

**BOOSTING LOCAL SKINCARE SALES: THE POWER OF CONTENT
MARKETING, INFLUENCERS, AND ELECTRONIC WORD OF MOUTH
(E-WOM)**

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ABSTRACT

This study examines the influence of content marketing, influencer endorsement, and electronic word of mouth on purchase intention of local skincare products among Generation Z in Jabodetabek. In the digital era, the rapid development of information and communication technology has changed business and marketing strategies, creating new opportunities and challenges. This study involved 250 respondents who were active users of the TikTok social media platform and had been exposed to local skincare product marketing content. Data analysis was conducted using the Structural Equation Model (SEM) method. The results showed that content marketing and electronic word of mouth had a positive and significant effect on purchase intention, while influencer endorsement had no significant effect. These findings highlight the importance of an effective digital marketing strategy in attracting consumer interest and providing insight for companies in developing more adaptive and innovative marketing strategies amidst increasingly fierce competition.

Keyword: Content marketing, Influencer endorsement, Electronic word of mouth, Purchase intention

ABSTRAK

Penelitian ini menguji pengaruh *content marketing*, *influencer endorsement*, dan *electronic word of mouth* terhadap minat beli produk *skincare* lokal di kalangan Generasi Z di Jabodetabek. Di era digital, perkembangan teknologi informasi dan komunikasi yang pesat telah mengubah strategi bisnis dan pemasaran, menciptakan peluang dan tantangan baru. Penelitian ini melibatkan 250 responden yang merupakan pengguna aktif platform media sosial TikTok dan pernah terpapar dengan konten pemasaran produk *skincare* lokal. Analisis data dilakukan dengan menggunakan metode *Structural Equation Model* (SEM). Hasil penelitian menunjukkan bahwa *content marketing* dan *electronic word of mouth* berpengaruh positif dan signifikan terhadap minat beli, sedangkan *influencer endorsement* tidak berpengaruh signifikan. Temuan ini menyoroti pentingnya strategi pemasaran digital yang efektif dalam menarik minat konsumen dan memberikan wawasan bagi perusahaan dalam mengembangkan strategi pemasaran yang lebih adaptif dan inovatif di tengah persaingan yang semakin ketat.

Kata kunci: Konten pemasaran, Dukungan influencer, *Electronic Word of Mouth*, Minat beli

INTRODUCTION

The rapid development of information and communications technology has changed the way businesses interact with consumers, creating new opportunities and challenges in marketing. The transformation from traditional marketing methods to digital marketing allows for more direct and interactive communication through social media, email and company websites (Istiqomah, 2023). In addition, this makes it easier for business owners to reach international markets and establish global partnerships. However, increasingly fierce competition in this digital era requires companies to continue to innovate in order to attract consumer interest and compete effectively.

In the fierce competition of local skincare companies, it is important to have a good brand image and reputation to excel. Consumers choose products from tested and recognized brands because skin is a sensitive organ. Therefore, gaining consumer trust is key. Content marketing increases consumer awareness by delivering valuable and consistent content. Businesses should sell the 'experience' of using the product to increase audience trust, not just product promotion. The urgency of this content marketing strategy lies in its potential to build relationships with consumers and can provide businesses with the challenge of understanding audience responses to different content (Mahmić-Muhić & Klico, 2022). In this case, content marketing can use influencers as a third party to introduce the products or services of a business. Influencers are individuals who have a large following and influence over audiences, and businesses work with influencers to capitalize on their reach and credibility (Yu-Hsiu & Ying, 2023). Influencers help introduce products by promoting or endorsing them to their followers, providing a personalized and interactive dimension. Consumer trust through content marketing and influencer endorsement is key to attracting purchase interest. It also creates conversations between consumers on the internet, known as Electronic Word of Mouth (eWOM), which are expressions, suggestions and experiences about products through social media, blogs or review platforms (Tamrin & Huda, 2021).

Research on digital marketing is important to understand consumer preferences and behavior, so that marketing strategies can be tailored to the target audience. Research also plays a role in evaluating the latest technology trends that can increase business profitability and help companies make more informed decisions. With in-depth analysis of various data, this research makes a significant contribution to identifying the opportunities and risks that companies face in the ever-evolving digital landscape.

