of the 11 hypotheses proposed, it can be concluded that purchase intention functions as an important link between various marketing components and the way consumers act. Studies show that e-WOM, influencer marketing, content marketing, attitude, and subjective norms all have a positive influence on purchase intention which ultimately influences purchase behavior. The first hypothesis shows that e-WOM has a positive influence on purchase intention. Positive reviews on skintific products on TikTok can increase customer trust and encourage them to make purchases. Therefore, skintific must utilize e-WOM as a successful marketing strategy to encourage customers to share positive experiences. The second hypothesis, influencer marketing also has a positive influence on purchase intention. Influencers who are related to skintific products can

increase the interest of customers who are not yet familiar with skintific products. So it is proven that influencer marketing is an effective tool for encouraging purchase intentions.

The third hypothesis is that content marketing has a positive influence on purchase intention because interesting, scientific product content makes the audience feel emotionally involved which creates a desire to buy goods. The fourth hypothesis, attitude has a positive influence on purchase intention. Skintific products get a good customer attitude, especially among the younger generation who are active on TikTok because of their high interest in buying. The fifth hypothesis, subjective norms have a positive influence on purchase intention when peers can encourage customers to try the synthetics offered, which can strengthen consumers to buy the synthetics. The sixth hypothesis, purchase intention has a positive influence on purchase behavior when consumers who have high purchase intention tend to be more ready to make a purchase. Hypotheses 7 to 11 indicate that purchase intention functions as a link between e-WOM, influencer marketing, marketing content, attitudes and subjective norms and purchase behavior. When consumers are influenced by positive e-WOM, recommendations from influencers, interesting content, positive attitudes, and supportive subjective norms, consumers are more likely to develop strong purchase behavior.

Limitations and Suggestions

This research has several limitations that must be considered. Firstly, this research uses a relatively small sample size, namely 140 respondents. Therefore, in the future it is recommended to conduct research with a larger and more diverse sample size, so that the results obtained can be more precise and reflect the general perspective of consumers. secondly, the questionnaire sent via the gform used to collect data may have limited the participation of certain groups of people who are not familiar with technology or social media. To address this, future research should use more diverse data collection methods, such as focus groups or in-depth interviews, to find out more about customer behavior and preferences.

third, because this research focuses on skincare products from the Skintific brand, the resulting findings cannot be applied to other brands or categories of skincare products. Therefore, to gain a better understanding of the influence of these factors, it is recommended to conduct comparative studies between different skincare brands or product categories. fourth, several variables that might influence buying behavior and purchase intention, such as personal experience, emotional factors, or economic conditions are not included in the research. This can cause our understanding of the components that influence purchasing decisions to be limited. For the analysis to be more comprehensive, measurement of these additional variables should be a topic of future research. Lastly, this research was conducted over a period of time, and ongoing trends or events may have influenced it. Therefore, it is advisable to conduct a long-term analysis to see how the influence of eWOM, influencer marketing, and other components change over time. This will provide better insight into market dynamics and consumer behavior.

Managerial Implications

Based on the research that has been carried out, it is known that this research has implications for the Skintific Company to increase customer engagement and optimize marketing. Because eWOM greatly influences purchase intention, companies must create programs that encourage consumers to share good experiences. Satisfied customers can act as brand ambassadors through the "Skintific Ambassadors" program and Customers who are active on social media can receive incentives from this program, such as discounts or free products. In this way, companies increase eWOM and build a loyal customer community. Apart from that, it is important for Skintific to collaborate with influencers who have credibility and relevance among the target market, especially generation z. Although research shows that influencer marketing doesn't always have a significant impact, choosing appropriate influencers can help build stronger relationships with your audience. Companies can work with influencers to create interesting and educational content, such as product usage instructions or live question and answer sessions, which can increase customer engagement and trust.

Next, Skintific must prioritize creating high-quality content. Companies must invest in creating content that is informative and visually appealing. For example, Skintific can create short videos about how to use the product, benefits, and customer testimonials to launch a social media campaign. This interesting content can increase customer engagement and encourage them to share. Skintific must provide easy-to-understand information about the benefits and how to use the product. Educational programs like this can take the form of webinars, blog articles that discuss various aspects of skin care. Companies can increase consumer satisfaction and encourage purchases by offering good knowledge about the product.

Additionally, build a community around by creating online platforms, such as forums or social media groups, where consumers can share experiences, get recommendations, and talk about the product. Skintific can build long-term, profitable relationships with customers and increase intent and purchase behavior by incorporating these components into its marketing strategy. A good program will increase sales and build a strong reputation in an increasingly competitive skincare market.

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VARIABEL OPERATION APPENDEX

No	Question
EWOM	
1	I will look for information about skintific products through reviews on tiktok
2	I will buy skintific products if I find positive opinions/ reviews from other consumers on tiktok
3	I am willing to give advice to other consumers on TikTok when they need skintific product recommendations.
4	I am willing to recommend skintific products that are worth buying.
Influencer Marketing	
1	I will look for reviews from influencers on TikTok when I need information about skintific products.
2	I bought skintific products because I saw the promotion explained by an influencer on TikTok.
3	I bought Skintific products because my favorite influencer uses Skintific products too.
4	I will buy a skintific product if the Influencer understands the product information in detail
Content Marketing	
1	I like the content uploaded on the skintific tiktok account because the content uploaded is interesting

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2	I follow the skintific tiktok account because of the very useful and informative skintific product content.
3	I will look at the composition of the skintific product on TikTok when I am going to buy a skintific product.
4	I bought skintific products because there was interaction with the buyer
Attitude	
1	I believe in buying skintific products because they can take care of my face.
2	I bought Skitific products because they have a trusted reputation for caring for the face.
3	I am happy to have purchased skintific products on tiktok