How content marketing and influencers drive skincare purchase intentions on social commerce

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Abstract

This study analyzes the influence of Content Marketing, Viral Marketing, Influencer Marketing, and Electronic Word-of-Mouth (E-WOM) on Purchase Intention of local skincare products in Jakarta through social commerce platforms. The study used a quantitative method with Structural Equation Modeling-Partial Least Square (SEM-PLS) and involved 250 respondents selected through purposive sampling techniques. The results showed that E-WOM had the greatest influence on Purchase Intention, followed by Influencer Marketing, both of which were effective in building consumer trust. Meanwhile, Content Marketing and Viral Marketing made smaller but still important contributions in increasing brand awareness. E-WOM proved to be a powerful social validation tool, while Influencer Marketing created a significant emotional connection between the audience and the product. The implications of this study suggest that local skincare companies need to prioritize E-WOM-based strategies, such as encouraging positive reviews from consumers, as well as strengthening collaboration with credible influencers. In addition, relevant and interesting marketing content is still needed to strengthen brand appeal. This study contributes by identifying the simultaneous influence of digital marketing elements on Purchase Intention and provides strategic insights for companies in increasing competitiveness in the local skincare market.

Keyword: Content Marketing; Influencer Marketing; Purchase Intention; Social Commerce; Skincare Local.

1. INTODUCTION

Industry *skincare* in Indonesia has experienced rapid development, especially in recent years. This trend is driven by increasing consumer awareness of the importance of skincare and the role of digital platforms in promoting beauty products (Dwivedi et al., 2021). *Content marketing, viral marketing, influencer marketing, dan electronic word-of-mouth* (E-WOM) is becoming an essential element in modern marketing strategies for products *skincare* local. *Content marketing,* which focuses on providing relevant and valuable content, has been shown to increase consumer buying interest. Through this strategy, brands can build an emotional connection with consumers while increasing brand awareness (Järvinen &; Taiminen, 2016). Engaging and relevant content has a significant influence on consumer purchasing decisions, especially on products marketed through digital platforms (Alalwan et al., 2020).

Meanwhile, *viral marketing* Utilizing social media networks to spread marketing messages widely in a short period of time. Viral campaigns often rely on creative and emotional elements that encourage consumers to share the content (Berger & Milkman, 2012). Research in the field of digital marketing shows that *viral marketing* not only increases brand visibility but also creates social validation that influences purchasing decisions (Kumar et al., 2021). Moreover *influencer marketing* has become one of the most effective marketing strategies. *Influence* are considered credible sources of information and are able to create an emotional connection with their audience. According to (Lou & Yuan, 2019), in collaboration with *influence* can increase consumer confidence in the product, which ultimately accelerates the purchase decision. This is relevant to research (Maryati M & Utami, 2023), which found that the credibility of *influence* has a significant impact on buying interest in the beauty sector.

Electronic word-of-mouth (E-WOM), as a form of digital communication between consumers, also plays an important role in building consumer trust. Research shows that positive reviews and recommendations from other users can strengthen the perception of product quality and increase consumer buying interest (Deng, Hine, Ji, & Wang, 2021). A study by (Balqis et al., 2024) confirms that E-WOM is one of the most influential sources of information in the digital era, especially in product purchase decisions *skincare.* Although various studies have examined the influence of each of these factors separately, there are still limitations in understanding how these four elements simultaneously influence product buying interest *skincare* local. This research aims to fill the gap by analyzing the influence of *content*

marketing, viral marketing, influencer marketing, and E-WOM on product buying interest *skincare* local, especially in the Jakarta area.

2. LITERATURE REVIEW

2.1 Purchase Imtention

According to (Indarto & Farida, 2022), *purchase intention* It is a consumer behavior where consumers have a desire to choose and consume a product. *Purchase intention* will arise if a consumer has affected the quality and quality of a product and the information of a product. According to Engel in (Akbar, Fitrah, & Rafli, 2023) argues that *purchase intention* as a driving force or as an intrinsic motive that is able to encourage a person to pay attention spontaneously, naturally, easily, without coercion and selectivity to a product to then make a purchase decision. *Purchase intention* is the stage at which consumers form their choice between several brands that are members of the device of choice (Sugesti et al., 2024). *Purchase intention* arise after an alternative evaluation process. In the evaluation process, a person will make a series of choices regarding the product to be purchased on the basis of the brand or intention (Haque-fawzi, Iskandar, & Erlangga, 2022). Preferential interest, which is showing the behavior of a person who has a primary preference for the product. Exploratory interest, which shows the behavior of a person who is always looking for information about the product of interest and looking for other products that will support the positive properties of the product (Haque-fawzi et al., 2022).