Research is based on various previous studies as references or references. Such as research on content marketing conducted by Shilfiyo & Rummyeni (2022) which shows that content marketing has a significant effect on purchase decision. Then about the influence of influencer endorsement such as research conducted by Prawira Samudra et al. (2021) which proves that the experience and appearance of an influencer can influence purchasing decisions. Then about electronic word of mouth by Kintradinata et al. (2023) which shows that content marketing has a positive effect on purchase decision. However, despite these studies, there are still not many studies that explain what kind of content is most effective in collaborating with influencers and how it can trigger electronic word of mouth by consumers, so as to create a positive response on social media. Therefore, based on the background described above, researcher is interested in examining the influence of content marketing, influencer endorsement, and electronic word of mouth on purchase interest in local skincare products.

LITERATURE REVIEW

Purchase Interest

Purchase interest is an important aspect for companies because consumer purchasing decisions are often influenced by this interest, especially when supported by positive incentives that encourage product purchases within a certain period. Purchase interest not only influences

consumer behavior but also forms habits that influence purchasing decisions before carrying out business transactions (Aditama & Santoso, 2023). According to Rahmasari (2021) purchase interest is a response in which consumers show interest in purchasing a brand after considering and evaluating it. This means that purchase interest can be considered the first step towards a real purchase decision. This interest is important for businesses to understand because it can be influenced by various marketing strategies, which ultimately increases sales and customer loyalty. In this research, the measurement dimensions of purchase interest according to Kotler et al. (2019) are transactional interest, referential interest, preferential interest, and exploratory interest.

Content Marketing

According to Forrest (2019), content marketing is a strategy that involves delivering interesting, useful, entertaining, and solutive information to consumers. In this case, the main focus is not only selling products or services, but also providing value to consumers. In general, this strategy is used to engage with the target market through content, but it can also help potential customers find potential businesses. Therefore, having a deep understanding of consumer interests and needs is essential before using content marketing. This approach builds trust and establishes the business as a thought leader in the industry. In the digital era, content marketing has become increasingly important because consumers search for information and solutions online before making purchasing decisions. By providing high-quality content, businesses can influence consumers' purchasing intentions and guide them through the decision-making process. In this research, the measurement dimensions of content marketing according to Chan (2017) are content, customer engagement, and goals.

Influencer Endorsement

According to Elkana (2021) a person who has the ability to significantly influence many people is referred to as an influencer. In this context, an influencer is defined as an individual who is able to influence a large number of people and has appeal and a large number of followers on social media platforms. Meanwhile, influencer endorsement is a form of social media marketing where influential individuals utilize their platforms to promote a brand's products or services. This type of endorsement can take many forms, including sponsored posts, product reviews, giveaways, and other variations (Welsh, 2023). However, it is important for businesses to choose influencers who match their brand values and target audience to maximize the impact of the endorsement. The effectiveness of influencer endorsements also depends on the influencer's perceived expertise and attractiveness, which can vary across different market segments. In this research, the measurement dimensions of influencer endorsement according to Purwanto & Laura (2022) are trustworthiness, familiarity, and expertise.

Electronic Word of Mouth (EWOM)

According to Wijaya et al. (2022) Electronic Word of Mouth (EWOM) can be interpreted as a formal and main communication channel for customers that can influence their purchasing decisions in the short and long term. Therefore, this approach is very important for companies because it can influence various aspects such as perceptions, goals, expectations, and attitudes. In this case, if the EWOM encountered is positive, then this can increase the positive perception of the product or service, which in turn can lead to high purchase intention. The increasing use of social media has strengthened the impact of EWOM, making it an important factor in shaping consumer perceptions and purchasing intentions. Businesses must actively manage their online reputation and encourage positive EWOM to fully exploit its

potential benefits. In this research, the measurement dimensions of EWOM according to Azhar et al. (2022) are attitude, subjective norm, and perceived behavioral control.

METHOD

This research method uses a survey method to measure the relationship between the independent variable and the dependent variable. The survey was chosen because it is suitable for the purpose of this research, namely understanding the influence of the independent variable on the dependent variable. An independent variable is a variable that can influence other variables, while a dependent variable is the result of the influence of the independent variable. Data is collected through the use of questionnaires given to samples from a certain population. Questionnaires are used to measure events or phenomena related to research.

The data analysis method used in this research is Covariance Based Structural Equation Model (CBSEM). Data processed using AMOS to model and test hypotheses. According to Do Thi & Do (2022) AMOS stands for Analysis of Moment Structure, which is statistical software used to create and analyze SEM models in a study. SEM model in a study. This research employs a quantitative approach as its research method. This approach is implemented in the hypothesis testing process, beginning with data collection from all respondents. Subsequently, the data undergo validity and reliability testing. If the construct is found to be valid and reliable, the following step will be hypothesis testing.

