

# **THE INFLUENCE OF INFLUENCER MARKETING AND ELECTRONIC WORD OF MOUTH, ON PURCHASE INTENTION THROUGH BRAND IMAGE**

Ade Liapriyanti<sup>1</sup>, Lukman Cahyadi<sup>2</sup>

Fakultas Ekonomi Bisnis, Universitas Esa Unggul Indonesia

## **Abstract**

Advances in information and communication technology have had an impact on changes in the lifestyle of a person who makes social media a source of reference before deciding on a purchase. This study aims to determine and analyze the relationship between the influence of influencer marketing and electronic word of mouth on purchase intention through brand image on Facetology skincare products. The population of this study are consumers who know Facetology skincare through social media in the Jakarta area, with the criteria of following Facetology skincare social media accounts, knowing Facetology skincare products from influencer Tasya Farasya, aged at least 17 years, and domiciled in the Jakarta area. This type of research is quantitative with non-probability sampling method and the technique used is purposive sampling, 126 respondents collected questionnaires. The data analysis method uses SEM-PLS (Partial Least Square). The results showed that influencer marketing has a positive effect on brand image, influencer marketing has a positive effect on purchase intention, electronic word of mouth has a positive effect on brand image, brand image has a positive effect on purchase intention, electronic word of mouth variable did not have a positive effect on purchase intention. Influencer marketing has a positive effect on purchase intention through brand image and electronic word of mouth has a positive effect on purchase intention through brand image. In the future studies, researchers suggest expanding the research area and looking for object in other fields.

**Keywords:** Influencer Marketing, Electronic Word of Mouth, Brand Image and Purchase intention

## 1. Introduction

Digitalization has significantly influenced a person's lifestyle after the emergence of digital social networks known as social media. This progress makes social media play an important role in fulfilling consumer information needs, this is due to the ease of broad and unlimited access to various sources of information globally (Pentina et al., 2018). One of the positive outcomes of the ease of access to information is the significant growth of the beauty industry, driven by an increasing awareness of the importance of maintaining appearance and skin health among women. In addition to women's awareness, there has been a notable rise in men's consciousness regarding personal care for a better appearance, which can enhance confidence and stimulate interest in skincare products. Within the beauty industry, various sectors exist, one of which is skincare, aimed at maintaining facial skin health through a specific range of products. In recent years, the number of local skincare brands in the beauty industry has risen and experienced positive development (Pratiwi & Anna, 2021).

One of the local skincare brands in Indonesia, Facetology, has recently gained attention on social media for offering a range of skincare products specifically formulated to be safe for various skin types (Nadine, 2024). As a new brand, Facetology has demonstrated its ability to build a positive reputation and attract consumers by understanding and addressing their skincare needs, thereby maintaining consumer interest and purchase intention. This indicates that Facetology is well-adapted to the increasingly competitive beauty industry in Indonesia (Wulan *et al.*, 2024). Additionally, Facetology engages in various digital marketing activities to enhance purchase intention. Purchase intention is an important component in business because, according to Jalilvand & Samiei (2012) consumer product purchasing decisions are based on interest, which is generated by positive stimuli that encourage future purchases. One of the marketing strategies to attract consumer purchase intention is to build positive interactive communication with potential customers. Influencer marketing, as is commonly known, is the process of facilitating profitable relationships through individuals who have a significant influence on a wide audience (Nurjanah & Limanda, 2024).

The influencer marketing that is well known and has a significant number of followers on social media is Tasya Farasya (SociaBuzz, 2019). Tasya Farasya is known as an influencer in the beauty field through sharing content uploaded on her social media accounts, she always provides education to her followers in the form of make-up tutorials, skincare product reviews, as well as information related to beauty products and endorsements for various beauty brands (Basuki & Prabandari, 2020). Influencers create content that is considered more credible than promotional content that comes from companies, because the interactive communication that influencers have with their followers can build trust so that they can influence their followers' purchasing behavior (Jiménez-castillo & Sánchez-fernández, 2019). In addition, influencers' knowledge and expertise about a product play an important role in shaping a positive influence on consumer purchasing behavior (Tien et al., 2018).