2.2 Content Marketing

High-quality content can increase consumer trust in brands, which in turn drives their buying interest (Kotler & Keller., 2020). Relevant and engaging content can significantly increase consumer purchase intent (Alalwan et al., 2020). In addition, *content marketing* also serves as a tool to build a community around the brand. The use *of influencers* in *content marketing* has also been proven to be effective in increasing buying interest. *Influencers* who have high credibility can help spread interesting and relevant content to their audience.

Collaboration with *influencers* can increase consumer trust in products and drive faster purchase decisions (Lou & Yuan 2021). Measuring the effectiveness of content marketing must be done systematically. Research by (Kaur et al., 2020) emphasizes the importance of using

the right metrics to evaluate the impact of content marketing on buying interest, including engagement and conversion analysis.

Hypothesis 1: *Content marketing* affects *purchase intention*

2.3 Viral Marketing

Viral marketing is effective because it creates engaging content with strong emotional elements that encourage consumers to share it on social media. Engaging and relevant content can increase consumer purchase intent around a product or service (Pasaribu et al., 2023). *Viral marketing* also functions as a form of social validation. When consumers see a lot of people sharing or recommending a product, they tend to feel more confident in their purchasing decisions. Research by (Kumar et al., 2021) shows that *electronic word-of-mouth* (E-WOM) generated from *viral marketing* can strengthen consumer trust in brands, which in turn increases their buying interest. The use of *influencers* in *viral marketing strategies* has also proven to be effective. The use of influencers in viral marketing strategies has also proven to be effective (Freberg, 2021; Lou & Yuan, 2020).

Influencers who have a large and engaged following can help spread content quickly and widely. Collaboration with *influencers* can increase product visibility and drive faster purchase decisions, especially among the younger generation who are more active on *social media* (Andriyanti & Farida, 2022). The success of *viral marketing* relies heavily on a deep understanding of the target audience and ongoing trends. Research by (Hutter et al., 2021) emphasizes the importance of data analysis and measuring campaign effectiveness to ensure that the content created truly resonates with the audience. The influence *of influencers* in viral marketing is also closely related to increasing consumer loyalty to brands. Consumers are more likely to trust recommendations from *influencers* they consider to have credibility and authenticity (Kim & Ko, 2021).

Hypothesis 2: Viral marketing affects purchase intention

2.4 Influence

Influencers are effective because they build trust and emotional connection between *influencers* and audiences, thus having a significant impact on buying interest. *Influencers* who are considered authentic and trustworthy can increase consumer trust in the products they are

promoting. When consumers feel emotionally connected to *influencers*, they are more likely to consider recommended products, which in turn increases their buying interest (Agustin & Amron, 2022). *Influencers* also serve as a form of social validation. When consumers see that others, especially public figures they admire, use and recommend a product, they tend to feel more confident to make a purchase. Research by (Tarigan et al., 2020) shows that *endorsements* from influencers can significantly increase consumer purchase intentions, especially among the younger generation who are more active on social media. The effectiveness of *influencers* is also affected by the type of content shared. Engaging and relevant content can increase audience engagement and encourage them to share information about the product. Content produced by *influencers* who have an interesting communication style can increase consumers' buying interest, because the audience feels more engaged and inspired to try the product (Hutter et al., 2021).

Choosing the right *influencer* is crucial to the success of a campaign. According to research by (Zhang et al., 2021), *influencers* with relevant audiences and high engagement rates tend to be more effective in influencing consumer purchasing decisions. Therefore, brands need to conduct a careful analysis to choose *influencers* who fit their brand values and image. *Influencers* can increase *brand awareness*, which is an important first step in the purchasing decision-making process. When consumers are more familiar with brands through *influencers*, they are more likely to consider the product when making a purchase (Kumar et al., 2021).

