Word of mouth and Influencer Marketing strategy on Purchase Decision of Skincare Products in E-Commerce

Neng Nurniati [1], Citra Savitri [2], Syifa Pramudita Faddila [3]

Abstract:

In the digital era, online marketing strategies utilizing electronic word of mouth (e-Wom) and influencer marketing are increasingly popular and in high demand. Companies are now starting to use this marketing strategy to promote their products and services, which has a considerable impact. Consumers tend to trust the opinions and recommendations of people they follow on social media. This study aims to determine the effect of electronic word of mouth (eWom) and influencer marketing on purchasing decisions. The method in this research is a quantitative method with a descriptive verification approach. The population in this study were Generation Z women aged 13-27 years in Karawang Regency. The sample used was 100 respondents with the calculation of the Wibisono formula. The sampling technique used a nonprobability sampling method with a purposive sampling technique. Data analysis in this study used a structural equalition model (SEM) using SmartPLS. The results of this study indicate that the electronic word of mouth (eWom) variable has no direct relationship with the purchasing decision variable. Influencer marketing variables on purchasing decision variables show a positive and significant direct relationship.

Keywords: *Online marketing, word of mouth (e-Wom), influencer marketing*

1. Introduction

Advances in science and technology now have an impact and change. Now almost all activities carried out by humans are related to information technology involving the internet. Based on data obtained from (Asosiasi Penyelenggara Jasa Internet Indonesia, 2022) shows that 196 million Indonesians, or 77.02% of the population, have been reached and use the internet massively. Generation Z is a mobile generation with the highest internet consumption level compared to other generations. As many as 97.7% of Generation Z in Indonesia have accessed the Internet (Ali et al., 2020).

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[1]*Faculty of Economy and Business, Universitas Buana Perjuangan,*
[2]*Faculty of Economy and Business, Universitas Buana Perjuangan.* citra.savitri@ubpkarawang.ac.id
[3] *Faculty of Economy and Business, Universitas Buana Perjuangan.*

As in other industries, the cosmetics industry must now rely on digitalization. The cosmetics business, comprising the pharmaceutical, chemical, and traditional medicine industries, has grown by 9.61% in the last two years. According to the Central Statistics Agency (BPS) in 2021. The number of business actors in the cosmetics sector increased by 20.6%. According to BPOM, the cosmetics industry grew from 819 to 913 cosmetics industries since July 2021, and 83% of them consist of SMEs (Nana Makmum, 2022). This growth is in line with the increasing interest of Indonesians in cosmetics and body care products.

Indonesia's cosmetics industry is growing rapidly thanks to digital platforms. The majority of the public shop for cosmetics on marketplaces, and the market is the most frequently used place to buy cosmetics. This finding comes from a Populix survey of 66% of consumers buying cosmetic products on marketplaces. Shopee is the most widely used marketplace for buying cosmetics (Pahlevi, 2022).

MS Glow is a beauty brand developed by Shandy Purnamasari and Maharani Kemala in 2013, and managed by PT Kosmetik Cantik Indonesia. MS Glow won a MURI award for its achievement as a cosmetics company with the largest sales network in Indonesia, with total sales of IDR 35.5 billion in 2021, and outperformed several of its competitors to take the top spot in the skin care product sales category. However, MS Glow's sales declined in 2022.

Figure 1. 10 best-selling skincare brands in e-commerce
Source:https://compas.co.id/ (2022)

Figure 1 shows that the best-selling local skincare product in e-commerce, the top position is achieved by Somethinc with sales of IDR 53.2 billion. Then in second place Scarlett with sales of Rp. 40.9 billion. MS Glow with sales of Rp. 29.4 billion is in third place.

Companies are required to be able to understand consumers in every process before making a purchase. The amount of information obtained by consumers will be taken into consideration to get the best product, (Savitri et al., 2022). Purchasing decisions are a process by consumers when determining purchases and deciding to make buying and selling transactions both before, during and after purchases of products and services (Cresentia & Nainggolan, 2022). According to Kotler & Armstrong,