Electronic word of mouth is another aspect that can influence consumer interest in making purchases. Generally, consumers are careful in choosing skincare products by considering product content, suitability for skin type, brand, price, and other factors. This is because consumers want to ensure that the product they choose meets their needs (Adriyati & Indriani, 2017). Electronic word of mouth is very important as a reference for other consumers in meeting information needs (Godey et al., 2016). In addition, promotion through electronic word of mouth can be profitable for companies, because reviews and assessments from consumers who have used the product, marketing by companies is easier to do, this is because consumers trust the opinions of other consumers more than company advertisements (Jain et al., 2023).

Brand image is also an important component that increases purchase intention. When the brand image has been positively formed in the minds of consumers, it can affect consumer purchase intention. Companies in the skin care industry use strategies to improve their brand image in the eyes of consumers, who assess brand image based on consumers' knowledge, attitudes, and perceptions of a product (Soomro *et al.*, 2021). A positive brand image strengthens consumer confidence in recognizing products, assessing quality, and minimizing purchase risks (Bararah & Chan, 2024). To differentiate a product from competitors in the skin care industry, it is very important for companies to cultivate the right brand image, outperform competitors' products, and offer higher value (Ruslan *et al.*, 2021). Thus, a positive brand image can help position the product as the preferred choice among consumers and provide a competitive advantage (Nurhikmah et al., 2018).

Previous research discusses the role of social media marketing on the purchase intention of active social media users in the city of New Delhi (Ali & Naushad, 2023). However, the difference between previous research and this study lies in the development of variables, namely influencer marketing and electronic word of mouth as independent variables associated with purchase intention as the dependent variable and brand image as a mediator. The research was conducted in Indonesia, precisely in the Jakarta area and focused on local skin care products. The purpose of this study is to analyze how influencer marketing and electronic word of mouth, affect purchase intention and are mediated by brand image. Although there have been many similar studies, it is hoped that this study can provide additional new ideas for skin care product companies to optimize their product marketing strategies with female and male market segmentation.

## **2. Literature Review And Hypotheses Development**

### *2.1 Theory of Reasoned Action*

According to Fishbein & Ajzen (1980) the theory of reasoned action, individual behavior is influenced by the intention or desire to take a certain action. the intention is formed by attitudes and subjective norms. According to Ajzen et al., (1992) attitude is a personal evaluation of a behavior, while subjective norm is defined as the perceived social pressure to perform or not perform a particular behavior. Subjective norms are established by the expectations and actions of others. According to Ajzen & Madden (1986) before performing

a behavior, individuals will first form an intention to perform the behavior. This intention arises based on the belief that doing this behavior will produce some expected results.

## 2.2 *Purchase Intention*

According to Kotler & Keller (2021) purchase intention is the behavior of consumers who have the desire to buy a product based on experience, use and consumer needs. Purchase intention can be defined as the potential or tendency of consumers to buy goods or services in the future (Mao et al., 2020). Furthermore, purchase intention is described as an evaluative phase where customers express their brand preferences, resulting in a purchase intention that depends on the customer's interest in the product (Nurlinda, 2018). After obtaining favorable product information, purchase intention refers to the strong desire of consumers to buy products that meet their expectations (Liao et al., 2022).

## 2.3 *Influencer marketing*

According to Han et al., (2020) influencer marketing is a strategy that involves promoting products through individuals with a significant social media following and expertise in specific fields, aiming to influence consumer purchasing behaviors. as defined by Veirman *et al.* (2017) it is the process of identifying individuals who hold influence over a particular target audience to engage in product promotion, thereby increasing sales, reach, and relationships with specific consumers through social media activities. Influencers are characterized by their attractiveness and ability to inspire their followers on social media to accept information or promoted brands, making them effective in executing brand campaigns (Vyatkina, 2020). According to Sudirgo & Cahyadi (2024) emphasized that when influencers have social values that make them reliable as a source of honest and accurate information, this will have a positive impact on consumer perceptions of products and brand awareness. Honest information from influencers will encourage consumers to buy a product instead.

## 2.4 *Electronic Word of Mouth*

According to (Hennig-thurau *et al.*, 2004) electronic word of mouth is defined as consumer reviews, both positive and negative, that can be accessed by a wide audience through social media and the internet. According to Kamilah & Abadiyah (2023), electronic word of mouth consists of reviews shared by social media users regarding their experiences with a product or service, which are considered more neutral and trustworthy as they are based on personal experiences without commercial elements. Consumers who are highly interested in goods or services actively seek further information to assist them in making purchasing decisions (Nugraha & Nisa, 2023). Thus, consumers create electronic word of mouth to share their opinions, experiences, or satisfaction with goods and services within virtual communities (Seifert & Kwon, 2020).