Hypothesis 3: Influencers affect purchase intention

2.5 Electronic Word-of-Mouth (E-WOM)

Electronic word-of-mouth (E-WOM) is a key factor that influences consumer purchasing decisions in the digital era. Through social media, consumers can easily access product reviews, which has proven to have a significant impact on buying interest. Consumers tend to trust reviews and recommendations from other users that they consider equal or have had similar experiences (Alalwan et al., 2020). According to research by (Zhang et al., 2021), widely received positive reviews can improve the perception of product quality in the eyes of consumers, so they are more likely to make a purchase.

Consumer engagement with a particular product or brand can affect how much influence (E-WOM) has on purchasing decisions. More engaged consumers tend to be more responsive

to (E-WOM) (Sokolova & Kefi, 2020). In addition, the importance of the platform on which (E-WOM) takes place cannot be ignored either. According to research by (Hsu et al., 2021), different social media platforms can affect the way consumers receive and respond (E-WOM). For example, platforms like Instagram and Facebook can provide visual context that amplifies the message (E-WOM), thereby increasing buying interest. Individual and product factors influence the consumer's tendency to give a positive or negative E-WOM, which has an impact on repurchase intentions. Social media usage behavior and brand trust play an important role in determining reviews provided online (Anastasiei et al., 2024).

Hypothesis 4: *E-WOM* affects *purchase intention*

3. Material and Method

This research was carried out for two months, from November to December 2024, in the DKI Jakarta area. This location was chosen because of the high consumer interest in local skincare products and the intensity of using social commerce platforms, so it is relevant to examine the influence of digital marketing strategies on consumer buying interest. This study examines the relationship between *Content Marketing* (CM), *Viral Marketing* (VM), *Influencer* (IM), and Electronic *Word-of-Mouth* (E-WOM) as independent variables, as well as *Purchase Intention* (PI) as dependent variables. The study population is consumers of local skincare products in Jakarta. The sampling technique uses *purposive sampling* with the following criteria: domiciled in Jakarta, has been exposed to local skincare marketing content on *social commerce* platforms, and is at least 18 years old. The number of samples was determined based on the approach (Hair et al., 2021), with a minimum number of 5 to 10 variable indicators, so that 250 respondents were determined. Data analysis was carried out using *the Structural Equation Modeling* (SEM) method.

3.1 Design Study

This study uses a causal associative research design with a quantitative approach to analyze the relationship between *Content Marketing* (CM), *Viral Marketing* (VM), *Influencer Marketing* (IM), and *Electronic Word-of-Mouth* (E-WOM) as independent variables for *Purchase Intention* (PI) as a dependent variable. This design aims to identify the direct influence of these variables in the context of marketing local *skincare* products through *social*

commerce platforms in Jakarta. Data was collected through a survey using a structured questionnaire based on the Likert scale to measure respondents' perceptions, which was then analyzed using *the Structural Equation Modeling-Partial Least Square* (SEM-PLS) method. This approach was chosen because it is able to test the relationship between variables simultaneously and ensure the reliability and validity of the research model.

3.2 Data Analysis

The data analysis in this study uses the *Structural Equation Modeling-Partial Least Square* (SEM-PLS) method, which is known to be effective in testing the relationship between latent variables in a complex research model. SEM-PLS was chosen for its ability to analyze data with non-abnormal distributions, small to large samples, and various types of measurement scales (Hair et al., 2021). The analysis was carried out in two stages, namely the evaluation of the measurement model (*outer model*) and the evaluation of the structural model *(inner model*). In the outer model evaluation stage, the validity of the construct is tested through *Convergent Validity and Discriminant Validity*.

The validity of convergence was evaluated based on *the value of loading factor* and *Average Variance Extracted* (AVE), while the validity of discrimination was carried out by comparing the square root value of AVE with the correlation between constructs. For reliability, the *Composite Reliability* and *Cronbach's Alpha measures* with a minimum value of > 0.7 are used as indicators of instrument reliability (Henseler et al., 2021).

The evaluation stage of the inner model aims to test the relationship between latent variables. The *R-Square* (R^2) value is used to measure the predictive power of the model, while *Path Coefficient* is analyzed to determine the direction and strength of the relationship between variables. Hypothesis testing was carried out using *the bootstrapping* method, where *the t-statistics* value > 1.96 and *the p-value* < 0.05 were used as significant criteria (Rigdon et al., 2020). This approach allows for a more in-depth assessment of causal relationships between variables.

