

Determinant Factors Of Purchase Decision : Beauty Influencers, Electronic Word-Of-Mouth, Price, And Brand Image As An Intervening Variable On Make Over Cosmetic Products

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Abstract

In Indonesia, the demand for cosmetics continues to increase, this is what drives more and more cosmetic industries to compete in creating new products with the advantages that each company has. Make Over products are in the top three as the cosmetics most chosen by Indonesian women in 2023. In the process of purchasing decisions, Make Over cosmetic products can be influenced by several factors that influence consumers to make purchasing decisions. The type of research used in this study is explanatory research. The population in this study were all Instagram followers of makeover.id. The sample of respondents in this study was 100 people. Hypothesis testing using the SmartPLS software program version 3. The research results show that Beauty Influencer, Electronic Word Of Mouth have no influence on brand image and Price has an influence on Brand Image. Other results show that Brand Image, Price have no influence on purchase decisions, while Beauty Influencer and Electronic Word of Mouth have an influence on Purchase Decisions. Beauty Influencers have no influence on Purchase Decisions through Brand Image. Electronic Word of Mouth has no influence on Purchase Decisions and Price has no influence on Purchase Decisions through Brand Image.

Keywords: Beauty Influencer, Electronic Word Of Mouth, Price, Brand Image, Purchase Decision

INTRODUCTION

Consumer behavior as the dynamics of interaction between influence and awareness, behavior and environment in which humans exchange aspects of life. In other words, consumer behavior involves the thoughts and feelings they experience and the actions they take in the consumption process. Consumer behavior is the process through which a person/organization searches for, buys, uses, evaluates, and disposes of products or services after consumption to meet their needs (Kotler & Keller, 2016).

Purchasing decision is a stage in the decision-making process where prospective buyers will actually make a purchase of a product they want. At this stage, consumers already have several alternative choices, so consumers act to decide to buy a product based on the choices that have been determined according to the desires and needs of consumers (Cahyaningtyas & Wijaksana, 2021). The decisions taken by consumers will be related to what they buy such as products or services, the amount of purchase, where to buy, when to buy, and how to buy (Pratmingsih, 2019).

The rapid development of technology today has a lot of influence on people's lives. Quoted from the We Are Social report that in Indonesia there has been a fairly rapid increase in internet users from 2017 to 2023. Where the number of internet users in 2017 was 136 million, 2018 was 146 million, 2019 was 174 million, 2020 was 176 million, 2021 was 203 million, 2022 was 205 million users and the number of internet users in Indonesia as of January 2023 was 212.9 million users. This number increased by 3.85 % compared to 2022. A total of 77% of Indonesians have used the internet network. With the increase in the number of internet users, it can be an opportunity to become potential Make Over consumers. By utilizing technological developments in providing information on products sold through various media, such as social media Instagram, Facebook, TikTok, website media and can be utilized on e-commerce platforms such as Shopee and others. With the development of the wireless telecommunications industry and the growth of the internet in Indonesia, it can be an opportunity for business people to create the latest innovations.

Instagram as one of the social media that is currently a new lifestyle in the midst of society, especially among young people who use social media in their daily lives. Instagram was founded in 2010 by Mike Krieger and Kevin Systrom who are computer programmers and internet entrepreneurs (atmoko, 2012) . How to market and sell through this Instagram account is one of the creative and efficient marketing strategies to increase sales labels and marketing popularity in the community. On the Make Over Instagram account, a link is also included so that consumers can buy Make Over products on the desired platform such as Shopee, Lazada, Tokopedia and others.

Make Over is a product from Indonesia, the product was released by PT. Paragon Technology & Innovation, this brand is able to compete with local and international products, In addition, Make Over has won the Guardian Top Star 2019 award for the cosmetics category as a favorite brand, the Brand of the week 2018 award at female daily , and received other awards including the Women's Health Choice Indonesia award in 2013 which made it the make-up of choice for Indonesian women. In addition, Make Over is also an official sponsor at the fashion week event, namely the Jakarta Fashion Week 2018 - 2020 (JFW 2020). Make Over products are brands issued by one company with Wardah and Emina, but Make Over sales are not as good as other brands, even though if you look at it, of course the use of ingredients is not much different because it is produced in the same factory. This makes it interesting why Make Over is so different for consumers (Paragon innovation , 2022)

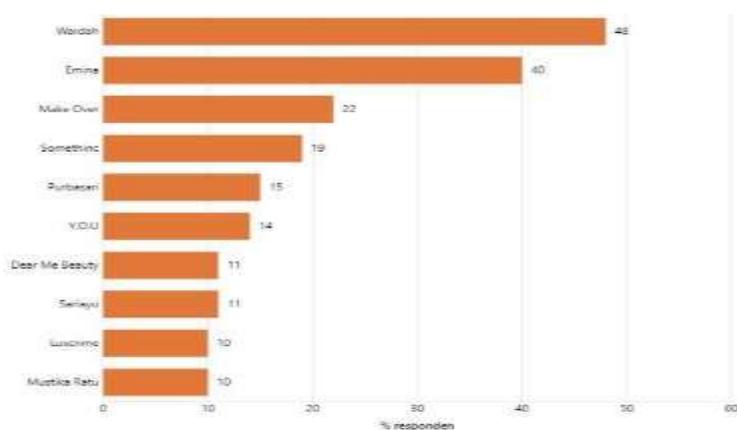


Figure 1: 10 Local Cosmetic Brands That Are Favorites of the Public Indonesia

Figure 1 shows a graph of the 10 local cosmetic brands most chosen by women in Indonesia. Make Over is in the top three as the most chosen cosmetic by Indonesian women with 22% of respondents choosing the Make Over brand. However, above Make Over there are still other brands that are favorites of the Indonesian people, namely Wardah with a percentage of 48% and Emina with a percentage of 42%. Make Over products are superior to Something, Purbasari products and far superior to Purbasari products so it can be concluded that Make Over products are one of the products that are liked by women in Indonesia.

In the decision process to purchase Make Over cosmetic products, several factors can influence purchasing decisions, such as beauty influencers, electronics word of mouth, price and brand image .

