

The Influence of Beauty Influencers, Electronic Word of Mouth, Brand Image, and Price Perception on Wardah Skincare Purchasing Decisions among Gen Z in Purwokerto

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The purpose of this study was to analyze the influence of beauty influencers, electronic word of mouth, brand image, and price perception on Wardah skincare purchasing decisions among Gen Z in Purwokerto. The population in this study were all Gen Z who reside or are active in Purwokerto and have purchased and used Wardah skincare products. The sampling method used accidental sampling with a sample size of 110 respondents. Data analysis was carried out using multiple linear regression analysis. The coefficient of determination (R^2) was 0.554, which means that the variables of beauty influencers, electronic word of mouth, brand image, and price perception were able to explain variations in purchasing decisions by 55.4%. The results of the F test showed that the model was suitable for use with an F count value (32.585) > F table (2.46) and a significance of $0.001 < 0.05$. The T count values of the variables were (5.215; 6.099; 4.955; 6.747). The implication of this research is the need for companies to initiate strategies that encourage active consumer engagement, such as user-generated content (UGC) campaigns to increase positive testimonials on social media. Companies also need to strengthen marketing messages that emphasize specific product benefits to sharpen the brand's image in consumers' minds.

Keywords: Purchase Decision, Electronic Word of Mouth, Brand Image, Price Perceptions

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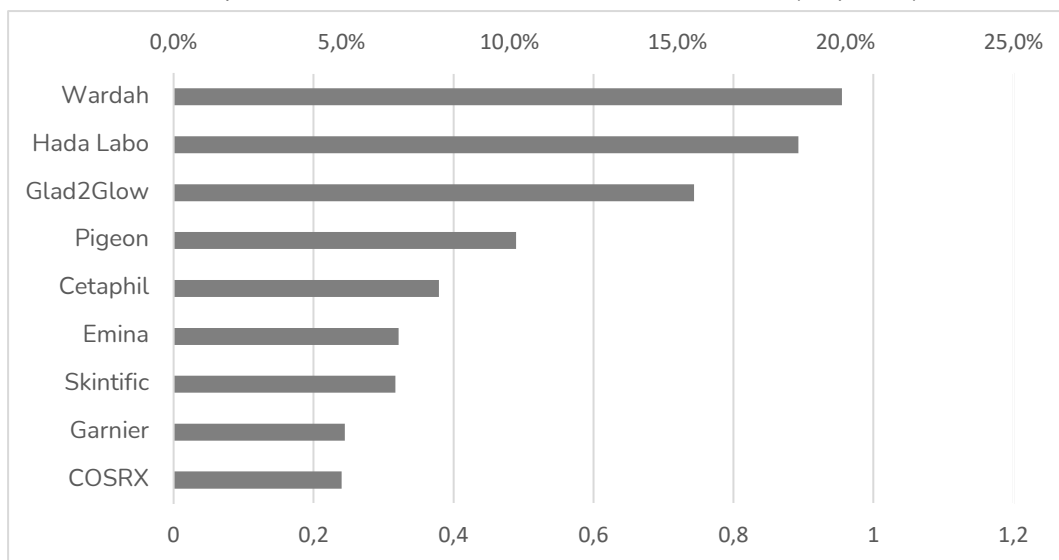
1. Introduction

The beauty industry is increasingly popular among people from teenagers to the elderly, resulting in intense competition. Beauty businesses are constantly competing to create products that address various skin concerns and attract consumers. Consequently, more and more skincare brands are emerging, intensifying competition among businesses. Purchasing decisions are a problem-solving approach to human activities to purchase goods or services to fulfill their desires and needs, consisting of recognizing needs and desires, searching for information, evaluating purchasing alternatives, making purchasing decisions, and post-purchase behavior [9]. Purchasing decisions are a process in which consumers consider several factors before purchasing a product, such as quality, price, and brand image [13]. Purchasing decisions are influenced by beauty influencers, electronic word of mouth, and brand image [19]. In addition, there are several other factors that influence purchasing decisions, namely price perception [10].