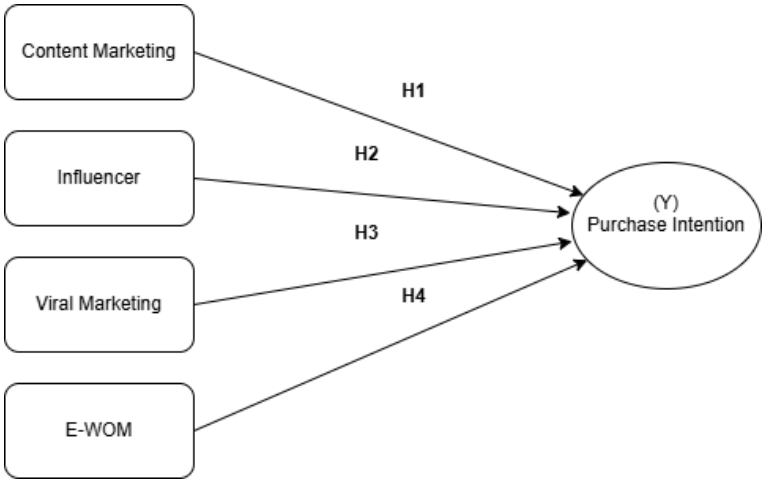

Figure 1. Research Model

4. Result

The results of the study show that *Content Marketing* (CM), *Viral Marketing* (VM), *Influencer marketing* (IM), and *Electronic Word-of-Mouth* (E-WOM) have a significant influence on *Purchase Intention* (MB) of local *skincare* products in Jakarta. Among the independent variables, E-WOM has the greatest influence, followed by *Influencer*, *Content Marketing*, and *Viral Marketing*, which are supported by a positive *path coefficient* value and a *p-value* < 0.05. These findings are in line with previous research that emphasizes the importance of user reviews as social validation in purchasing decisions and the effectiveness of *influencers* in building consumer trust (Hair et al., 2021; Kumar et al., 2021).

Table 1. Outer Loadings & AVE

Variable	Indicator	Outer Loading	AVE	Information
CM	CM1	0.876	0,680	Valid
	CM2	0.853		
	CM3	0.843		
	CM4	0.842		
	CM5	0.851		
VM	VM1	0.812	0,679	Valid

	VM2	0.761		
	VM3	0.763		
	VM4	0.765		
	VM5	0.753		
	VM6	0.782		
IN	IM1	0.862	0,406	Valid
	IM2	0.721		
	IM3	0.733		
	IM4	0.775		
	IM5	0.783		
EWM	EWM1	0.763	0,764	Valid
	EWM2	0.753		
	EWM3	0.721		
	EWM4	0.732		
	EWM5	0.782		
PI	PI1	0.762	0,798	Valid
	PI2	0.732		
	PI3	0.736		
	PI4	0.732		
	PI5	0.735		
	PI6	0.736		

Table 1 shows that the results of the analysis, all variable indicators show an *outer loading value* of > 0.7, which indicates a significant contribution in measuring the respective constructs. In addition, the variables *Content Marketing* (CM), *Viral Marketing* (VM), *Electronic Word-of-Mouth* (E-WOM), and *Purchase Intention* (PI) have Average *Variance Extracted* (AVE) values of 0.680, 0.679, 0.764, and 0.798, respectively, which meet the convergent validity criteria (AVE > 0.5) according to the guidelines of Hair et al. (2021). However, the Influencer (IM) variable has an AVE value of 0.406, below the recommended threshold, although the indicator still shows a good contribution based on the outer loading

value. Thus, most of the constructs in this study are valid and feasible to use, with specific notes on IM variables that require more attention in further analysis (Hair et al., 2021).