Influencers refer to content creators with a large following on social media (Jun & Yi, 2020)platforms . Influencer marketing is a marketing strategy on social media by a brand that utilizes content creators or key opinion leaders (KOLs) who have a certain audience reach to market a brand's products or services (Casaló et al., 2020). According to (Amalia & Sagita, 2019), influencers with interesting content are used as consumption that can make people like and imitate the influencer's lifestyle

. Therefore, content such as photos, videos, and captions can attract people to follow the influencer's lifestyle such as buying the beauty products they use, and consuming the same products. Make Over collaborates with one of the beauty influencers , Tasya Farasya, because beauty influencer Tasya Farasya is popular in presenting information related to Make Over products. This popularity influences her followers to make decisions to purchase Make Over products.

Electronic word of mouth (e-WOM) is informal information about a product or service provided by customers through social networks (Yan et al., 2016). e-WOM is more effective than personal selling, traditional marketing and conventional media advertising (Cheung et al., 2014). More consumers are now using e-WOM) to make purchasing

choices. e-WOM is also often referred to as online reviews, online recommendations, or online opinions, becoming increasingly important with the development of new technological tools.

Price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for a number of benefits by having or using a good or service (Kotler & Armstrong, 2016). Based on (Dharmmestha, 2014) said that, a more economical price level causes increased demand. Therefore, it can be interpreted that a more economical price level usually affects the level of purchasing decisions.

Another factor that influences purchasing decisions is brand image. Brand image is an impression in the minds of consumers about a brand that is formed from messages and consumer experiences about the brand, thus creating a perception in the minds of consumers (Kotler & Keller, 2016).

A consumer's opinion of a brand is called its image and this opinion is not only influenced by how well a product is named, it is also influenced by how well it is presented to consumers who then use this information to form an opinion about the product (Tirtaatmaja et al., 2019).

LITERATURE REVIEW

Social Information Processing Theory

Social Information Processing Theory or better known as Social Information Processing Theory is a theory in the perspective of communication science that explains how communicators who meet through text-based communication develop interpersonal impressions and relationships. Social Information Processing Theory was introduced in 1992 by Joseph Walther, and this theory explains how aspects of the communication process interact with media technology features to foster the development of affinity and attraction in online environments. Since then, the theory has been used to explain online impressions and online relationship formation processes in a wide variety of social and task contexts, including international work groups, dating sites, and social networking sites. can be interpreted as human communication that occurs through the use of electronic devices.

Walther said that Social Information Processing Social information processing theory explains how individuals use computer-mediated communication to develop interpersonal impressions and to advance relational communication over time online. Research on Computer Mediated Communication (CMC) has largely focused on the social effects of various types of communication using computer technology media (Walther, 2015).

According to Littlejohn, the social information processing Theory or Social Information Processing Theory explains how communicators who meet and communicate with text-based computer media and develop interpersonal impressions and relationships. This theory was introduced in 1992 by Joseph Walther, the social information processing theory provides an explanation of how aspects of the communication process interact with technological features. media to encourage the development of affinity and interest in cyberspace (Littlejohn & Foss, 2009).

Network Society Theory

Jan Van Dijk introduced the concept of network society as a form and organization of information processing and exchange, social infrastructure and network media. So the network society can be defined as a social society formation with social network infrastructure and media that allows all levels of the organization, both individuals, groups/organizations and society. This network connects all these units or parts, both individuals, groups and organizations. In western society, individuals connected by networks become the basic unit of the network society. In eastern society, this may still be a group (family, community, team work) connected by networks (Dijk, 2006).

The community network is mostly connected to the Internet, but the community still maintains its own identity and enforces its own rules of behavior. And the growing share of the Internet is becoming a vast market. Internet-mediated communication is a new and interesting social phenomenon to study. The community network that becomes a virtual community is generally understood as an electronic interactive communication network that is grouped together by common interests or goals, or for the purpose of communicating with others (Castells, 2007).

Purchase Decision

Purchase Decision or purchasing decision is a stage where someone uses their knowledge to compare and assess (evaluate) two or more products that are alternative choices, then chooses one of the products according to the opinion (Olson & Peter, 2016). While (Kotler & Keller, 2016) stating Purchase Decision (purchase decision) consumers are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires. The decision to buy can lead to how the decision-making process is carried out (Wisnblit & Schiffman, 2016).

Purchase Decision Indicators

According to (Kotler & Keller, 2017) this, these are the 5 purchasing decision processes carried out by consumers.

1. Brand choice, consumers must choose which brand to buy, each brand has its own comparison.
2. Agent selection, in making purchasing decisions consumers must determine which agent to go to.
3. Purchase time, determining the purchase time, prospective consumers must be able to determine the time when they want to buy a product they want.
4. Purchase quantity, quantity is the total of the number of products to be purchased.
5. Payment method, in determining purchasing decisions consumers can choose to use the type of payment method.

Beauty influencer

Influencer marketing is a fast-growing industry that aims to promote products or increase brand awareness through content shared by social media users who are considered to be able to influence others (Carter, 2016). Beauty influencers are those who have a big influence on beauty products on social media. According to (Lim et al., 2019) a beauty influencer who has a lot of followers, it can change attitudes, moods, emotions, feelings, and even desires for something because of their great influence and the wide and strong bonds of their followers. A beauty influencer is someone who has the ability to create or create content about beauty such as makeup or facial care or skincare (Kotler, 2016). According to (Tran et al., 2020), Beauty influencer is someone with special expertise in the world of beauty who transfers their knowledge or experience about skin health and beauty products, as well as providing tutorials or reviews of product use.

Beauty Influencer Indicator

Beauty influencers can be measured by three indicators (Haerunnisa et al., 2019), including:

1. Trustworthiness (trustworthiness), related to the integrity, honesty, and reliability of a source.
2. Expertise (skills), Refers to the experience, knowledge, and skills possessed by a beauty influencer.
3. Attractiveness (physical attractiveness), Refers to a figure who is considered interesting to observe.