## 2.5 *Brand Image*

According to Keller (2009) brand image is the perception and understanding that consumers have formed from brand associations stored in consumers' memories. In addition, brand image is defined as the perception that consumers have about a brand, which is formed based

on the experiences they have with products from that brand (Pranata *et al.*, 2020). Muhammad *et al.*, (2019) explain that brand image in the minds of consumers is the result of the appearance of the product, its attributes, and the benefits of the product in meeting consumer needs. Furthermore, according to Syah & Olivia (2022) brand image is a consumer's view of product characteristics obtained through observation and use of the product. In addition, according to Aryatilandi *et al.* (2020) defines brand image as a consumer assessment of a brand that creates trust and confidence in the minds of consumers so that it can retain existing consumers and attract new potential customers.

## 2.6 Hypotheses development

According to Reinikainen (2020), influencer marketing is considered an effective social media marketing strategy to help companies strengthen brand image in the minds of consumers. An influencer's expertise in introducing the benefits of a product can influence consumers' perception of the brand (Nugroho *et al.*, 2022). The quality of information conveyed by influencers is important in shaping brand image positively in the eyes of consumers, relevant and useful information from influencers can build good perceptions of brands, this can influence consumers to accept brands positively (Nurhandyani *et al.*, 2019). In line with research conducted by Markiones *et al.* (2023) that influencer marketing can increase positive perceptions of a brand, making it easier to recognize and have a good reputation. Previous studies have found that influencer marketing is a factor that influences brand image (Hermanda *et al.*, 2019; Duwi & Nugroho, 2022) based on the discussion above, the following hypothesis can be proposed:

H1: Influencer marketing has a positive effect on brand image.

Influencer activities in marketing strategies can enhance marketing performance by attracting consumer interest in the products they recommend (Masitoh & Adjid, 2022). Influencers provide reviews and recommendations based on personal experiences, making their endorsements appear more authentic and trustworthy to followers (Chetioui *et al.*, 2019). According to Lou & Yuan (2019), the informative value of posts sponsored by influencers can build consumer trust, shaping brand awareness and purchase intention. According to Qin *et al.* (2024) found that if consumers perceive influencers as providing useful and positive recommendations, they are more likely to have favorable views of the influencers and higher purchase intentions. Purnamaningsih & Rizkalla (2020) support the results of this study by showing that purchase intention is positively influenced by influencer marketing. Several previous studies have revealed that influencer marketing is a factor that influences purchase intention (Lou & Yuan, 2019; Isyanto *et al.*, 2020; Saima & Khan, 2020; Dwidienawati *et al.*, 2020; Pramesti & Rubiyanti, 2023) So the hypothesis that can be proposed is:

H2: Influencer marketing has a positive effect on purchase intention.

According to Fitriani *et al.* (2022), brand image formed through electronic word of mouth has an important role for producers, as consumers evaluate and compare brands before selecting

a product. A positive brand image is more likely to be remembered by consumers and creates perception of high quality, while a negative brand image can lead to a perceived decrease in quality. Electronic word of mouth, characterized by clear, logical, and persuasive reviews based on specific facts about a product, helps strengthen brand image (Kala & Chaubey, 2018). This shows that the more positive reviews other consumers make about products via the internet can increase the brand's reputation in the eyes of consumers (Adriyati & Indriani, 2017). In line with research conducted by Wedayanti & Ardani (2020) shows that there is a positive influence between electronic word of mouth on brand image, namely when the more effective the delivery of electronic word of mouth, it will increase the brand image of a product. Previous research found that electronic word of mouth will create a positive brand image (Jalilvand & Samiei, 2013; Aslam & Farhat, 2019; Edeline & Praptiningsih, 2022; Badawi & Basif, 2023). So, the hypothesis is proposed as follows:

H3: Electronic word of mouth has a positive effect on brand image.