Wardah is one of the best brands in Indonesia, produced by PT Paragon Technology Innovation, founded in 1995. Currently, Wardah is known as one of the halal-certified cosmetic brands. Wardah not only offers cosmetics but also offers a variety of quality skincare products to meet the needs of consumers, especially women in Indonesia (Samosir, Putri, and Nurfebriani, 2016). Wardah provides halal claims on all products issued, the halal claim presented received attention in the form of a halal certificate from

LPPOM MUI in 1999, through this certificate Wardah became a pioneer of original Indonesian halal beauty products (Nafi' & Sodiq, 2023).

Figure 1. Wardah leads the market share of cleaning products and masks from the total Top brands' sales revenue in Indonesian e-commerce (May 2025)



Source: processed data (databoks.katadata.co.id)

TMO group gathers local and international market share for cleaning products and facial masks in-commerce in Indonesia, in May 2025, Wardah led the way in this category with a nearly 20% share, followed by Emina with 6.7%. The rest were brands from Japan, China, the United States, France, and South Korea. The TMO Group published in August that "the number one brand is Wardah, one of the first halal beauty brands in Indonesia and very popular among local consumers."

Researchers have conducted a preliminary survey test on Gen Z in Purwokerto to find out which skincare products are most in demand by consumers, especially Generation Z. According to experts, Generation Z consumers are a group of consumers born between 1995 and 2010. This preliminary study was conducted on 30 Generation Z members in Purwokerto. The following are the preliminary study results:

Table 1. Skincare brands that are popular with Generation Z in Purwokerto

No	Product name	Number of users
1	Wardah	10
2	Glad to Glow	7
3	Hanasui	7
4	Garnier	4
5	Something	2
Amount		30

Source: Primary data processed 2025

Based on a preliminary survey conducted by researchers on 30 Gen Z in Purwokerto, as shown in Table 1, it can be seen that Wardah is a product that is in demand by Gen Z in Purwokerto with several factors influencing their purchasing decisions.

Beauty influencers are one approach in digital marketing strategies that utilize the concept of influencer marketing [12]. Beauty influencers are individuals with expertise or concentration in the field of beauty who provide information related to the products they have used, and will share experiences in using beauty products [8].

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Another factor influencing purchasing decisions is electronic word of mouth [12]. The rapid development of the digital industry and ease of access to information allow consumers to quickly and conveniently obtain information and knowledge about products online. This internet use has sparked the emergence of the term electronic word of mouth (E-Wom), which has created a new pattern in word of mouth communication [11].

Electronic word of mouth is positive comments on internet media from users of a company's products or services which then receive positive responses from other users, thus influencing others to use products or services from the same company [14]. The use of E-wom as an increasingly modern communication media strategy has made various groups from the millennial generation and generation Z review and use Wardah skincare products. Utilizing social media as a promotional medium is the right choice.

The next factor influencing purchasing decisions is brand image. Brand image is a consumer's assessment of a brand in a market. This brand image can be created based on personal experience, information from others, or the media [17]. Brand image is a description of a product's characteristics, including how the product meets consumers' psychological or social needs, as well as its consistency and integration.

2. Literature Review And Problem Statement

Theory of planned behavior is a theory supported by empirical evidence looking at a person's intention to perform various types of behavior that are predicted with high accuracy from attitudes towards behavior, subjective norms, and perceived behavioral control, and these intentions together with perceived behavioral control explain considerable variance in actual behavior. Relation to marketing science, especially consumer behavior, the components in the Theory of Planned Behavior (TPB) conceptual model are also related to factors that influence consumers in making purchasing decisions for a product [17]. TPB is influenced by three components that are conceptually independent according to Mohungo and Asdar, namely:

- a) Attitude
- b) Subjective norm
- c) Perceived behavioral control

This research is based on research [12] which suggests adding other independent variables, one of which is the price variable. The results of the study proves that beauty influencers, electronic word of mouth, and brand image have a significant positive influence on purchasing decisions. In accordance with this suggestion, researchers added the price perception variable as an independent variable. The results of the study by Ariwangsa et al., (2023), Septi Setyaningsih et al., (2025), proving that price perception has a positive and significant influence on purchasing decisions. In this study Farmiati (2021), have different results which prove that price perception does not have a significant positive effect on purchasing decisions.