Electronic Word Of Mouth

Electronic word of mouth as sales with the internet to create word of mouth effects, business support and sales goals. This includes viral sales, where news or information about products and services is spread by buyers through various online media such as audio, video, and writing. Electronic word of mouth also often occurs in social networks, where people share information, announcements, or reviews about products and services (Kotler & Keller, 2016). Electronic word of mouth is verbal communication between the recipient and the sender, where the recipient receives non-commercial messages related to the service from the sender (Erkan & Evans, 2014). Online communication can be an alternative as a place to discuss to share knowledge, both current issues and simply share experiences. Electronic word of mouth is considered very important because it can have an impact on brand image and buyer repurchase decisions. Shopping sites such as Tokopedia, Bukalapak, Shopee, and others are often public places where electronic word of mouth can be found.

Electronic Word Of Mouth Indicator

According to (Lin et al., 2015) E-WoM, there are three dimensions or indicators, including:

1. Electronic Word of Mouth Quality (E-WoM quality). E-WoM quality refers to the persuasive power of comments from other consumers about the product, which can create perceptions about consumers through the quality of information they receive.
2. Electronic Word of Mouth Quantity (E-WoM Quantity), Product popularity is determined by the quantity of online comments because it is considered to represent a product's performance.
3. Sender's expertise

Sender's expertise When the sender makes a review in the form of comments about a product that has or has not been used

Price

Price is the only component that generates income, while other elements indicate costs so it is necessary to be wise in setting prices. According to (Kotler & Armstrong, 2016), price is an amount of money spent on a product or service, or an amount of

value exchanged by consumers to obtain benefits or ownership or use of a product or service. According to (Lamb et al., 2014), price is something that is given in exchange for obtaining goods or services. In the process of determining purchasing decisions, consumers tend to be more interested in information about prices, which is very necessary, because consumer perceptions of the price of a product can be used as a standardization of product quality based on the price value of the product.

Price Indicator

According to (Kotler & Amstrong, 2016), there are four indicators that characterize prices, namely:

1. Affordability, Pricing carried out by the company according to consumer purchasing power.
2. Price conformity with quality, Pricing carried out by the company is adjusted to the quality of the product that consumers can obtain.
3. Price suitability with benefits, Pricing carried out by the company in accordance with the benefits that consumers can obtain from the products consumed.
4. Competitiveness, price The price offered by the company is different and competitive with that offered by other companies for the same type of product .

Brand Image

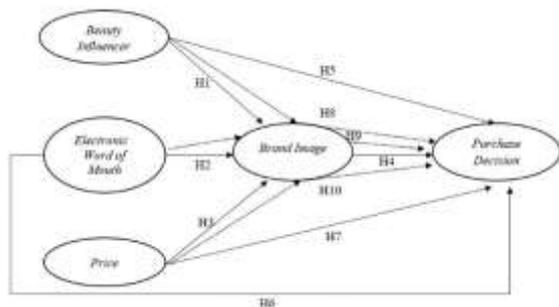
Brand perception, or known as Brand Image , refers to the mental image that arises in the mind of the buyer when they remember a particular brand of product or service. Several experts have given definitions of the concept of brand image, such as stating (Kotler & Keller, 2016)that brand reputation is a belief, idea, or impression of a brand. They emphasize that brand reputation has an important influence on the buyer's decision in deciding which product to buy and use. (Kotler, 2016)defines Brand Reputation as the buyer's impression of the brand, reflected through the label bond in the buyer's mind. (Kotler & Keller, 2017)explains that Brand Image is the exotic nature of a product or service, including the brand's procedures for fulfilling the customer's psychological or social needs.

Brand Image Indicator

According to (David & Alexander, 2014)the indicators that form the brand image are:

1. Corporate Image , a set of associations that consumers perceive towards a company that makes a product or service. Includes: popularity, credibility, corporate network, and the user itself.
2. Product Image , A set of associations perceived by consumers towards a product or service. Includes: product attributes, consumer benefits, and warranties.
3. User Image , A set of associations that consumers perceive towards users who use a product or service.

Framework of Thought



Research Hypothesis

1. Beauty influencers have significant influence towards brand image .
2. Electronic Word Of Mouth has a significant influence towards brand image .
3. Price has a significant influence towards brand image .
4. Brand image has a significant influence towards purchase decision .
5. Beauty influencers have a significant influence on purchase decisions .
6. Electronic Word Of Mouth has a significant influence on purchase decisions .

7. Price has a significant influence towards purchase decision .
8. Beauty influencers have a significant influence on purchase decisions through brand image as an intervening variable?
9. Electronic word of mouth has a significant influence on purchase decisions through brand image as an intervening variable?
10. price have a significant influence on purchase decisions through brand image as an intervening variable?

RESEARCH METHODS

According to (Sekaran & Bougie, 2017) research method is a process of activities in the form of data collection, analysis and providing interpretations related to the objectives of the study. The purpose of this study is to describe and solve the problems studied in a manner that is in accordance with research procedures. In detail, the data collection technique carried out on consumers of make over products using the survey method, where researchers do it to obtain appropriate data to solve problems, data collection carried out by researchers.

The method used in this study is the survey method. The survey method itself is a method that provides a description of numbers or quantitative attitudes or opinions that will be obtained from a population by studying samples from the population (Creswell, 2014) . Research with the explanatory method is chosen to determine the relationship between two or more variables that affect the cause and effect of a particular condition or situation (Sekaran & Bougie, 2017) .

The research population is a collection of objects determined through certain criteria that will be categorized into objects. These objects can include people, documents or records that are viewed as research objects. The population in this study is all followers of Instagram makeover.id. The number of Instagram followers of makeover.id based on the make over Instagram account in May 2024 was 1,300,000 people.

Variables	Indicator	Outer Loading	Sign	Limit	Results Test
<i>Beauty Influencer</i>	X1.1	0.927	>	0.70	Valid
	X1.2	0.841	>	0.70	Valid
	X1.3	0.828	>	0.70	Valid
	X1.4	0.859	>	0.70	Valid
	X1.5	0.815	>	0.70	Valid
<i>Electronic Word Of Mouth</i>	X2.1	0.778	>	0.70	Valid
	X2.2	0.814	>	0.70	Valid
	X2.3	0.787	>	0.70	Valid
	X2.4	0.841	>	0.70	Valid
	X2.5	0.814	>	0.70	Valid
	X2.6	0.816	>	0.70	Valid
<i>Price</i>	X3.1	0.833	>	0.70	Valid
	X3.2	0.806	>	0.70	Valid
	X3.3	0.775	>	0.70	Valid
	X3.4	0.749	>	0.70	Valid
	X3.5	0.718	>	0.70	Valid
	X3.6	0.724	>	0.70	Valid
<i>Brand Image</i>	Z.1	0.758	>	0.70	Valid
	Z.2	0.848	>	0.70	Valid
	Z.3	0.816	>	0.70	Valid

RESULTS

Data Collection Process

In this study, researchers obtained primary data by creating an online questionnaire via Google Forms which was then distributed via various social media platforms , such as Whatsapp, Instagram, and Telegram. The distribution of the questionnaire began on October 1, 2024, to October 7, 2024. The number of respondents used as samples in this study was 100 respondents.