(2018: 175-178), there are 5 stages that consumers go through in the buying process, namely identifying problems, searching for information, evaluating choices, deciding on a purchase, and post-purchase behavior. Consumers need information from sources or third parties who have already used or acquired things through computer media while making purchasing decisions. The social media phenomenon has shifted and transformed the

way conventional marketing works, creating digital marketing, (Indrawati et al., 2022). With the rise of the internet, consumer behaviors regarding the search for information and interaction with others have changed drastically (Zhao et al., 2020). The internet has made word-of-mouth electronic, becoming known as electronic word of mouth(Akdim, 2021), (Indrawati et al., 2022). Electronic word of mouth, defined by (Hennig-Thurau et al., 2004) in (Yang, 2022),(Ahmadi et al., 2023) refers to positive and negative comments made by actual and potential customers regarding information related to goods or services transmitted to many individuals or institutions via the internet. An electronic word-of-mouth (e-WOM) is written to share an experience about a product or service which either recommends or discourage others from buying a product or service and offers positive opinions in support of the product or negative opinions against it consumer (Nadarajan et al., 2017), (Serra-Cantallops et al., 2018). eWom on online reviews is considered an effective promotional model in marketing (Savitri et al., 2022). Online reviews contribute to consumers seeking extensive information about a product or service (Savitri & Khalida, 2019). Online reviews help sellers to improve insights regarding consumer preferences about their products or services (Nurhabibah et al., 2022). Online reviews have a strong influence on purchasing decisions (Nurhabibah et al., 2022). According to (Goyette I. et al., 2010) the dimensions for measuring the effectiveness of e-Wom are through intensity, valence of opinion and content.

In previous research, e-Wom influenced product success by using the internet, through online consumer communities and resulted in increased sales (Citra Savitri & Robby Fauji, 2021b), (Savitri et al., 2020). This study is corroborated by the findings of another study (Kartika & Ganarsih, 2019) which found that eWom has a considerable influence on customer purchase decisions. In contrast to the findings of a study (Suryani et al., 2021), electronic word of mouth (e-Wom) has a limited impact on customer purchase decisions (Kautish et al., 2023).

Currently, the use of cosmetic product review content or influencers who collaborate with companies to promote their products is widespread, so people will be easily influenced by reviews from influencer marketing (Latief & Ayustira, 2020). Influencer marketing is a marketing strategy that utilizes individuals who have influence on social networks and have the power to influence opinions, actions, and purchasing choices, (Fathurrahman et al., 2021). Influencer marketing does marketing through industry experts who have influence and can be trusted by consumers when promoting, advertising, or evaluating products to increase sales (Sudha & Sheena, 2017) (Neni Sumarni et al., 2020). ocial media influencer

marketing is similar to classic celebrity endorsements in traditional mass media, except that the interactions are more content driven (Masuda et al., 2022).According to (Fathurrahman et al., 2021) Influencer opinions influence consumer behavioral intentions, (Casaló et al., 2020). companies can increase significant sales with the use of influencer marketing. According to Ohanian (1990) in (Sutoto, 2021) the indicators in influencer marketing are trustworthiness, valence of opinion and content.Most of the research is about influencers concentrate on the positive results of influencer support on individual attitudes and involvement in sponsoring brands, (Reinikainen et al., 2021).

Tasya Farasya was chosen as an influencer marketing by the MS Glow skincare brand because she is a beauty influencer or activist on social media who is active in the beauty field and has good credibility in promoting products. For example, the strong relationships between the consumer and eWom provider can improve eWom credibility, (Hershkovitz, 2020), (Nawi et al., 2020) Based on the number of followers on Instagram, Tasya Farasya is Indonesia's most famous beauty influencer. As of March 2023, her social media following reached 6.1 million followers. Specifically, followers engage with occasion leaders using comments, likes and repost. (Shen, 2021). Influencers are prominent users of social media and are seen as role models by their followers, (Barta et al., 2023). The amount of followers on social media sites like Instagram and Twitter, according to (Wiedmann & von Mettenheim, 2020), has a significant influence on consumers' purchase decisions. Based on the information provided above, this study aims to ascertain how influencer marketing and electronic word of mouth (eWoM) affect consumer decisions.

2. Theoretical Background

Electronic Word of Mouth (e-Wom)
EWOM stands for "Electronic Word of Mouth" or " Electronic Conversation" in Indonesian. EWOM refers to the communication process between individuals through electronic platforms, such as social media, online forums, blogs and product reviews, to share experiences, recommendations and information about a product, service or brand. (Priambodo & Subyanto, 2017).

EWOM is becoming increasingly important in the digital age as people tend to seek and consider the opinions of others before making a purchase decision (Rania, 2018). Through EWOM, consumers can get more information about a particular product or service from other users who already have experience with the product or service. This allows consumers to make more informed decisions and strengthens the influence of word of mouth in the digital context. he features of eWOM have played a crucial role in the sales of products and business revenues, (Nilashi et al., 2022).