Consumers gather information and knowledge about a product before deciding on a purchase by reading reviews and opinions of other consumers about the product via the internet (Jalilvand & Samiei, 2012). According to Susilowati *et al.* (2021) products that can provide satisfaction to their consumers will encourage them to share positive experiences through social media, these reviews can provide motivation for other consumers to increase consumer purchase intention. Interpersonal interactions that occur through electronic word of mouth on social media act as an important source of information that can help convince consumers before deciding to purchase a product (Alrwashdeh *et al.*, 2019). In line with research conducted by Markiones *et al.* (2023) demonstrates that electronic word of mouth positively influences consumer purchase intentions, as recommendations from friends and other users on social media are perceived as more trustworthy due to their basis in real experiences. In line with previous research proving that electronic word of mouth can have a positive effect on purchase intention ( Ismagilova *et al.*, 2019; Edeline & Praptiningsih, 2022; Kintradinata & Hidayah, 2023; Yones *et al.*, 2023; Macheke *et al.*, 2023; Hussain *et al.*, 2023). Based on the description above, the hypothesis can be proposed:

H4: Electronic word of mouth has a positive effect on purchase intention.

According to Kotler & Keller (2015), a positive brand image can form a unique impression for each product, making it easier for consumers to recognize and remember. In addition, a positive brand image can influence consumer perceptions of the value, quality, and features of a product (Markiones *et al.*, 2023). Consumer perceptions of a product can form trust and confidence in the minds of consumers (Aryatilandi *et al.*, 2020). Furthermore, purchase intentions and decisions occur after in-depth evaluation, creating positive feelings about brand reputation, and increasing consumer purchase intention (Priyanthi & Kerti, 2020). This research is supported by Hien *et al.* (2020) that brand image is an important factor in determining consumer perceptions of product quality to create consumer purchase intention.

Several previous studies have proven that the more positive the brand image, the more consumer buying interest in the product (Kala & Chaubey, 2018; Arini & Sudiksa, 2019; Hakim & Keni, 2019; Saputra & Barus, 2020; Manuella & Sander, 2022; Yosefine & Budiono, 2023). Based on the description above, a hypothesis is proposed:

H5: Brand image has a positive effect on purchase intention.

The involvement of influencers in social media has a significant ability to increase sales and form a positive brand image among consumers. The role of influencers as intermediaries between companies and consumers allows them to convey product information to consumers in an interesting and convincing way (Hariyanti & Wirapraja, 2018). By sharing personal experiences, reviews, and practical examples of product use, influencers can directly and indirectly shape consumers' positive perceptions, encouraging purchases (Qin *et al.*, 2024). In line with research conducted by Markiones *et al.* (2023) highlights the importance of social media influencers in marketing strategies; effective collaboration with relevant influencers can strengthen brand image and boost consumer purchase intentions. Previous studies confirm that influencer marketing positively impact purchase intention through brand image (Nugroho *et al.*, 2022; Khair, 2023; Nurjanah & Limanda, 2024) Based on this, the hypothesis is proposed:

H6: Brand image mediates the positive relationship between influencer marketing and purchase intention through brand image.

Discussions among consumers on social media often focus on brand image, where consumers share experiences regarding product quality, price, and functionality, as well as providing feedback and recommendations to others (Yunus *et al.*, 2016). This occurs because consumers consider the reputation and value of a product based on positive reviews from others, which can influence their purchase intentions (Ali & Khan, 2017). According to Yunus *et al.* (2016) social media users tend to seek references to boost their confidence in making purchasing decisions, as sharing information about a product and its brand image can reduce the perceived risk associated with buying. Electronic word of mouth, characterized by clear, logical, and persuasive reviews based on factual information about a product, positively impacts consumer perception and can enhance purchase intentions through a strong brand image (Kala & Chaubey, 2018). In line with research by Gautam & Shrestha (2019) shows that Positive electronic word of mouth from satisfying consumer experiences enhances brand image and drives purchase intentions. Previous studies have proven that electronic word of mouth has a positive effect on purchase intention through brand image (Suyoga & Santika, 2018; Hasena & Sakapurnama, 2021; Edeline & Praptiningsih, 2022; Chakraborty & Biswal, 2020). So from the description above, a hypothesis is proposed:

H7: Brand image mediates the positive relationship between electronic word of mouth and purchase intention through brand image.

### 3. Research Methods

#### 3.1 Measurement

Data collection in this study was carried out through a quantitative approach with survey methods using online questionnaire. All items were measured on a 4-point Likert type scale, ranging from 1 strongly disagree (STS) to 4 strongly agree (SS). The measurement of this research variable is adopted from previous research, with the measurement of influencer marketing variables consisting of 6 statements adopted from (Forbes, 2016). The electronic word of mouth variable consists of 4 statements adopted from (Bambauer-sachse & Mangold, 2011; Jalilvand & Samiei, 2012). The brand image variable consists of 4 statements adopted from (Adriyati & Indriani, 2017; Putra, 2021). The purchase intention variable consists of 4 statements adopted from (Erkan & Evans, 2016; Latief, 2018; Mainardes et al., 2023).