Outer Model Evaluation (Measurement Model)

Evaluation of the outer model (Measurement model) is the initial part of the testing phase required when using the Partial Least Square method - Structural Equation Modeling (PLS-SEM). This evaluation aims to determine the relationship between indicators and latent variables contained in a model through validity and reliability testing (Hair et al., 2017).

Validity Test

Convergent Validity

outer loadings values of the statement indicators that have been processed using SmartPLS 4 software :

Table 1

Outer Loadings Value

According to (Sekaran & Bougie, 2017) , a sample is a part of a population. It consists of several members selected from the population. In other words, some, but not all, elements of the population from the sample. In determining the size of the sample, it can be done statistically or based on research estimates, in addition it should also be noted that the selected sample must be representative , meaning that all characteristics of the population should be reflected in the selected sample. The sampling technique used in this research is purposive sampling. Purposive sampling is a technique of taking samples intentionally according to the required sample requirements. Based on the calculation of the sample with the slovin formula, the respondents in this study were 100 consumers of make over products who were followers of make over Instagram.

<i>Purchase Decision</i>	Y1	0.851	>	0.70	Valid
	Y2	0.752	>	0.70	Valid
	Y3	0.785	>	0.70	Valid
	Y4	0.728	>	0.70	Valid
	Y5	0.770	>	0.70	Valid
	Y6	0.799	>	0.70	Valid
	Y7	0.816	>	0.70	Valid
	Y8	0.710	>	0.70	Valid
	Y9	0.713	>	0.70	Valid
Y10	0.796	>	0.70	Valid	

Source: SmartPLS 4 Output Results (2024)

According to Hair et al. (2017), the outer loadings value is said to meet the requirements if its value is greater than 0.70. Based on the data processing results that can be seen in table 1, all measurement indicators with a total of 30 indicators are declared valid.

Table 3 Cross Loading Value

Code	X1	X2	X3	Z	Y
X1.1	0.927	0.764	0.496	0.875	0.373
X1.2	0.841	0.683	0.278	0.774	0.206
X1.3	0.828	0.648	0.318	0.719	0.262
X1.4	0.859	0.685	0.379	0.724	0.239
X1.5	0.815	0.652	0.423	0.673	0.357
X2.1	0.605	0.778	0.327	0.609	0.261
X2.2	0.624	0.814	0.322	0.614	0.273
X2.3	0.639	0.787	0.251	0.655	0.232
X2.4	0.722	0.841	0.268	0.670	0.213
X2.5	0.697	0.814	0.288	0.657	0.253
X2.6	0.618	0.816	0.317	0.674	0.326
X3.1	0.365	0.299	0.833	0.345	0.700
X3.2	0.437	0.317	0.806	0.432	0.636
X3.3	0.324	0.235	0.775	0.334	0.742
X3.4	0.367	0.281	0.749	0.374	0.604
X3.5	0.349	0.383	0.718	0.346	0.543
X3.6	0.222	0.192	0.724	0.238	0.718
Z.1	0.885	0.743	0.467	0.851	0.329
Z.2	0.652	0.534	0.313	0.752	0.281
Z.3	0.787	0.654	0.229	0.785	0.144
Y1	0.646	0.617	0.505	0.728	0.825
Y2	0.714	0.647	0.382	0.770	0.813
Y3	0.676	0.651	0.335	0.799	0.864
Y4	0.731	0.740	0.392	0.816	0.944
Y5	0.489	0.473	0.211	0.710	0.858
Y6	0.524	0.476	0.295	0.713	0.806
Y7	0.608	0.551	0.271	0.796	0.893
Y8	0.398	0.386	0.753	0.369	0.758
Y9	0.209	0.191	0.706	0.243	0.848
Y10	0.190	0.178	0.638	0.216	0.816

Source: SmartPLS 4 Output Results (2024)

The next testing stage that needs to be evaluated is the Average Variance Extracted (AVE). The following are the details of the data testing results:

Table 2 Average Variance Extracted (AVE) Value

Variables	AVE	Sign	Limit	Test Results
<i>Beauty Influencer</i>	0.731	>	0.50	Valid
<i>Electronic Word Of Mouth</i>	0.654	>	0.50	Valid
<i>Price</i>	0.591	>	0.50	Valid
<i>Brand Image</i>	0.598	>	0.50	Valid
<i>Purchase Decision</i>	0.653	>	0.50	Valid

Source: SmartPLS 4 Output Results (2024)

A variable is declared to meet the requirements according to the AVE reference if it has a value greater than 0.50 (Hair et al., 2017).

Discriminant Validity

The next stage of testing after going through the convergent validity test is the discriminant validity test which is used to... to find out whether the measurement indicators are the latent variable has a high correlation value if compared to the correlation values of the measurement indicators against other latent variables in a model (cross loading) and this test is also used to see to what extent correlation between latent variables (Fornell-Larcker Criterion) (Hair et al., 2017). The following are the results of data processing based on cross loading in this study :

Based on table 3 above, all tested indicators have a greater correlation value when paired with latent variables that match the indicators. So it can be continued to the Fornell-Larcker Criterion stage (Hair et al., 2017).

Table 4 Fornell-Larcker Criterion Value

Variables	Beauty Influencer	E-WOM	Price	Brand Image	Purchase Decision
Beauty Influence r	0.855				
E-WOM	0.805	0.809			
Price	0.447	0.365	0.768		
Brand Image	0.686	0.800	0.448	0.873	
Purchase Decision	0.339	0.322	0.774	0.350	0.808

Source: SmartPLS 4 Output Results (2024)

At the Fornell-Larcker Criterion testing stage, in order to meet the requirements according to the provisions, the correlation value between the same latent variables must be higher than the correlation value of the latent variable with other different latent variables.