EWOM can also significantly impact the reputation and image of a brand or company. Positive reviews and user recommendations can help build consumer trust and loyalty, while negative reviews can damage reputation and reduce consumer interest in the product or service.

Companies need to monitor and manage EWOM well. They can engage active customers in online discussions, respond quickly to reviews and questions, and create positive customer experiences. By doing this, companies can capitalize on the positive potential of EWOM and reduce the negative impact of negative reviews or comments. eWOM where there was no option to exactly know the person who is passing the information, (Khwaja & Zaman, 2020).

Influencer Marketing
Influencer marketing is a marketing strategy where companies work with individuals with influence and popularity on social media (influencers) to promote their products or services to their audience. Influencers have a large following and actively engage with their audience. Companies can leverage their reach and visibility by working with relevant influencers to introduce their brand to a wider audience. (Anjani & Irwansyah, 2020).

Influencers often have strong relationships with their followers and build credibility within a particular niche. Influencers recommend or give positive reviews about a product or service can increase consumer trust and confidence in the brand. Influencers have a strong influence on their followers' purchasing decisions. Followers often look to influencers as a source of inspiration and guidance when choosing a particular product or service. By using influencer marketing effectively, companies can encourage followers to consider and purchase their products. (Zukhrufani & Zakiy, 2019).

Influencers often have a specific niche or market segment where they have a highly concentrated following. This allows companies to reach the right target audience by engaging relevant influencers to the product or service offered. However, it is important for companies to carefully select influencers and ensure that the brand values match with the chosen influencer. Companies also need to monitor and measure the results of influencer marketing campaigns to evaluate their effectiveness and assess the influence generated.

3. Methodology

This research is quantitative research using a descriptive verification approach. The population used in this study is generation Z women aged 13-25 years in Karawang Regency which is unknown and can be said to be in the infinite category. According to Wibisono in Riduwan and Akdon (2013: 255), (Nasution, 2019). The unknown populations formula can be used to determine the sample size in an unknown population:

$$n = \left[\frac{Z_{\alpha/2}.\delta}{\varepsilon}\right]^2$$

(1)

Description:

N   = Total Sample

Z^{α} = Table Value

Z   = 0,05

δ = Standard Deviation

ε = Margin error

$$n = \left[\frac{Z_{\alpha/2}.\delta}{\varepsilon}\right]^2 = \left[\frac{(1,96)(0,25)}{0,05}\right]^2 = 96,04$$

(2)

From these calculations, the sample size was 96 respondents. Then the researcher rounded up the number of respondents to 100. According to Hair et al., (2014) the sample size should be 100 or larger. In this study, a nonprobability sampling strategy with a purposive sample technique was applied. The method of data collection in this study uses a Likert scale and involves sending out surveys in the form of questionnaires via Google Forms. When analyzing a study, partial least square (SmartPLS) version 4.0 of the Structural Equalition Model (SEM) was used to test the hypothesis and examine the influence of influencer marketing and electronic word of mouth (e-Wom) on consumer choices.
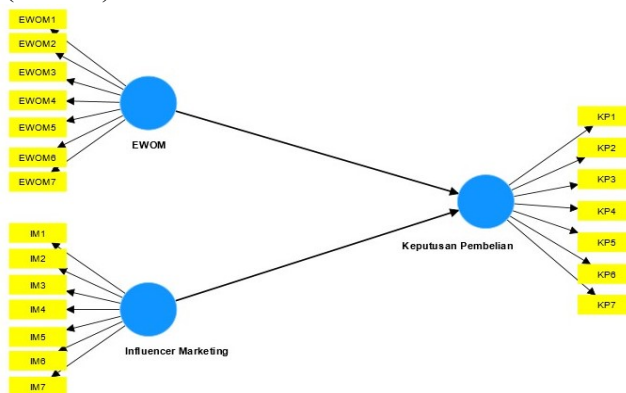

Figure 2. Hypothesis Model
Source: SmartPLS-4 Processed Data (2023)

H1 : Electronic word Of mouth positively and significantly affects purchasing decisions.
H2 : Influencer marketing has a positive and significant effect on purchasing decisions.

4. Empirical Findings/Result

The following is an overview of the research results and analysis of data collected using questionnaires that have been distributed.