Questionnaire in study This shared in a way online by researchers with a minimum sample target of 240 people. This calculation is based on Hair et al. (2019) to multiply the number of indicators by the number of indicators, a minimum of 5 times and a maximum of 10 times, to determine sample size. This study has 3 independent variables. Purchase interest has 3 dimensions according to Kotler et al. (2019) are transactional interest, referential interest, preferential interest, and exploratory interest. Influencer endorsement has 3 dimensions according to Purwanto & Laura (2022) are trustworthiness, familiarity, and expertise. EWOM according to Azhar et al. (2022) are attitude, subjective norm, and perceived behavioral control. Content marketing has 3 dimensions according to Chan (2017) are content, customer engagement, and goals.

Through a questionnaire distributed via *Google Form*, researchers succeeded in collecting a total of 250 respondents who met the required criteria. These criteria include being born between 1995 – 2012 (generation Z), domiciled in Jabodetabek, TikTok social media users and having seen marketing content for one of the local *skincare products* at least three times, as well as being interested in buying one of the skincare local products (Wardah, MS Glow, Scarlett, Emina, Somethinc, and Avoskin).

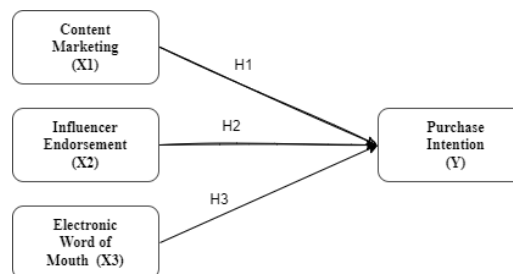


Figure 1. Research Model

RESULTS AND DISCUSSION

Test Validity and Reliability

In this research, validity and reliability tests were carried out using use software SPSS version 23. Validity tested use *Confirmatory Factor Analysis (CFA)* method , where a

construct is considered valid if it has a *factor loading score* of at least 0.35 for a total of 250 respondents. Meanwhile, reliability is measured by looking at the Cronbach's Alpha score and can be declared reliable if the score is more than 0.7 (Hair et al., 2019).

Apart from that, reliability testing was also carried out using the *Construct Reliability* (CR) formula. CR is a measure to assess the internal consistency of a construct in research. CR describes the extent items in construct the in a way consistent measuring concept Which The same. Mark CR Which more big from 0.60 shows that the measuring instrument is reliable.

Table 1. Results Test Validity and Reliability

| Item | Factor Loading | Cronbach's Alpha |
|------------------------------------|----------------|------------------|
| Content Marketing (X1) | | |
| CM1 | .916 | .936 |
| CM2 | .908 | |
| CM3 | .892 | |
| CM4 | .854 | |
| CM5 | .894 | |
| Influencer Endorsement (X2) | | |
| IE1 | .868 | .934 |
| IE2 | .863 | |
| IE3 | .858 | |
| IE4 | .889 | |
| IE5 | .873 | |
| IE6 | .856 | |
| EWOM (X3) | | |
| EW1 | .911 | .947 |
| EW2 | .915 | |
| EW3 | .851 | |
| EW4 | .883 | |
| EW5 | .877 | |
| EW6 | .898 | |
| Purchase Intention (Y) | | |
| MB1 | .921 | .964 |
| MB2 | .886 | |
| MB3 | .912 | |
| MB4 | .896 | |
| MB5 | .931 | |
| MB6 | .900 | |
| MB7 | .911 | |

Table 1 shows that all indicators of the content marketing, influencer endorsement, electronic word of mouth, and purchase intention variables have factor loading scores above 0.35, which indicates that all indicators are valid. In addition, the Cronbach's Alpha score for each variable is above 0.7. It can be concluded that all variables are reliable.

Table 2. Results Test Reliability With CR

| Variable | CR > 0.60 | Information |
|------------------------------|-----------|-------------|
| Content Marketing (X1) | 0.863 | Reliable |
| Influencers Endorsement (X2) | 0.834 | Reliable |
| EWOM (X3) | 0.851 | Reliable |
| Interest Buy (Y) | 0.916 | Reliable |

In addition, a reliability test was also carried out through the Construct Reliability (CR) formula. Based on table 2, the reliability test using the *Construct Reliability* (CR) formula that

has been implemented shows that the CR results for each variable have a value above >0.60. It can be concluded that all variables are reliable.

Test Measurement

After the validity and reliability tests have been carried out, the next step is the measurement test. The measurement test was carried out using the *Confirmatory Factor Analysis* (CFA) method with *software* AMOS version 25. The purpose of this test is to ensure the consistency of the construct to be tested.