Reliability Test

To meet the requirements of the reliability test, the reference used is based on the Cronbach's alpha and composite reliability values . Both references have the same provisions , namely the value of the latent variable being tested must be greater than

0.70 (Hair et al., 2017). The following are details of the Cronbach's alpha and composite reliability values:

Table 5 Cronbach's Alpha and Composite Reliability Values

Variable s	Cronbach' Alpha	Composit e Reliability	Sign	Limi t	Test Results
Beauty Influence r	0.907	0.915	>	0.70	Reliable
E-WOM	0.894	0.895	>	0.70	Reliable
Price	0.861	0.865	>	0.70	Reliable

Brand Image	0.925	0.933	>	0.70	Reliable
Purchase Decision	0.734	0.733	>	0.70	Reliable

Source: SmartPLS 4 Output Results (2024)

The data that can be seen in Figure 5 shows that the Cronbach's alpha and composite reliability values of all latent variables tested have values greater than 0.70.

Inner Model Evaluation (Structural Model)

Evaluation of the inner model (Structural model) is the second part of the testing phase required when using the Partial Least Square method. - Structural Equation Modeling (PLS-SEM). This evaluation aims to determine the relationship between latent variables in a model through collinearity tests, R2 Value (Coefficient of determination), predictive relevance Q2, and Goodness of Fit (GoF) (Hair et al., 2017).

Collinearity Test

The collinearity test is intended to determine how strong the correlation is between latent variables in a test and to ensure that there is no strong multicollinearity between the variables being tested. The collinearity provisions are based on the Variance Inflation Factor (VIF) value where in order to meet the requirements, the VIF value must not be more than 5 (Hair et al., 2017). The following are the details of the VIF value test results :

Table 6 VIF Value

Variables	Beauty Influencer	E-WOM	Price	Brand Image	Purchase Decision
Beauty Influence r				3,076	3.195
E-WOM				2,840	2,909
Price				1,250	4.817
Brand Image					4.388
Purchase Decision					

Source: SmartPLS 4 Output Results (2024)

The value data contained in table 6 shows that all latent variables tested have VIF values of less than 5.

R2 Value (Coefficient of Determination)

Value (coefficient of determination) test represents the amount of variance in the dependent latent variable explained by all related measurement instruments. The R2 value is in the range of 0 to 1, where in research that focuses on marketing issues, a value of 0.25 indicates a weak level of prediction accuracy; 0.50 indicates moderate; 0.75 indicates strong (Hair et al., 2017). Below are the details of the processing of latent variables in the R2 Value (coefficient of determination) test. determination) :

Table 7 R Square and Adjusted R Square Values

	R Square	R Square Adjusted	Information
Brand Image	0.772	0.765	Strong
Purchase Decision	0.810	0.801	Strong

Source: SmartPLS 4 Output Results (2024)

Based on table 7, it can be seen that the Adjusted R Square value for the Brand Image variable is included in the category strong.

Predictive Relevance Q2

Q2 measures the predictive relevance of a complex model using the blindfolding provision . Blindfolding is an iterative refinement process by removing data . certain points and retest the model (Hair et al., 2017). The requirement for this test to meet the requirements is that the Q2 value must be greater than 0, which indicates that there is predictive relevance in a model. Conversely, if the Q2 value is less than 0, there is no predictive relevance in a model.

Table 8 Q2 Predict Value

	Q2 prediction	Test Results
Brand Image	0.491	Relevant
Purchase Decision	0.513	Relevant

Source: SmartPLS 4 Output Results (2024)

Referring to the data presented in table 8, it can be seen that the Brand Image variable has a Q2 value greater than 0, which is 0.491 or 49.1%, indicating that Brand Image has predictive relevance so that it is able to explain this research model. Meanwhile, the remaining 50.9% is explained by other latent variables outside this study. Likewise, the Purchase Decision variable has a Q2 value greater than 0, which is 0.513 or 51.3%, indicating that Purchase Decision has predictive relevance so that it is able to explain this research model. Meanwhile, the remaining 48.7% is explained by other latent variables outside this study.

Goodness of Fit (GoF)

Goodness of Fit (GoF) testing aims to measure the suitability of the model being studied. GoF which means the suitability of the model is seen from the Standardized Root Mean Square Residual (SRMR) value of less than 0.08 (Hair et al., 2017).

Table 9 SRMR Model Fit Value

	Saturated Model	Estimated Model
SRMR	0.078	Relevant

Source: SmartPLS 4 Output Results (2024)

Based on the data in table 9, it can be seen that the Standardized Root Mean Square Residual (SRMR) value is 0.078, which means that the model in this study is suitable because the SRMR value that has been tested produces a value of less than 0.08.

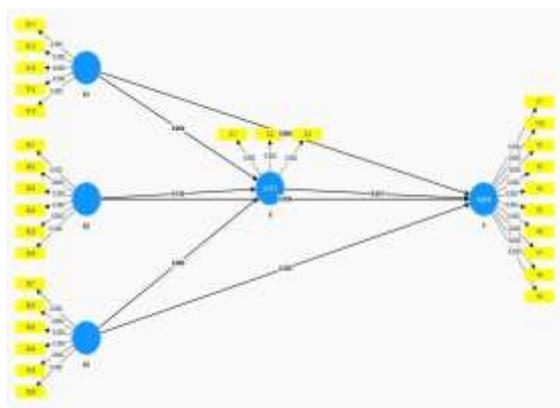
Hypothesis Testing

The hypothesis testing stage aims to make decisions related to previously designed hypotheses by referring to several value approaches carried out using the bootstrapping method . Here are the details of the provisions:

- In the path coefficient value (original sample), the - sign indicates a negative relationship between variables. While the + sign indicates a positive relationship between variables.
- At a significance level of 5% or α (alpha) of 0.05, a variable is stated to have a significant effect on other variables if the t statistics value is > 1.96 . Conversely, t- statistics with a value of < 1.96 means that there is no significant effect between the latent variables tested.
- A p- value of < 0.05 means that one variable affects another variable. On the other hand, a p-value > 0.05 means that one variable has no effect on the other variable.