Table 1. Income and Purchase Frequency of MS Glow

Income	Total	Purchase Frequency	Total
> Rp. 1.000.000	30	1 time	36
Rp. 1.000.00 - Rp. 3.000.000	18	2-3 time	24
Rp. 3.000.00 - Rp. 5.000.000	37	3-5 time	13
< Rp. 5.000.000	15	> 5 time	27
Total	100	Total	100

Source: Results of research process (2023)

Based on table 4, the data obtained from 100 respondents shows that 37 respondents used MS Glow with an income of Rp. 3,000,000 - Rp. 5,000,000. As for the frequency of purchasing MS Glow Skincare products, there were 36 respondents with purchases 1 time, and 27 people with purchases> 5 times. The results of this data are dominated by respondents who are first time buyers and who use > 5 MS Glow products with an average income of Rp. 3,000,000 - Rp. 5,000,000.
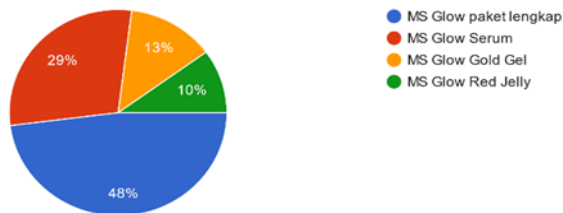

Figure 3. MS Glow Product Variants
Source: Results of the research process (2023)

Validity Test
Convergent Validity
1. Construct realibility and validity

Table 2. Construct realibility and validity

	Average variance extracted (AVE)
E-WOM	0.615
Influencer Marketing	0.587
Purchase Decision	0.598

Source: SmartPLS-4 Processed Data (2023)

The output results of the AVE value on all items have a value > 0.50 so that it can be said that all indicators are valid and reliable for use in the research model.

2. Outer Loading

Table 3. *Outer Loading*

	EWOM		Influencer Marketing		Purchase Decision
EWOM1	0.860	IM1	0.807	KP1	0.754
EWOM2	0.869	IM2	0.742	KP2	0.771
EWOM3	0.765	IM3	0.751	KP3	0.763
EWOM4	0.709	IM4	0.749	KP4	0.761
EWOM5	0.800	IM5	0.798	KP5	0.826
EWOM6	0.765	IM6	0.733	KP6	0.772
EWOM7	0.704	IM7	0.782	KP7	0.763

Source: SmartPLS-4 Processed Data (2023)

The output results of the loading factor value of all items have a value > 0.70 so that it can be said that all indicators are valid and reliable for use in the research model.

Discriminant Validity
1. Cross Loading

Table 4. *Cross Loading*

Indicator	EWOM	Influencer Marketing	Purchase Decision
EWOM1	0.860	0.562	0.410
EWOM2	0.869	0.540	0.436
EWOM3	0.765	0.491	0.400
EWOM4	0.709	0.581	0.525
EWOM5	0.800	0.534	0.401
EWOM6	0.765	0.565	0.487
EWOM7	0.704	0.592	0.527
IM1	0.506	0.807	0.571
IM2	0.508	0.742	0.378
IM3	0.495	0.751	0.547
IM4	0.541	0.749	0.553
IM5	0.646	0.798	0.576
IM6	0.566	0.733	0.407
IM7	0.575	0.782	0.537
KP1	0.429	0.469	0.754
KP2	0.463	0.575	0.771
KP3	0.516	0.526	0.763
KP4	0.486	0.542	0.761
KP5	0.542	0.552	0.826
KP6	0.327	0.485	0.772
KP7	0.420	0.504	0.763

Source: SmartPLS-4 Processed Data (2023)

The results of the Cross Loading value output show that all items have a factor loading value that is greater than the cross loading value. So that all indicators are valid and reliable for use in the research model.

2. Fornell Lacker Criterions

Table 5. Fornell Lacker Criterions

	EWOM	Influencer Marketing	Purchase decision
E-WOM	0.784		
Influencer Marketing	0.715	0.766	
Purchase Decision	0.594	0.678	0.773

Source: SmartPLS-4 Processed Data (2023)

The requirement fornell lacker value of the Ewom variable, which can be seen in the table above, is 0.784, which is higher than the correlation between influencer marketing and purchasing decisions. The influencer marketing variable has a value of 0.766, which is higher than the correlation of consumer choices. The purchase choice variable has a value of 0.773. According to the analysis results from Fornell Lacker, all of the constructs in this research model meet strong discriminant validity criteria.