#### 3.2 Population Sampel

The population of this research is consumers who have known Facetology skincare products through social media platforms. The sample selection criteria in this study are, female and male respondents aged at least 17 years, respondents follow Facetology skincare social media accounts, respondents know Facetology skincare products through social media from influencer Tasya Farasya and respondents are in the Jakarta area. According to Hair et al. (2021) the number of research samples is at least five to ten times the number of statement items and this study made 18 statements in the questionnaire, thus the total sample required was 126 respondents where  $N \times \text{Indicator} = 7 \times 18 = 126$  respondents.

#### 3.3 Analisis Metode

The data analysis method in this study employs Structural Equation Modeling (SEM) using the Partial Least Squares (PLS) approach to determine significance levels and the relationships between variables. The analysis consists of two stages. The first stage involves evaluating the measurement model (outer model) through Convergent Validity, Discriminant Validity, and reliability assessments for all latent variables. Convergent Validity is assessed using a loading factor threshold of  $\geq 0.70$ , though values between 0.60 and 0.70 are acceptable, with an Average Variance Extracted (AVE) greater than 0.50 (Hair et al., 2021). Discriminant Validity is evaluated by checking that the cross-loading values exceed 0.70 for each variable and that the square root of AVE is greater than the correlations among latent constructs. Reliability is measured using Cronbach's Alpha (CA) and Composite Reliability (CR), with acceptable values above 0.70 (Hair et al., 2021).

The second stage involves evaluating the structural model (inner model) to test the fit of the data with the model and hypotheses, as well as to measure direct and indirect effects among variables. This is done through bootstrapping, measuring R-square, Path Coefficient, and Significant Indirect Effect. R-square values of 0.75 indicate strong relationships, 0.50 moderate, and 0.25 weak (Hair *et al.*, 2021). Path coefficients range from -1 to 1, with values closer to 1 indicating positive relationships and values closer to -1 indicating negative relationships (Hair et al., 2021). According to Haryono (2017) A variable is considered to

have a significant indirect effect if the probability value (p-value) is less than 0.05 and the t-statistic is greater than 1.96.

## **4. RESULTS**

### *4.1 Descriptive statistic*

Data from 126 respondents has been collected using a google form distributed online via Whatsapp, Instagram, and Telegram. The grouping of characteristics used is gender, occupation, domicile, age, skincare expenditure in a month, and the number of skincare purchases in three months. Based on the results collected, it can be seen that women are the most respondents based on gender with a total of 98 people (78%). The largest number of respondents based on occupation is students with 44 people (35%). The highest number of respondents based on age is 17-24 years old with 89 people (71%). The most respondents based on domicile are West Jakarta, namely 52 people (41%). Respondents based on the highest monthly skin care expenditure are <500,000 with 96 people (76%). Respondents with the highest number of purchases in three months were 1-2 times as many as 88 people (70%).

### *4.2 Outer model*

This study follows the framework proposed by Hair et al, (2021) where the researcher conducted the Convergent Validity Test. The Average Variance Extracted (AVE) value is used as criterion evaluate convergent validity; an AVE value greater than 0.50 indicates that the AVE meets the standard for good convergent validity. Next, Discriminant Validity was evaluated by checking that the cross-loading values exceed 0.70 for each variable and that the square root of AVE is greater than the correlations among latent constructs. Reliability is measured using Cronbach's Alpha (CA) and Composite Reliability (CR), with acceptable values above 0.70 (Hair et al., 2021).

### *4.3 Convergent Validity*

The convergent validity test revealed that the AVE value for the Influencer Marketing measure was 0.550. The Electronic Word of Mouth variable has an Average Variance Extracted value of 0.621. The Purchase Intention variable has an Average Variance Extracted value of 0.592 . The Brand Image variable has an Average Variance Extracted AVE value 0.602 . Therefore, it may be inferred that all AVE values in this investigation are satisfactory.