Table 2. HTM

	CM	VM	IN	EWM	PI
CM					
VM	0.786				
IN	0.765	0.776			
EWM	0.843	0.751	0.863		
PI	0.876	0.842	0.842	0.854	

The results of the correlation analysis between variables show that all correlation values between constructs are below the AVE value of each construct, which indicates the fulfillment of the discriminant *validity criteria*. The highest correlation was recorded between *Content Marketing* (CM) and *Purchase Intention* (PI) with a correlation value of 0.876, followed by the relationship between *Electronic Word-of-Mouth* (E-WOM) and *Influencer Marketing* (IM) at 0.863. In addition, the relationship between *Content Marketing* (CM) and *Electronic Word-of-Mouth* (E-WOM) also showed a high correlation of 0.843. These findings support that each construct in the model has good discrimination and is able to measure each variable separately according to the discrimination validity guidelines (Hair et al., 2021).

Table 3. Cronbach's Alpha & Composite Reliability

Variable	***Cronbach Alpha***	***Composite reliability (rho_c)***	**Information**
CM	0.983	0.972	Valid
VM	0.912	0.963	Valid
IN	0.875	0.881	Valid
EWM	0.843	0.854	Valid

Reliability testing was carried out to ensure the internal consistency of the indicators used as a measurement tool for research variables. In SmartPLS, there are two main methods to test variable reliability, namely *Cronbach's Alpha* and *Composite Reliability*. The *rule of thumb*

states that the value *of Cronbach's Alpha* and *Composite Reliability* must be greater than 0.7. Based on the results presented in the table, *Cronbach's Alpha* score for *Content Marketing* (CM) was 0.983, *Viral Marketing* (VM) was 0.912, *Influencer* (IM) was 0.875, and *Electronic Word-of-Mouth* (E-WOM) was 0.843, all > 0.7. This indicates that each variable is reliable. In addition, the *Composite Reliability* value for (CM) was 0.972%, (VM) was 0.963%, (IM) was 0.881%, and E-WOM was 0.854%, also > 0.7. These findings confirm that the research variables have high reliability and consistency of construction, so they are suitable for use in research.

Table 4. VIF

Variable	BRIGHT
CM → PI	3.136
VM → PI	3.321
IN → PI	3.423
EWOM → PI	2.873

To detect potential bias due to multicollinearity, the right step is to check the *Variance Inflation Factor* (VIF) value using SmartPLS. VIF is a multivariate measure that shows the degree of variation of a variable that can be explained by other variables in the same model. Based on the guidelines (Hair et al., 2021), the optimal VIF value is < 5. The results of the analysis in Table 4 show that the VIF value for *Content Marketing* (CM) for *Purchase Intention* (PI) is 3.136, *Viral Marketing* (VM) for (PI) is 3.321, *Influencer* (IM) is for (PI) is 3.423, and *Electronic Word-of-Mouth* (E-WOM) against (PI) of 2,873. All VIF values < 5, which indicates that there is no significant bias due to multicollinearity between constructs in the framework of this study. Thus, the research model was declared free of multicollinearity problems and valid for further analysis.

Table 5. R-square

Variable	*R-Square*	*R-Square Adjusted*	Information
PI	0.837	0.832	High Prediction

The structural model in PLS was evaluated using *the R-Square* (R^2) value for the dependent construct, which was used to measure the extent to which the variation in the dependent variable could be explained by the independent variable in the research model. The higher the R^2 value, the better the model's ability to predict the relationship between variables. The R^2 value is in the range of 0 to 1, with an interpretation of $R^2 > 0.25$ indicating a low prediction level, an $R^2 > 0.50$ indicating a moderate prediction level, and an $R^2 > 0.75$ indicating a high prediction level. Based on the Table, the R^2 value for *the Purchase Intention* (PI) variable is 0.837, with *an Adjusted* R^2 of 0.832. This shows that 83.7% of the variation in *Purchase Intention* (PI) can be explained by independent variables in the research model, while the remaining 16.3% can be explained by other variables outside the model. Thus, this model has high predictive ability according to guidelines (Hair et al., 2021).