Beauty influencers have a significant positive influence on purchasing decisions. Influencers provide information, recommendations, and education on skincare products. Generation Z is highly influenced by visual content, honest reviews, and the influencers' real-life experiences in making skincare purchasing decisions. An influencer's credibility is one of the reasons why they are attractive to Gen Z, and influencer expertise increases trust, encouraging consumers to trust and ultimately purchase Wardah products.

H₁: Beauty influencers have a significant positive influence on Wardah skincare purchasing decisions on Gen Z in Purwokerto.

E-Wom is a tool for consumers who want to buy a product to find out the shortcomings and advantages of the product itself by looking at e-reviews from beauty influencers, consumer ratings and

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reviews listed on e-commerce and much more. The more frequent, positive, and informative e-Wom about the Wardah brand on social media or e-commerce, the higher the confidence and tendency of Gen Z to buy.

H₂: *Electronic Word of Mouth* has a significant positive effect on the decision to purchase Wardah skincare on Gen Z in Purwokerto.

Brand image is the overall perception of a brand based on information and previous experiences. Brand image is a consumer perspective that combines emotional and rational elements and can also be seen as their attention to a particular brand or brand image. Wardah's image as a halal, high-quality, and popular brand will create positive perceptions that drive purchasing decisions.

H₃: *Brand image* has a significant positive effect on the decision to purchase Wardah skincare on Gen Z in Purwokerto.

Price perception is a consumer's view of a product's price. Whether the price is considered reasonable, expensive, or cheap can determine a product's value. This allows consumers to consider the balance between price and quality of the product they intend to purchase. If Wardah's price is perceived as affordable and commensurate with its quality and benefits, financial barriers are reduced, and purchasing decisions increase.

H₄: *Price perception* has a significant positive effect on the decision to purchase Wardah skincare on Gen Z in Purwokerto.

3. Method

This research is quantitative. Data collection was conducted using a questionnaire as the research instrument, with primary data sources obtained directly from respondents. This research was conducted in the city of Purwokerto. The population in this study was All Gen Zs residing or active in Purwokerto who have purchased and used Wardah skincare products. In this study, the sample size was determined using the Lemeshow formula, a method for determining sample size used in survey studies or large population research, especially when the population proportion is known or assumed, and the total population size is unknown..

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{d^2}$$

Information:

n = minimum sample size

Z = Z score (usually 1.96 for a 95% confidence level)

p = proportion of occurrence in the population (e.g., prevalence or estimate of the relevant proportion, if unknown can be assumed to be 50%(0.5))

d = *margin of error* (desired level of precision, e.g. 10% (0.1))

so:

$$\begin{aligned} n &= \frac{1,96^2 \cdot 0,5 \cdot (1 - 0,5)}{0,1^2} \\ &= \frac{1,96^2 \cdot 0,5 \cdot 0,5}{0,1^2} \\ &= \frac{0,9604}{0,01} \\ &= 96,04 \end{aligned}$$

So the minimum number of samples is 97 respondents. To strengthen the research results, the number of samples made by the researcher was 110 samples and distributed questionnaires to 110 respondents who were Wardah skincare consumers in generation Z in Purwokerto.

This study used the Non-Probability Sampling method, is a sampling technique that does not provide an equal opportunity or chance for every member of the population to be selected as a sample. This means that not all elements of the population have an equal chance of being selected, so this technique is often used in qualitative, exploratory research, or when the population is not known with certainty. Meanwhile, the sampling technique used the accidental sampling technique. accidental sampling is a method of selecting samples randomly or by chance meeting the researcher and deemed suitable for the specified sample characteristics. The respondent criteria in this study were Generation Z in Purwokerto who had purchased Wardah skincare products.