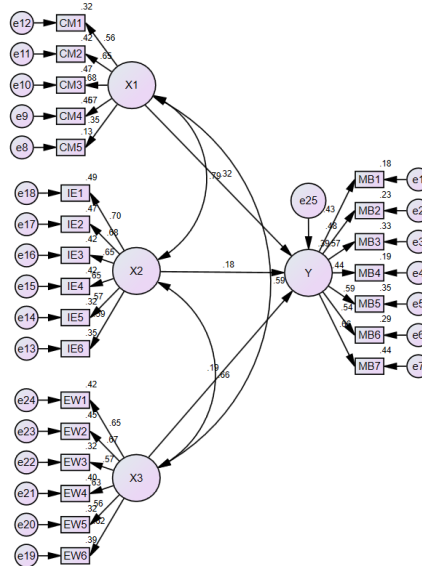


Figure 2. Model SEM Before Modification

Table 3. Results Test Measurement Before Modification

| <i>Goodness of Fit Index</i> | <i>Cut of Value</i> | Results | Information |
|------------------------------|---------------------|----------------|--------------------|
| Cmin/DF | <2.00 | 2,384 | Not Fit |
| AGFI | >0.90 | 0.794 | Not Fit |
| GFI | >0.90 | 0.831 | Not Fit |
| CFI | ≥0.95 | 0.811 | Not Fit |
| RMSEA | <0.08 | 0.75 | Not Fit |
| TLI | ≥0.95 | 0.811 | Not Fit |

Based on Figure 1 and Table 2, the results are shown hypothesis testing measurements using the *Structural Equation Model* (SEM) before modification. Researchers carried out measurement tests with several criteria which were met with results of a Cmin/DF value of 2.384, a GFI value of 0.794, a GFI value of 0.831, a CFI value of 0.811, mark RMSEA of 0.75, mark TLI as big as 0.811. From These results, the researcher concluded that the value was not suitable. According to Junaidi (2021), if the model is not suitable, researchers need to adjust it by removing certain indicators in order to obtain a model that meets the criteria and can be used for further testing.

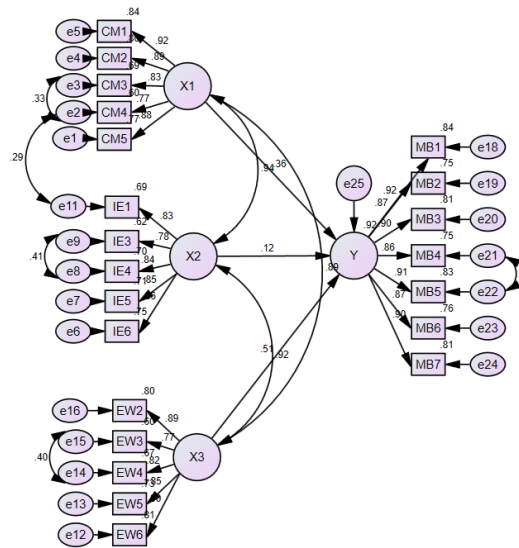


Figure 3. Model SEM After Modification

Table 4. Results Test Measurement After Modification

| <i>Goodness of Fit Index</i> | <i>Cut of Value</i> | Results | Information |
|------------------------------|---------------------|----------------|--------------------|
| Cmin/DF | <2.00 | 1,489 | Fit |
| AGFI | >0.90 | 0.876 | Fit |
| GFI | >0.90 | 0.903 | Fit |
| CFI | ≥0.95 | 0.985 | Fit |
| RMSEA | <0.08 | 0.044 | Fit |
| TLI | ≥0.95 | 0.982 | Fit |

Based on Figure 2 and Table 4, it shows the results of hypothesis testing measurements using the *Structural Equation Model (SEM)* after the researchers made modifications. The results show that mark Cmin/DF as big as 1,489, mark AGFI as big as 0.876, mark GFI of 0.903, the CFI value is 0.985, the RMSEA value is 0.044, and the TLI value is 0.982. This value can be said to be fit because it meets the minimum standards.