In this study, a test will be conducted to determine the direct effect between the Beauty Influencer (X1) and Electronic Word of Mouth variables. (X2), and Price (X3) on Purchase Decision (Y) and indirect effect to determine the influence of Beauty Influencer (X1), Electronic Word Of Mouth (X2), and Price (X3) on Purchase Decision (Y) through Brand Image (Z) as an intervening variable. The following is a research model used in this study which contains information on t- statistics , p- value , and outer loadings :

Figure 2 Research Model in SmartPLS 4



Source: SmartPLS 4 Data Processing Results (2024)

Table 10 Direct Effect Hypothesis Test

Hypothesis	Variables	Original Sample (O)	T Statistics	P Values
H1	X1 -> Z	-0.165	1,849	0.064
H2	X2 -> Z	0.125	1,458	0.145
H3	X3 -> Z	0.902	31.215	0.000
H4	Z -> Y	-0.037	0.439	0.661
H5	X1 -> Y	0.651	5,777	0.000
H6	X2 -> Y	0.253	2.259	0.024
H7	X3 -> Y	0.097	1,017	0.309

Source: SmartPLS 4 Output Results (2024)

Based on the data presented in table 10, decisions can be made regarding 7 hypotheses with direct effects which are described as follows:

- 1) The Influence of Beauty Influencers (X2) on Brand Image (Z)
 Beauty Influencer testing on Brand Image produces a value in the form of t -statistics of 1.849 which is smaller than 1.96 and a p -value of 0.064 is obtained which is greater than 0.05. This means that Beauty Influencer does not have a significant effect on Brand Image . It is known from the original sample value that Beauty Influencer also has a negative effect on Brand Image of -0.165.
- 2) The Influence of Electronic Word Of Mouth (X2) on Brand Image (Z)
 Electronic Word Of Mouth testing on Brand Image produces a value in the form of t -statistics of 1.458 which is smaller than 1.96 and a p -value of 0.145 which is greater than 0.05. This means that Electronic Word Of Mouth does not have a significant effect on Brand Image. . It is known from the original sample value that Electronic Word Of Mouth also has a positive effect on Brand Image by 0.125.
- 3) The Influence of Price (X3) on Brand Image (Z)
 Price test against Brand Image produces a value in the form of t -statistics of 31,215 which is greater than 1.96 and a p -value of 0.000 is obtained which is less than 0.05. This means that Price has a significant effect on Brand Image . It is known from the original sample value that Price also has a positive effect on Brand Image of 0.902.
- 4) Influence of Brand Image (Z) on Purchase Decision (Y)
 Testing Brand Image on Purchase Decision produces a value in the form of t -statistics of 0.084

which is smaller than 1.96 and a p-value of 0.661 is obtained which is greater than 0.05. This means that Brand Image does not have a significant effect on Purchase Decision . It is known from the value original sample that Brand Image also has a negative influence on Purchase Decision of -0.037.

5) The Influence of Beauty Influencers (X1) on Purchase Decisions (Y)

Beauty Influencer testing on Purchase Decision produces a value in the form of t- statistics of 5.777 which is greater than 1.96 and a p-value of 0.000 is obtained which is less than 0.05. This means that Beauty Influencer has a significant effect on Purchase Decision . It is known from the original sample value that Beauty Influencer also has a positive effect on Purchase Decision of 0.651.

6) The Influence of Electronic Word of Mouth (X2) on Purchase Decision (Y)

Electronic Word Of Mouth testing on Purchase Decision produces a value in the form of t- statistics of 2.259 which is greater than 1.96 and a p- value of 0.024 is obtained which is less than 0.05. This means that Electronic Word Of Mouth significantly influence Purchase Decision . It is known from the original sample value that Electronic Word Of Mouth also has a positive influence on Purchase Decision of 0.253.

7) Influence of Price (X3) on Purchase Decision (Y) Testing Price on Purchase Decision produces a value in the form of t- statistics of 1.017 which is smaller than 1.96 and a p-value of 0.309 is obtained which is greater than 0.05. This means that Price does not have a significant effect on Purchase Decision . It is known from the original sample value that Price also has a positive influence on Purchase Decision by 0.097.

Table 11 Indirect Effect Hypothesis Test

Hypothesis	Variables	Original Sample (O)	T Statistics	P Values
H8	X1 -> Z -> Y	0.006	0.387	0.699
H9	X2 -> Z -> Y	-0.005	0.363	0.716
H10	X3 -> Z -> Y	-0.033	0.435	0.664

Source: SmartPLS 4 Output Results (2024)

Based on the data presented in table 11, decisions can be made regarding 3 hypotheses with indirect effects which are described as follows:

1. The Influence of Beauty Influencers (X1) on Purchase Decisions (Y) through Brand Image (Z)
 Beauty Influencer testing on Purchase Decision through Brand Image produced a t- statistic of 0.387, which is greater than 1.96, and a p- value of 0.699, which is greater than 0.05. This means that Beauty Influencer does not have a significant influence. towards Purchase Decision through Brand Image . It is known from the original sample value that Beauty Influencer has a positive influence on Purchase Decision through Brand Image is 0.006.
2. The Influence of Electronic Word of Mouth (X2) on Purchase Decision (Y) through Brand Image (Z)
 Electronic Word Of Mouth testing on Purchase Decisions through Brand Image produced a t- statistic of 0.363, which is greater than 1.96, and a p- value of 0.716, which is greater than 1.96. 0.05. This means that Electronic Word Of Mouth does not have a significant effect. towards Purchase Decision through Brand Image . It is known from the original sample value that Electronic Word Of Mouth has a negative influence on Purchase Decision through Brand Image is -0.005.
3. Influence of Price (X3) on Purchase Decision (Y) through Brand Image (Z)
 Testing Price on Purchase Decision through Brand Image produces t- statistics of 0.435, which is greater than 1.96, and a p- value of 0.664 is obtained, which is greater than 0.05. This means that Price does not have a significant effect. towards Purchase Decision through Brand Image . It is known from the original sample value that Price has a negative

effect on Purchase Decision through Brand Image is -0.033.