Table 6. F-square

Variable	*f-square*	Information
CM → PI	0.02	Small influence
VM → PI	0.21	Medium influence
IN → PI	0.03	Small influence
EWOM → PI	0.24	Medium influence

F-Square was used to assess the magnitude of the influence of each independent variable on the dependent variable in the research model. This value provides an idea of the relative contribution of each variable to the model. The classification of influence is based on *the F-Square value*, which is > 0.02 is considered to have a small influence, > 0.15 is considered to have a moderate influence, and > 0.35 is considered to have a large influence. Based on the table, the Content Marketing (CM) variable on *Purchase Intention* (PI) has an *F-Square* value of 0.02, which shows a small influence. The Viral *Marketing* (VM) variable on PI has an *F-Square* value of 0.21, indicating a moderate influence. Furthermore, the *Influencer* Marketing (IM) variable on PI has an *F-Square* value of 0.03, which also shows a small influence, while *Electronic Word-of-Mouth* (E-WOM) on PI has an *F-Square* value of 0.24, which shows a moderate influence. These results indicate the level of contribution of each independent variable to the model as a whole.

Table 7. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics	P Value	Result
H1. CM → PI	-0.015	-0.006	0.037	0.410	0.682	Accepted
H2. VM → PI	0.514	0.509	0.133	3.870	0.000	Accepted
H3. IN → PI	0.034	0.030	0.202	0.169	0.866	Accepted
H4. EWOM → PI	0.588	0.585	0.169	3.472	0.001	Accepted

Based on the results of the analysis of *Viral Marketing* (VM) and *Electronic Word-of-Mouth* (E-WOM) variables, they have a significant influence on *Purchase Intention* (PI), with *T-statistics* values of 3,870 and 3,472, respectively, and *P-values* < 0.05, showing a strong contribution to the model. On the other hand, the variables *Content Marketing* (CM) and *Influencer* Marketing (IM) showed a small influence on PI, with insignificant *T-statistics* values (*T* < 1.96) and *P-values* > 0.05. Overall, these findings show that marketing strategies that utilize VM and E-WOM are more effective in increasing consumer buying interest than CM and IM.

5. Discussion

The results of this study show that *Electronic Word-of-Mouth* (E-WOM) has the greatest influence on *purchase intention* Consumer Products *skincare* local in Jakarta (Putra & Bangsawan, 2022), with a value *path coefficient* by 0.588 and *p-value* < 0.05. These findings confirm that positive reviews from other consumers play an important role in building consumer trust in the product. Previous research also supports these results, as revealed by (Deng et al., 2021), that E-WOM serves as a social validation that reinforces the perception of product quality. In addition, research (Zhang et al., 2021) highlights the importance of social media platforms such as *Instagram* in providing a visual context that reinforces the E-WOM message. (Cheung & Thadani, 2022) added that trust in consumer reviews is a major factor in driving purchase decisions in the digital era. In addition to E-WOM, *influencer marketing* also shows a significant influence on *purchase intention* with the value of *path coefficient* by 0.034

although *p-value* > 0.05. This is in line with research (Adrianto & Kurnia, 2021), which states that influencers with high credibility can create an emotional connection with their audience.

(Maryati & Utami, 2023) confirms that the credibility of *influence* has a major impact on the beauty sector in Indonesia. However, the results of this study indicate that the influence of *influencer marketing* still relatively small compared to E-WOM (Darmawan & Setiawan, 2024). This factor can be caused by variations in audience engagement levels influenced by the influencer's relevance to the target market, as suggested by (Agustin & Amron, 2022). For content marketing, the results of the study showed a smaller influence on *purchase intention* with the value of *path coefficient* by -0.015 and *p-value* > 0.05. These findings highlight that while content marketing can improve *brand awareness* and consumer engagement, its effectiveness depends on the quality and relevance of the content produced (Alalwan et al., 2020). Research (Kaur et al., 2020) emphasizes the importance of measuring the effectiveness of content marketing through metrics such as engagement rate and conversion rate to ensure their impact on purchase decisions.

Meanwhile, *viral marketing* have a significant contribution with the value of *path coefficient* by 0.514 and *p-value* < 0.05, indicating that the campaign *Viral* can effectively increase consumer buying interest. Research (Kumar et al., 2021) supports these results by stating that creative content with strong emotional elements can encourage consumers to share information. (Pasaribu et al., 2023) added that the *Viral* Successful ones not only increase brand exposure but also create social validation that influences purchasing decisions. However, effectiveness *viral marketing* highly dependent on a deep understanding of the target audience and relevant trends, as affirmed by (Hutter et al., 2021). Overall, this study shows that E-WOM is the most influential factor in driving *purchase intention*, followed by *viral marketing*, *influencer marketing*, and finally *content marketing*. These results are consistent with research (Dwivedi et al., 2021), which states that digital marketing strategies based on social interaction are more effective in building relationships with consumers compared to traditional approaches. These findings have strategic implications for the company *skincare* local to prioritize E-WOM-based strategies and influencer marketing, while still managing relevant content and developing creative viral campaigns. With this approach, companies can improve their competitiveness in an increasingly competitive market (Prihartini & Damastuti, 2022).