Test Hypothesis

Table 5. Hypothesis Testing Results

| H | Path | Estimate | C.R | P | Hasil |
|----------------|--|-----------------|------------|----------|--------------|
| H ₁ | <i>Content Marketing</i> → Purchase Intention | 0.399 | 3.486 | *** | Accepted |
| H ₂ | <i>Influencer Endorsement</i> → Purchase Intention | 0.142 | 0.962 | 0.336 | Rejected |
| H ₃ | EWOM → Purchase Intention | 0.556 | 5.557 | *** | Accepted |

Based on Table 5 from three hypothesis Which tested there is two hypotheses accepted And one hypothesis Which rejected. Hypothesis first one test *content marketing* with interest buy get *The Critical Ratio (CR)* score is 3,846 and the P *** or 000 score, meaning that the hypothesis is accepted so that the *content marketing variable* has a significant effect on buying interest in buying local *skincare products*. The second hypothesis tested the *influencer endorsement variable* with purchase interest and obtained a CR score of 0.962 and a P score of 0.336, meaning that the hypothesis is rejected so that the *influencer endorsement variable*

had no significant effect on purchase interest in buying local *skincare products*. The third hypothesis tests *electronic word of mouth* on buying interest which gets a score of 5,557 and a score of P *** or 000, meaning that the hypothesis is accepted so that the *electronic word of mouth variable* has a significant effect on buying interest in local *skincare products* .

Discussion

Content marketing has a positive and significant effect on interest in buying local skincare products

Content marketing has a positive and significant influence on interest in purchasing local skincare products. Research with 250 respondents shows that content marketing influences interest in purchasing local skincare products. The results of this study are in line with research conducted by Wijaya & Yulita, (2022) which states that content marketing has an influence on buying interest in Mother of Pearl cosmetics. In addition, Jafarova & Tolon (2022) also proved that content marketing has a positive and significant effect on purchase intention and brand loyalty. Content marketing refers to a marketing strategy that focuses on creating content that is both interesting and informative in order to attract and encourage consumer behavior in a profitable direction. Content marketing, which focuses on creating interesting and informative content, effectively influences consumer behavior towards profitable results. It builds consumer connections and positive emotional responses through engaging advertising or content, important in the beauty industry to provide information about product ingredients to consumers.

Influencer endorsements have no significant influence on interest in buying local skincare products

Influencer endorsements do not have a significant effect on interest in purchasing local skincare products. Research shows that consumers find influencer endorsements less credible because they are perceived to have bias from paid promotions, in line with the finding that influencers do not have a significant positive impact on purchasing decisions. The Two-Step Flow theory suggests that influencers should act as trusted gatekeepers, ensuring the spread of trustworthy content. Previous studies, Ahsan & Senarath (2023) states that an influencer's attractiveness does not significantly impact consumers' purchase intentions. They argue that attractiveness is not a strong factor in driving purchase behavior due to the weak logical connection between an attractive endorser and the intention to buy. In addition, Nurvianti & Hartiningtyas (2023) in their research also concluded that influencers do not have an influence on buying interest in fashion products for FEBI UIN Tulungagung students because they know that influencers do paid promotions, so the reviews are considered less credible.

Electronic word of mouth has a significant influence on interest in purchasing local skincare products

Electronic Word of Mouth (EWOM) has a significant influence on interest in buying local skincare products. Social Influence theory supports this, suggesting that individuals are influenced by the positive experiences of others shared through EWOM, increasing self-confidence in future decision making. Research confirms that EWOM has an influence on consumer decisions, highlighting its superiority over traditional advertising in shaping consumer attitudes and preferences. Research by Valentino et al. (2019) also states that EWOM has a positive effect on purchase intention at three-star hotels in Bali based on reviews that are easy to understand, thus causing respondents to have the desire to make reservations at three-star hotels in Bali. In addition, Ly & Huyen (2023) highlighted that EWOM influences purchase intention in several ways. EWOM offers consumers additional information and

opinions about a product or service, affecting their perception of its quality, usefulness, and value.

CONCLUSION AND RECOMMENDATION

This research evaluates the interest in buying local skincare products using content marketing, influencer endorsement and electronic word of mouth variables among 250 generation Z in Jabodetabek. The results of analysis using CFA and SEM show that content marketing and electronic word of mouth have a positive and significant influence on purchasing interest, while influencer endorsements are not significant. This research expands understanding of the factors that influence interest in buying local skincare products and provides insight for business people in formulating marketing strategies.

This research also have some limitations. Initially, this research is restricted to a certain area, which could not accurately reflect wider market patterns. Secondly, there was an inadequate consideration of the impact of extraneous variables like market circumstances and rivalry. To validate the results, future studies should take into account a more varied population and incorporate longitudinal data.

Further research is recommended to add other variables such as brand image and product quality, as well as focus on more specific market segmentation such as age and certain geographic locations. Apart from that, exploring the influence of various other social media platforms such as Instagram, YouTube, and Twitter on purchasing interest is also needed to understand the most effective platforms in marketing strategies. Thus, future research can provide a more comprehensive contribution to the literature regarding buying interest in local skincare products.

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