### *4.4 Discriminant Validity*

Discriminant validity testing can be assessed from cross loading and latent variable correlation by comparing the loading value on the intended construct must be greater than the loading value with other constructs. So it can be concluded that the indicators used are considered to have good discriminant validity. Based on the results of testing discriminant validity. it can be seen that the cross loading value meets the criteria, namely > 0.70 influencer marketing= 0.761, electronic word of mouth= 0.724, brand image= 0.817 and

purchase intention= 0.826. All variables, including influencer marketing, electronic word of mouth, brand image and purchase intention have value over 0.70, meeting the requirements for Discriminant Validity Test and indicating their acceptance and quality.

#### *4.5 Reliability Test*

To assess the consistency and accuracy of the measuring instrument, the researcher conducted a reliability test by checking the Cronbach's alpha value  $> 0.70$  and Composite Reliability  $> 0.70$  which means that the instrument has high reliability (Hair et al., 2019). From the test results that have been carried out, all statements show a good level of reliability. The influencer marketing variable is 0.838, electronic word of mouth is 0.795, brand image is 0.779 and purchase intention is 0.769. The results show that the Cronbach's alpha and composite reliability values meet the established standards. Therefore, all research instrument items are said to be reliable, which means that all variables have been able to measure objects consistently and stably.

#### *4.6 Inner Model Measurement*

The next stage involves the analysis of the inner model by determining the R-Square value. An R-Square value of 0.75 is considered strong, while a value of 0.50 is regarded as moderate, and a value of 0.25 is considered weak. Additionally, testing the standard hypothesis indicates statistical significance when the T-Statistic is greater than 1.96 and the P-Value is less than 0.05.

#### *4.7 R-Square*

The coefficient of determination or R-square aims to show how much the independent variable influences the dependent variable. The criteria for evaluating the coefficient of determination or r-square, namely 0.75 inner models including the strong category, 0.50 including the moderate category and 0.25 including the weak category (Hair et al., 2021). Based on the results of the R-square test, there are two dependent variables that have an R-square value, namely brand image and purchase intention. The results of data analysis show that the R-square value for the brand image variable is 0.614. So it can be explained that about 61.4% of brand image variables are influenced by influencer marketing and electronic word of mouth variables, while 38.6% is influenced by other variables outside of those studied. In the next R-square value, the effect of purchase intention is 0.667, which means that around 66.7% of the purchase intention variable is influenced by influencer marketing, electronic word of mouth and brand image, the remaining 33.3% is influenced by other variables outside of those studied.

#### *4.8 Path Coefficient Direct Effect*

Direct effect is a direct effect that measures the direct influence of one variable on other variables without involving mediator variables. To find the value of the direct effect if the T-

Statistic value of a relationship in the hypothesis  $>1.96$  and the P-Value  $>0.05$  is considered significant. In addition, user bootstrapping methods in model evaluation involves using significance values and determining relationships between variables. In the resampling phase of this process, a complete original sample is used. There were 126 bootstrapping samples used in this study. Based on the results of the direct effect, it shows that influencer marketing of brand image has a P-Value of 0.000, this value is considered significant because it has a value of  $<0.05$  and a T-Statistic value of 3.758 above 1.96. In the influencer marketing of purchase intention has a P-Value of 0.000, this value is considered significant because it is above  $<0.05$  and the T-Statistic value of 3.824 is above 1.96. In electronic word of mouth of brand image has a P-Value of 0.000, this value is considered significant because it is above  $<0.05$  and the T-Statistic value of 5.848. In electronic word of mouth of purchase intention has a P-Value of 0.068, this value is considered not significant because it is  $>0.05$  and the T-Statistic value of 1.825 is less than 1.96. In brand image of purchase intention has a P-Value of 0.000, the value is considered significant because it is  $<0.05$  and the T-Statistics value of 3.734 is above 1.96.

#### 4.9 Path Coefficient Indirect Effect

Indirect effect is an indirect effect that refers to the indirect influence of a dependent variable on the independent variable through the mediator variable. To determine the value of indirect effect, if the P value  $<0.05$  on the variable can be said to have an influence and significant. Based on the results of the Indirect effect, it shows that electronic word of mouth on brand image through purchase intention has a P-Value value of 0.003, this value is considered significant because it has a value of  $<0.05$  and T-Statistics 2.990 above 1.96. Furthermore, the perceived value variable of influencer marketing to brand image through purchase intention has a P-Value value of 0.000, this value is considered significant because it has a value of  $<0.05$  and T-Statistic 2.550 above 1.96.