Analysis Method

Before data analysis is carried out, it is necessary to test the instrument for validity and reliability. The validity test of the list of statements is carried out with the aim of measuring the validity of a questionnaire. To determine the relationship between variables (validity test), the Pearson product-moment correlation formula is used, with the criteria df (degree of freedom) = (n-2) 95% confidence level and alpha (α) value of 5%, n = number of samples. Reliability testing is the process of measuring the consistency or reliability of a measurement instrument. Ghozali (2018) states that a questionnaire of a variable can be said to be reliable if the Cronbach's alpha value is > 0.7 .

1. Validity measurement

$$r = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{(n \sum X^2 - (\sum X)^2) \sqrt{n \sum Y^2 - (\sum Y)^2}}$$

Information:

r : Product moment correlation

X: Item (question) score

Y: Factor score (variable)

n: sample size

With a 95% confidence level and df (n-2), then if:

a. $r_{hitung} > r_{table}$, meaning that the questionnaire validity test is said to be valid.

b. $r_{hitung} \leq r_{table}$, meaning that the questionnaire validity test is said to be invalid.

2. Reliability Testing

To measure reliability, the Cronbach Alpha statistical test is used (Ghozali, 2016).

$$r = \frac{k}{(k-1)} \left\{ 1 - \frac{\sum S_i^2}{S_t^2} \right\}$$

Information

k = mean square between subjects

$\sum S_i^2$ = mean square error

S_t^2 = total variance

Testing Criteria (Ghozali, 2016)

Cronbach's alpha ≤ 0.700 , means the variable is said to be unreliable

Cronbach alpha > 0.700 , means the variable is said to be reliable

3. Classical Assumption Test

The purpose of classical assumption testing is to produce a regression model that meets the BLUE (Best Linear Unbiased Estimator) criteria. A regression model that meets the BLUE criteria can be used as a reliable and trustworthy estimator, where the estimator is declared unbiased, consistent, normally distributed, and efficient. The classical assumption tests in this study include: normality, heteroscedasticity, and multicollinearity.

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4. Data analysis will be carried out using multiple linear regression with the following formula:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

The multiple linear regression model used in this study has undergone classical assumption testing, thus meeting the criteria for an unbiased, consistent, and efficient estimator. With these assumptions met, the regression model is suitable for further analysis.

5. The research model was tested using *goodness of fit*. The model feasibility test (F-test) is used to assess whether the independent variables simultaneously have a significant effect on the dependent variable.
6. Hypothesis testing is carried out using the t-test to determine the effect of each independent variable on the dependent variable.

4. Results And Discussion

Validity analysis aims to determine the extent to which the questionnaire used is able to accurately measure the variables studied. The method used is the product moment correlation test, where the results of the calculated *r* are compared with the table *r*, with the number of respondents being 30 people, the degree of freedom (*df*) is *n*-2, namely $30-2 = 28$. Based on a significance level of 5% (0.05), the table *r* value obtained is 0.361. The results of the validity test for each statement item in each variable can be seen in the following table:

Table 2. Summary of Questionnaire Validity Test Results
 Purchase Decision Variable (Y)

Item	rhitung	Rtable	Information
1	0.840	0.361	Valid
2	0.892	0.361	Valid
3	0.929	0.361	Valid
4	0.894	0.361	Valid
5	0.854	0.361	Valid

Table 3. Summary of Questionnaire Validity Test Results
 Beauty Influencer Variable (X1)

Item	rhitung	rtable	Information
1	0.923	0.361	Valid
2	0.928	0.361	Valid
3	0.870	0.361	Valid
4	0.885	0.361	Valid
5	0.903	0.361	Valid
6	0.840	0.361	Valid

Table 4. Summary of Questionnaire Validity Test Results
 Electronic Word of Mouth Variable (X2)

Item	Rhitung	r-table	Information
1	0.886	0.361	Valid
2	0.890	0.361	Valid
3	0.900	0.361	Valid

Table 5. Summary of Questionnaire Validity Test Results

Brand Image Variable (X3)			
Item	Rhitung	rtable	Information
1	0.909	0.361	Valid
2	0.899	0.361	Valid
3	0.898	0.361	Valid

Table 6. Summary of Questionnaire Validity Test Results

Price Perception Variable (X4)			
Item	Rhitung	rtable	Information
1	0.908	0.361	Valid
2	0.926	0.361	Valid
3	0.925	0.361	Valid