Realibilitiy Test

Table 6. Reliability Test

	Cronbach's alpha	Composite reliability
E-WOM	0.895	0.917
Influencer Marketing	0.884	0.909
Purchase decision	0.888	0.912

Source: SmartPLS-4 data (2023)

Based on the table above, it can be seen that all items have an alpha cronbachs value> 0.60, so they are declared valid and reliable.

R Square

Table 7. R Square

	R-square	R-square adjusted
Purchase decision	0.484	0.473

Source: SmartPLS-4 Processed Data (2023)

Based on the research results, it can be seen that the R square value of the purchasing decision variable is 0.484. This means that the Ewom and Influencer marketing variables can explain this variable by 48.8% (moderate), while the other 42.2% can be influenced by other variables not examined.

Path Coefficient

Table 8. Direct Effect

	Original sampel (O)	Sampel mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P val ues
EWOM -> Purchase decision	0.224	0.228	0.116	1.930	0.054
Influencer Marketing -> Purchase decision	0.518	0.526	0.111	4.652	0.000

Source: SmartPLS-4 Processed Data (2023)

Based on table 8, shows the results of the path coefficients analysis, which shows how much the direct relationship between the variables is explained, as follows:
a. The relationship between the eWom variable and the purchasing decision variable through path coefficients has a value of 0.224 and a t-statistic value of 1.930 which is lower than the significance of 5% or 1.96 so that it can be stated that the ewom variable on purchasing decisions has no significant or negative effect.
b. The relationship between influencer marketing variables and purchasing decision variables through path coefficients of 0.518 and a t-statistic value of 4.652 which is higher than the significance of 5% or 1.96. So that the influencer marketing variable on the decision has a significant or positive influence.

Goodness of Fit (GoF)

Table 9. Fit Model

	Standar Model
SRMR	0.092
NFI	0.685

Source: SmartPLS-4 Processed Data (2023)

The results of the fit model analysis show an SRMR value of 0.092, indicating that the measurement model has a low prediction error. This SRMR value is also below the recommended value limit. So that the model is said to be fit if it has an SRMR value below 0.10 (Hair et al., 2017). The suitability of the model can also be seen from the magnitude of the NFI value of 0.685 declared fit. The results of the NFI calculation which are close to 1 indicate that the tested model has a pretty good fit with the data (Santosa & Raharjo, 2021). From these results, it can be concluded that the model in the study has a high goodness of fit (GoF) and is good for use in testing the hypothesis in the study.

5. Discussion

Electronic word of mouth (eWom)
Electronic word of mouth has no effect on purchasing decisions. The eWom variable does not directly relate to the purchasing decision variable (Permatasari, 2020). This is supported by research conducted by, (Citra Savitri & Robby Fauji, 2021a) that consumer perceptions are still doubtful about negative reviews, negative recommendations. and complain. This indicates that the use of electronic word of mouth that spreads, does not or still does not match the predicted achievement target, therefore they feel confident. (Suryani et al., 2021). However, the quality of informasion communicated by eWom is inconsistent (Zhao et al., 2020).

Influencer marketing
Influencer marketing has influence on purchasing decisions. This means the second hypothesis is accepted. Influencer marketing can influence the decision to purchase skincare products. So these results are in accordance with previous research which shows that influencer marketing can influence consumer purchasing decisions (Kartika & Ganarsih, 2019). So the increasing allocation for influencers as a marketing tool will further increase purchasing decisions on products (Fathurrahman et al., 2021).

Electronic Word of Mouth (e-Wom) and influencer marketing tasya farasya influence purchasing decisions
The R square value on the purchasing decision meaning that the Ewom and Influencer marketing variable can explain this variable by while the other influenced by other variables not examined. These results are in line with Nasir et al. (2023) research which shows that simultaneously social media advertising, influencer marketing, and electronic word-of-mouth (e-WOM) have a positive and significant effect on purchasing decisions for Avoskin beauty products.

6. Conclusions

From the results of the research and discussion above, it can be concluded that the use of electronic word of mouth that spreads, does not or still does not match the predicted achievement target, so H1 is rejected. While H2 is accepted, because it shows that influencer marketing can influence consumer purchasing decisions. Then seen from the R square value also shows that electronic word of mouth and influencer marketing Tasya Farasya have an influence on consumer decisions to buy a product promoted by influencers.

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