6. Conclusion, Implication, and Recommendation

This research reveals that Electronic Word-of-Mouth (E-WOM) has the greatest impact in encouraging consumer buying interest in local skincare products in Jakarta. This highlights the important role of positive reviews and recommendations from other users that can strengthen the perception of product quality in the eyes of consumers. The existence of these reviews not only serves as social validation but also provides confidence for consumers in choosing products that suit their needs. In addition, influencer marketing also exerts a significant influence through the emotional connection that influencers build with their audience. Influencers, who are often considered credible sources of information, are able to increase trust in brands and speed up the purchasing decision-making process. However, the contribution of content marketing and viral marketing to consumer buying interest is relatively smaller than E-WOM and influencer marketing. Nevertheless, these two strategies are still relevant to create brand awareness and attract consumers' attention at an early stage. Overall, this study emphasizes the importance of a digital marketing approach that prioritizes social interaction, consumer validation, and emotional engagement in increasing consumer buying interest, especially in the local skincare sector.

The results of this study have significant strategic implications for local skincare companies in Indonesia, especially in utilizing digital platforms as the main marketing tool. First, these results confirm the importance of managing E-WOM effectively. Positive reviews from consumers not only increase trust in the product, but also help create a stronger brand image in the market. Companies need to harness this potential through strategies that encourage consumers to share their experiences, both on social media and e-commerce platforms. Second, collaboration with influencers should be a priority, especially with those with a high level of credibility and a relevant audience. Influencers who are authentic and have a close relationship with their followers can be effective brand ambassadors in building an emotional connection between consumers and products.

Third, content marketing still has an important role in building consumer awareness and engagement. Relevant, informative, and engaging content can be an effective communication tool for introducing products and building consumer trust. This content can also strengthen other marketing strategies, such as influencer marketing and viral marketing, through the provision of material that can be shared on various digital platforms. Fourth, viral marketing,

although the impact is not as large as E-WOM, is still relevant in increasing brand exposure quickly through creative campaigns that attract consumers' attention. Successful viral campaigns require high emotional elements and creativity to be able to create a big impact in a short time. The final implication is the importance of a data-driven approach to monitoring and evaluating the success of digital marketing strategies. This data can be used to adjust existing strategies to better suit market needs and changing consumer trends.

As a recommendation, local skincare companies are advised to optimize the potential of E-WOM by creating loyalty programs or incentives for consumers who provide positive reviews. This program can be in the form of rewards, loyalty points, or discounts on subsequent purchases. In addition, companies can build online communities that allow consumers to share experiences and provide valuable feedback. When it comes to influencer marketing, companies need to be selective in choosing influencers who are relevant to their target market. Choosing the right influencer can have a big impact, especially if the influencer has a strong relationship with their audience. Long-term collaboration with influencers is also recommended to create consistent and trustworthy brand communication.

For content marketing, companies need to invest in the production of high-quality content, such as tutorials on using the product, education about the benefits of active ingredients, and testimonials from satisfied consumers. This content can be published through a variety of digital channels, including social media, websites, and company blogs, to reach a wider audience. Regular evaluations of marketing strategies need to be carried out using metrics such as engagement rate, conversion rate, and consumer sentiment analysis. This analysis will provide in-depth insights into the effectiveness of the marketing campaigns that have been implemented, allowing companies to make necessary adjustments.

In addition, diversification of marketing channels also needs to be considered. E-commerce platforms with interactive features such as live shopping, video reviews, or question and answer features can create a more engaging and personalized shopping experience for consumers. Through this diversification, companies can reach consumers from different market segments and expand their brand influence. By integrating all of these strategies, companies can improve the effectiveness of their digital marketing, strengthen relationships with consumers, and create brand loyalty amid increasingly fierce market competition.

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