#### 5.0 Test the hypothesis

Relationship	Original Sampel	T statistics	P values	Information
H1: Influencer Marketing -> Brand Image	0.331	3.758	0.000	The data support the hypothesis
H2: Influencer Marketing -> Purchase Intention	0.364	3.824	0.000	The data support the hypothesis
H3: Electronic Word of mouth -> Brand Image	0.511	5.848	0.000	The data support the hypothesis
H4: Electronic Word of Mouth -> Purchase Intention	0.199	1.825	0.068	The data not support the hypothesis
H5: Brand Image ->	0.341	3.734	0.000	The data support the

Purchase Intention				hypothesis
H6: Influencer Marketing -> Brand Image -> Purchase Intention	0.113	2.550	0.011	The data support the hypothesis
H7: Electronic Word of Mouth -> Brand Image -> Purchase Intention	0.174	2.990	0.003	The data support the hypothesis

## 5. DISCUSSION

Based on the results of this study, it shows that influencer marketing has a positive influence on brand image. Consumers feel that influencer marketing (Tasya Farasya) has good skills and knowledge regarding Facetology skincare products so that she can provide positive opinions regarding the recommended Facetology skincare. Thus, the expertise and good understanding of an influencer can not only build consumer trust but also increase positive perceptions of the products they promote. The results of this study are in line with previous research conducted (Hermanda et al., 2019; Nugroho et al., 2022; Nurjanah & Limanda, 2024) which states that influencer marketing has a positive effect on brand image.

This results show that influencer marketing increases purchase intention, the quality of information conveyed by influencer Tasya Farasya in providing opinions, it will be a consideration for consumers to buy. Tasya Farasya's positive reviews received a good response from her followers, the majority of whom are women aged 17-25 years. In practice, influencer Tasya Farasya will provide reviews and recommendations for products that have been consumed based on her personal experience so that the recommendations given will look more authentic and can be trusted by her followers. Several previous studies also support the positive influence of influencer marketing on purchase intention (Lou & Yuan, 2019; Dwidienawati et al., 2020; Purnamaningsih & Rizkalla, 2020).

The findings further show that electronic word of mouth positively influences the brand image of Facetology skincare. Descriptive analysis of the respondents shows that the majority are female students that respondents tend to be selective in their purchasing decisions. They actively access Facetology's social media to gather information and recommendations about products that suit their skin needs. Positive electronic word of mouth from consumers is perceived as more neutral and honest, as it stems from personal experiences, thereby enhancing the brand's reputation in the minds of consumers. Consequently, the brand image that emerges is more positive, memorable, and fosters a high perception of quality. These findings are consistent with previous research (Jalilvand & Samiei, 2013; Suyoga & Santika, 2018; Aslam & Farhat, 2019; Edeline & Praptiningsih, 2022; Badawi & Basif, 2023) that supports the positive impact of electronic word of mouth on brand image.

The findings of this study indicate that electronic word of mouth does not significantly influence purchase intention. Descriptive analysis reveals that the majority of respondents are female students that consumers are selective in their product choices. They gather information from other consumers' reviews prior to making a purchase decision. Despite the ease of accessing information through the internet, this has not been sufficient to enhance purchase intention. Consumers consider various factors, including skin type, the suitability of ingredients, intended use, and prices that fit their budgets. These findings are consistent with previous research indicating that electronic word of mouth does not influence purchase intention (Kusnaedi & Sharif, 2022; Achyar, 2023).

The findings of this study indicate that brand image has a positive influence on purchase intention, suggesting that the better the brand image in consumers' minds, the higher their purchase intention. The unique packaging in purple and white colors aids in brand recognition. Although Facetology is a new local brand, it has successfully established a good reputation among consumers. Positive perceptions of this product foster trust and confidence, which can enhance purchase intention. These findings are consistent with previous research supporting the positive impact of brand image on purchase intention (Kala & Chaubey, 2018; Arini & Sudiksa, 2019; Saputra & Barus, 2020; Manuella & Sander, 2022; Yosefine & Budiono, 2023).

The findings of this study indicate that influencer marketing has a positive effect on purchase intention through brand image. The involvement of Tasya Farasya as an influencer for Facetology skincare products on social media has proven significant in boosting sales and shaping positive perceptions among consumers. When Tasya Farasya shares reviews on her use of Facetology skincare products, she can directly or indirectly shape positive consumer perceptions, encouraging them to make purchases. Research by Markiones *et al.* (2023) emphasizes the importance of social media influencers as a marketing strategy; through effective collaboration, marketers can leverage the influence of these personalities to enhance brand image and increase purchase intention. Furthermore, previous studies (Nugroho *et al.*, 2022; Khair, 2023; Nurjanah & Limanda, 2024) have demonstrated that brand image mediates the positive impact of influencer marketing on purchase intention.