DISCUSSION

This study analyzes 7 hypotheses with direct effects and 3 hypotheses with indirect effects with the help of SmartPLS 4 software.

This study involved 135 respondents who were then eliminated to 100 respondents who successfully met the criteria. The following are the results of the study from each variable that has been tested:

1. Beauty Influencer (X1) has no influence on Brand Image (Z). Therefore, it can be concluded that H1 is rejected.
2. Electronic Word Of Mouth (X2) has no influence on Brand Image (Z). Therefore, it can be concluded that H2 is rejected.
3. Price (X3) has an influence on Brand Image (Z). Therefore, it can be concluded that H3 is accepted.
4. Brand Image (Z) has no influence on Purchase Decision (Y). Therefore, it can be concluded that H4 is rejected.
5. Beauty Influencer (X1) has an influence on Purchase Decision (Y). Therefore, it can be concluded that H5 is accepted.
6. Electronic Word Of Mouth (X2) has an influence on Purchase Decision (Y). Therefore, it can be concluded that H6 is accepted.
7. Price (X3) has no influence on Purchase Decision (Y). Therefore, it can be concluded that H7 is rejected.
8. The influence of Beauty Influencer (X1) has no influence on Purchase Decision (Y) through Brand Image (Z). Therefore, it can be concluded that H8 is rejected.
9. The influence of Electronic Word Of Mouth (X2) has no influence on Purchase Decision (Y) through Brand Image (Z). Therefore, it can be concluded that H9 is rejected.
10. Price (X3) has no influence on Purchase Decision (Y) through Brand Image (Z). Therefore, it can be concluded that H10 is rejected.

IMPLICATIONS OF RESEARCH RESULTS

Based on the research analysis that has been conducted with the help of SmartPLS 4 software and equipped with supporting theories in the form of previous research, here are some theoretical and managerial implications that can be explained.

THEORETICAL IMPLICATIONS

1. Beauty Influencer (X1) has no influence on Brand Image (Z). Based on the results of the study, it shows that beauty influencers have no influence on brand image, this indicates that the power of beauty influencers in shaping brand perception may be limited. This may be due to consumers not fully trusting the opinions of influencers, especially if they appear to be oriented towards commercial promotion (paid endorsements). This could also mean that consumers are more critical and intelligent in filtering the information they get from beauty influencers, and they do not immediately associate beauty influencers' opinions with influencers with the overall brand image.
2. Electronic Word Of Mouth (X2) has no effect on Brand Image (Z). Based on the results of the study, it shows that eWOM has no effect on brand image, this shows that not all online reviews or discussions have the power to shape consumer perceptions of the brand. This could mean that consumers are more skeptical of the information they receive through digital platforms, especially if it is considered not credible or comes from anonymous sources. E-WOM may not be able to stand alone as an effective tool in building brand image and needs to be supported by other more controlled and measurable marketing efforts. Source credibility is an important factor in influencing consumer attitudes and behavior. If eWOM does not affect brand image, this could indicate that many online reviews are considered not credible by consumers, especially if there is no guarantee of authenticity or the possibility of manipulation (such as fake or paid reviews).
3. Price (X3) has an influence on Brand Image (Z). Based on the results of the study, it shows that consumers use price as an indicator to assess the quality of a brand. The higher the price of the product, the higher the consumer's perception of the quality and exclusivity of the product, which in turn forms a premium brand image. Consumer

perception of the value of a product or service is closely related to the price set. Consumers may associate a brand with a higher value if the price of the product or service is in line with their expectations of the quality and benefits they receive.

4. Brand Image (Z) has no influence on Purchase Decision (Y). Based on the results of the study, it shows that brand image may not be strong enough or significant in influencing consumer purchasing decisions. This could mean that other factors, such as price, product quality, availability, or recommendations from others, have a more dominant role than brand image in influencing purchasing decisions. Consumers may focus more on direct experience with the product or service and the value they get. This suggests that consumers place more emphasis on the functional benefits or utility of the product than the emotional or symbolic image offered by the brand.

5. Beauty Influencer (X1) has an influence on Purchase Decision (Y). This result is in line with research conducted by (Arief et al., 2023) on the influence of beauty influencers on purchasing decisions for cosmetic products, which found that there is a significant influence of beauty influencers on purchasing decisions for products. The ability of beauty influencers will increase consumer confidence in the reviewed product. The trust, expertise and attractiveness of beauty influencers will indirectly influence purchasing decisions. The credibility and attractiveness of the source (influencer) are important factors that influence consumer attitudes and decisions. Influencers who are considered credible and attractive by their audience are more likely to influence purchasing decisions because they are seen as a trusted and reliable source of information.

6. Electronic Word Of Mouth (X2) has an influence on Purchase Decision (Y). In line with the results of research from (Kamil & Albert, 2020) which shows that e-WOM has a positive and significant effect on purchasing decisions. Online reviews, recommendations, and comments are important sources of information for consumers in the decision-making process. Consumers tend to seek information from eWOM to gain perspectives or experiences from other users before purchasing a product. Consumers collect and process information from various sources, including eWOM, to evaluate options and make more informed decisions, positive reviews or recommendations from other users are an indication that the product is good and worth buying.

7. Price (X3) has no effect on Purchase Decision (Y). In line with research conducted by (Adnan et al., 2019) revealing that price has a positive effect on purchase decision. In his research, it is explained that, This shows that the more discounts, the better the purchasing decision will be. Consumers may not be very sensitive to price, that other factors are more important in influencing their decisions. This challenges the traditional theory that considers price as one of the main elements in the marketing mix that most influences consumer behavior. If price does not influence purchasing decisions, this suggests that consumers may be more influenced by emotional and symbolic factors than functional or financial aspects.

8. The influence of Beauty Influencer (X1) has no effect on Purchase Decision (Y) through Brand Image (Z). This suggests that brand image may not be a key element mediating the relationship between influencers and consumer purchase decisions. This challenges the assumption that beauty influencers can strengthen brand image and, thus, influence consumer purchase decisions. The credibility and authenticity of beauty influencers may play a more important role in influencing purchase decisions directly, rather than through changes in brand image.