Table 7. Summary of Questionnaire Reliability Test

No	Statement Items	Cronbach's Alpha Value	Minimum Cronbach's Alpha Requirements	Information
1	<i>Purchase decision</i>	0.928	> 0.70	Reliable
2	<i>Beauty influencer</i>	0.947	> 0.70	Reliable
3	<i>E-Wom</i>	0.869	> 0.70	Reliable
4	<i>Brand image</i>	0.884	> 0.70	Reliable
5	<i>Price perception</i>	0.908	> 0.70	Reliable

Based on the reliability test results shown in Table 9, the Cronbach's Alpha value for each variable in this study was greater than 0.70. Thus, all statement items were declared reliable.

The classical assumption test is a requirement test used for regression testing using the Ordinary Least Squares (OLS) method. Based on the table above, Asymp. Sig (2-tailed) is greater than the alpha value. The value for Asymp. Sig (2-tailed) 0.200 is greater than 0.05, so the data is normally distributed. the tolerance values for the Beauty Influencer variable are 0.992, E-Wom (0.947), Brand Image (0.945), and Price Perception (0.992). Therefore, it can be concluded that there is no multicollinearity among the Beauty Influencer, E-Wom, Brand Image, and Price Perception variables. the Beauty Influencer variable is 0.439, E-wom is 0.867, brand image is 0.435, and Price Perception is 0.883. All of these variables have significance values above 0.05, so it can be concluded that the regression model does not show any symptoms of heteroscedasticity.

Table 8. Multiple Linear Regression Test Results

No	Variables	Coefficient (b)	Std. Error	t hitung	t table	Sig.
1	<i>(constant)</i>	5,002	1,357		1,659	<,001
2	<i>beauty influencer(X₁)</i>	.141	.027	5,215	1,659	<,001
3	<i>e-Wom(X₂)</i>	.324	.053	6,099	1,659	<,001
4	<i>brand image(X₃)</i>	.286	.058	4,955	1,659	<,001
5	<i>price perception(X₄)</i>	.393	.058	6,747	1,659	<,001
F count = 32.585				Sig = 0.001		
R2 = 0.554				Adj. R2 = 0.537		

Based on multiple regression analysis, the following regression equation can be formed:

$$Y = 5.002 + 0.141X_1 + 0.324X_2 + 0.286X_3 + 0.393X_4 + e$$

- a. Constant (5.002): The predicted purchasing decision is 5.002 when beauty influencer (X1), e-WOM (X2), brand image (X3), and price perception (X4) are all zero.
- b. Beauty influencer (X1 = 0.141): A one-unit increase in beauty influencer is associated with a 0.141 unit increase in purchasing decision, holding other variables constant.
- c. e-WOM (X2 = 0.324): A one-unit increase in electronic word of mouth is associated with a 0.324 unit increase in purchasing decision, holding other variables constant.
- d. Brand image (X3 = 0.286): A one-unit increase in brand image is associated with a 0.286 unit increase in purchasing decision, holding other variables constant.
- e. Price perception (X4 = 0.393): A one-unit increase in price perception is associated with a 0.393 unit increase in purchasing decision, holding other variables constant.

In this study, the confidence level used is 95% with a significance level (α) of 0.05. The degrees of freedom used are $(k - 1) = (5 - 1 = 4)$ and $(n - k) = (110 - 5 = 105)$, where k is the number of variables in the model, and n is the number of respondents. The F table value can be seen in the F statistic table row 105 column 4, then the F table value is 2.46. The results of the F test obtained an F table value of 2.46. The results of the calculated F are $32,585 >$ from the F table, it can be stated that H_0 is rejected and H_a is accepted.

The hypothesis test results show that all independent variables have a positive and significant effect on Wardah skincare purchasing decisions among Gen Z in Purwokerto: the beauty influencer variable ($t = 5.215, p = 0.001$) shows a positive and significant effect, so Hypothesis 1 is accepted; electronic word of mouth (eWOM) ($t = 6.099, p = 0.001$) also has a positive and significant effect, so Hypothesis 2 is accepted; brand image ($t = 4.955, p = 0.001$) shows a positive and significant effect, so Hypothesis 3 is accepted; and price perception ($t = 6.747, p = 0.001$) shows a positive and significant effect, so Hypothesis 4 is accepted.