The findings of this study indicate that electronic word of mouth positively influences purchase intention through brand image. The descriptive analysis shows that the majority of respondents are students, suggesting that they are likely to purchase skincare products after receiving positive information from other consumers' comments, which shapes their positive perception of the products. Positive reviews regarding the brand image of Facetology skincare have a favorable impact on purchase intention. Consumers can also share their experiences through reviews that highlight the benefits of Facetology skincare, assisting them

in selecting products that meet their skin needs. Additionally, the widespread positive reviews and information on social media can create a favorable brand image perception, which is expected to enhance purchase intention. These findings align with previous research (Chakraborty & Biswal, 2020; Edeline & Praptiningsih, 2022; Hasena & Sakapurnama, 2021; Ida Bagus Gede Ari & Santika, 2018) demonstrating that brand image mediates the positive influence of electronic word of mouth on purchase intention.

## **CONCLUSION**

This study successfully analyzes and understands the relationship between influencer marketing and electronic word of mouth on purchase intention through brand image. Out of the seven proposed hypotheses, six were accepted and one was rejected. The accepted hypotheses indicate that influencer marketing can enhance brand image, meaning that the involvement of influencer Tasya Farasya positively impacts the brand image of Facetology skincare. Additionally, influencer marketing positively influences purchase intention, demonstrating that Tasya Farasya's expertise in promoting products can increase consumer purchase intention. electronic word of mouth also has a positive effect on brand image, indicating that positive reviews on Facetology's social media can strengthen positive perceptions among consumers. A favorable brand image positively influences purchase intention, suggesting that the more positive the brand image of a product, the higher the consumer's intention to purchase. Furthermore, influencer marketing affects purchase intention through brand image, indicating that Tasya Farasya's promotions can build Facetology's brand image and encourage purchase intention. electronic word of mouth positively influences purchase intention through brand image, where the ease of providing positive reviews can shape favorable perceptions of the product, subsequently affecting purchase intention. The hypothesis that was not accepted is the influence of electronic word of mouth on purchase intention, indicating that consumer purchase intention is not influenced by electronic word of mouth.

This study has several limitations that can be improved in further research. The main limitation is the focus on Facetology skincare, this is because the scope of the study only focuses on one brand so that the results cannot necessarily be generalized to all local skincare brands. Furthermore, limiting the age to 17-36 years, this limits the generalization of the study results to the age group and ignores differences in older ages. The research respondents were only obtained from one region, so they do not reflect the diverse demographic characteristics of users. This study only includes independent variables, namely influencer marketing, electronic word of mouth, and brand image. In reality, there are still many other factors that can affect the purchase intention variable. The use of this research sample is only 126 samples so that there is a possibility that it does not represent the population.

The researcher offers several suggestions for future studies using the same variables. First, it is recommended to include additional local skincare brands as research subjects to allow for generalization to all local skincare brands. Furthermore, expanding the age range of respondents will provide better representation of various age groups using skincare products. Collecting data from respondents in different regions is also important to reflect a more diverse demographic characteristic. Future researchers are encouraged to broaden the sample to make it more representative of the population being studied. Adding dependent variables such as customer satisfaction or loyalty could enrich the analysis of factors influencing purchase behavior. Other independent variables, such as price, product quality, or personal consumer factors, could also be included to assess their comprehensive impact. Given the increasingly dominant role of social media in fulfilling consumer information needs, future research could also explore different sectors to yield more diverse findings.

Managerial implications for the skincare industry indicate that consumers tend to consult with other users when selecting Facetology skincare products. The company can enhance electronic word of mouth by creating an online community for sharing experiences and advice. Offering incentives to consumers who recommend products may also increase the trust of potential customers. Furthermore, it is advisable for the company to strengthen its presence on social media through educational and interactive content that encourages discussion. However, the low influence of positive information on social media regarding purchase decisions highlights the need for improvements in marketing strategies. The company should analyze the characteristics of social media users to understand the skincare needs that align with consumer demographics and provide relevant content accordingly. This approach is expected to enhance customer engagement and drive purchases of Facetology skincare products.

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