9. The influence of Electronic Word Of Mouth (X2) has no influence on Purchase Decision (Y) through Brand Image (Z). This suggests that brand image may not be a key element that mediates the influence of eWOM on consumer purchase decisions. This challenges the assumption that eWOM can change brand image and, as a result, influence consumer decisions. This suggests that there are other, more direct pathways or other elements that are more effective in bridging the influence of eWOM on purchase decisions. The credibility and trustworthiness of online reviews and testimonials are more important in influencing purchase decisions directly than through changes in brand image.

10. Price (X3) has no effect on Purchase Decision (Y) through Brand Image (Z). Price does not affect purchase decision through brand image, this indicates that brand image may not be a key element that mediates the influence of price on consumer purchase decisions. The influence of price on purchase decisions may be more direct than through brand perceptions. Consumers may be more responsive to prices they see directly (e.g., discounts or offer prices) and make decisions without considering how the price affects brand image.

Managerial Implications

By carrying out this research, the results obtained were that beauty influencers able to influence purchase decisions, then management needs to increase investment in influencer marketing campaigns. Partnering with beauty influencers who have a relevant and influential follower base can help significantly increase Make Over's sales and brand awareness. It is important to choose influencers who are not only popular but also in line with Make Over's brand image and values, so that the message conveyed by the influencer is consistent with the brand strategy. Management needs to conduct more detailed market segmentation and choose influencers who match Make Over's target demographics, such as age, lifestyle, and consumer preferences.

Furthermore, with the results obtained that electronic word of mouth is able to influence purchase decisions, management needs to proactively manage and monitor eWOM content. This includes responding to consumer reviews, comments, or testimonials on various platforms such as social media, e-commerce websites, and beauty discussion forums. Companies need to ensure that the information and responses provided to consumers are accurate, responsive, and show attention to consumer needs and complaints to build a positive reputation that supports purchasing decisions. Because eWOM has been proven to be effective in influencing purchasing decisions, management needs to encourage consumers to provide positive reviews and testimonials after they purchase and use Make Over products.

The next result obtained was that the price did not able to influence purchase decisions, then management must focus on improving the value and quality of Make Over products. Consumers may be more interested in the benefits and quality of a product than in price, so companies need to ensure that their products meet consumer expectations and offer unique and competitive benefits. This could include developing better formulas, increasing product variety, or offering additional features that can provide more value to consumers.

Furthermore, it was found that brand image did not affect purchase decisions, so management needs to emphasize product quality and functional benefits offered by Make Over. Consumers may be more interested in product performance, practical benefits, or material quality than the brand image itself. Companies need to increase direct interaction with consumers to understand their needs more deeply and build more personal relationships.

Brand Image as an intervening variable, based on the results of this study, is unable to mediate the relationship between beauty influencers, electronic word of mouth and price on purchase decisions. Therefore, companies must optimize collaboration with beauty influencers to ensure that the content they create focuses more on product benefits, demonstrations of use, and honest testimonials from personal experiences. Given the influence of influencers, companies can create interesting and educational content without having to prioritize brand image. Management needs to encourage consumers to share their positive experiences online, either through reviews on e-commerce platforms or social media. By utilizing eWOM as a powerful marketing tool, companies can increase product visibility and attract more potential buyers. With prices that do not need to be related to brand image, companies can be more flexible in setting prices based on the value perceived by consumers. This can include offering products at competitive prices that match the quality and benefits offered.

CONCLUSION

Based on the results of research conducted by researchers to determine the influence of the variables Beauty Influencer, Electronic Word Of Mouth, and Price on Purchase Decisions through Brand Image. on Make Over Products, the following conclusions can be drawn:

1. Beauty Influencer (X1) has no influence on Brand Image (Z).
2. Electronic Word Of Mouth (X2) has no influence on Brand Image (Z).
3. Price (X3) has an influence on Brand Image (Z).
4. Brand Image (Z) has no influence on Purchase Decision (Y).
5. Beauty Influencer (X1) has an influence on Purchase Decision (Y).
6. Electronic Word Of Mouth (X2) has an influence on Purchase Decision (Y).
7. Price (X3) has no influence on Purchase Decision (Y).
8. The influence of Beauty Influencer (X1) has no influence on Purchase Decision (Y) through Brand Image (Z).

9. The influence of Electronic Word Of Mouth (X2) has no influence on Purchase Decision (Y) through Brand Image (Z).
10. Price (X3) has no influence on Purchase Decision (Y) through Brand Image (Z).

SUGGESTIONS

Based on the results of testing and data analysis in the previous chapter, the suggestions that can be put forward are as follows:

Suggestions for Companies

Based on the research that has been done, in order to increase the purchase decision of Make Over products, the company is expected to pay attention to the beauty influencer factor. Collaborate with beauty influencers to market and promote make over products, because with the existence of make over products, the products will quickly spread to potential make over customers and will be interested in buying products after knowing the products used by beauty influencers.

Then, the company is also expected to pay attention to the electronic word of mouth factor which is focused on product reviews on social media, with positive and good product reviews from users of make over products, it will increase the level of product sales. Therefore, reviews can also be a reference for prospective consumers to buy Make Over products.

The company is also expected to pay attention to brand image factors which are focused on forming strategies that can highlight the company's characteristics so that they can be different from other competitors, convince consumers that the company's brand is worthy of being a priority among other brands

, and improve consumer perception of the brand. company image by advertising its products offline and online by increasing participation in beauty events to market and promote its products.

Furthermore, the company is also expected to pay attention to the price factor by also focusing on product quality. With affordable prices and good quality, it will certainly add value to a product that makes people interested in buying Make Over products. Therefore, price is an important factor in increasing product purchase decisions.

Suggestions for Further Researchers

1. Further researchers are advised to conduct further research by adding or using other variables not tested in this study to develop a more comprehensive research model.
2. The author suggests using a larger sample size or number so that the data obtained is more varied and produces more accurate results so that it can help Make Over to form a marketing strategy in terms of increasing purchase decisions.
3. Future researchers could compare the influence of beauty influencers, eWOM, and price on purchasing decisions across brands in different beauty categories. This would provide insight into whether the findings are consistent across the industry or specific to certain brands.
4. The authors suggest examining how the influence of these factors may vary by demographic or market segment (e.g., age, gender, geographic location) to gain a deeper understanding of consumer behavior.

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