Discussion of research results

- a. The influence of beauty influencers on purchasing decisions for Wardah skincare

The results of this study are in line with the Theory of Planned Behavior (TPB), which lies in the process of forming consumer behavioral beliefs. Within the TPB framework, a positive attitude arises when an individual evaluates that a behavior will produce beneficial results. When respondents perceive Tasya Farasya's information regarding product ingredients and benefits as reliable, this creates a strong cognitive foundation for consumers to evaluate Wardah products objectively. Statistically, this study proves that beauty influencers have a positive and significant influence on Wardah skincare purchasing decisions among Gen Z in Purwokerto, as evidenced by the t-test results of the first hypothesis, which were declared accepted. These results align with research by Pertiwi & Dwiridotjahjono (2025) and Wikan & Hastuti (2025), which also demonstrated a positive and significant influence of beauty influencers on purchasing decisions.

The results of this study align with the theory of planned behavior, where subjective norms are determined by normative beliefs, a person's perception of the expectations of those around them or communities they consider important. When Gen Z sees massive positive reviews on social media, they perceive a standard or collective agreement from the beauty community that Wardah products are a valid and socially approved choice. These positive reviews act as testimonials from a "reference group" that create an incentive for individuals to adjust their behavior to align with emerging trends or public opinion. The results of this study demonstrate that electronic word of mouth has a positive and significant influence on Wardah skincare purchasing decisions among Gen Z in Purwokerto. This is evidenced by the t-test results, which stated that the first hypothesis was accepted. These results align

with research conducted byPertwi & Dwiridotjahjono (2025)And Wikan & Hastuti (2025), which proves that electronic word of mouth has a positive and significant influence on purchasing decisions.

The results of this study align with the theory of planned behavior, where attitudes are formed from behavioral beliefs about the consequences of an action. When individuals believe that Wardah is produced by a reputable company, confidence in the product's quality and safety is fostered, which then accumulates into a positive affective impression. Cognitive assessments of the manufacturer's credibility and feelings of liking the brand collectively form a supportive mental disposition, resulting in consumers having a favorable attitude toward Wardah over other brands. The results of this study demonstrate that brand image has a positive and significant influence on Wardah skincare purchasing decisions among Gen Z in Purwokerto. This is evidenced by the results of the t-test, which states that the first hypothesis is accepted. These results align with research conducted byPertwi & Dwiridotjahjono (2025)And Wikan & Hastuti (2025), which proves that brand image has a positive and significant influence on purchasing decisions.

The results of this study are in line with the theory of planned behavior, both indicators representControl beliefs influence an individual's perception of the ease or barriers to purchasing a product. Affordable prices, as indicated in indicator 1, serve as a supporting factor for financial resources, while prices commensurate with benefits, as indicated in indicator 3, provide the belief that the action is efficient and rational. The combination of the two strengthens perceived behavioral control, as consumers feel they have full access and control over purchasing decisions without being hindered by burdensome economic constraints. The results of this study demonstrate that price perception has a positive and significant influence on Wardah skincare purchasing decisions among Gen Z in Purwokerto. This is evidenced by the t-test results, which confirm the acceptance of the first hypothesis. These results align with research conducted byAriwangsa et al., (2023)And(Septi Setyaningsih et al., 2025), which proves that price perception has a positive and significant influence on purchasing decisions.

5. Conclusion

Based on the research results, it can be concluded that the variables of beauty influencer, electronic word of mouth (e-WoM), brand image, and price perception partially each have a positive and significant influence on the purchasing decision of Wardah skincare among Gen Z in Purwokerto. This is evidenced by the t-value of each variable which exceeds the t-table value (1.659) and has a significance level below 0.05. Simultaneously, this research model is considered very feasible because the four independent variables together are able to explain the variation in consumer purchasing decisions by 55.4%, while the remaining 44.6% is influenced by other factors outside this research model.

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