

Influence of Influencer Marketing and Electronic Word of Mouth on Purchase Decisions of Glad2Glow Products Among Generation Z on the TikTok Platform in Jakarta with Brand Image as an Intervening Variable

Romartiny sidabalok¹, Sri wahyuni²

^{1,2} Perbanas Institute, Jakarta

*Corresponding author: Romartiny.sidabalok63@perbanas.id

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Abstract

This study aims to analyze the influence of Influencer Marketing and Electronic Word of Mouth (E-WOM) on the Purchase Decision of Glad2Glow skincare products among Generation Z in Jakarta, with Brand Image serving as an intervening variable. This research employed a quantitative approach involving Generation Z TikTok users in Jakarta who were familiar with or had used Glad2Glow products. Data were collected through questionnaires distributed to 171 respondents selected using purposive sampling. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The results indicate that Influencer Marketing and E-WOM have a positive and significant effect on Brand Image. E-WOM and Brand Image also have a positive and significant effect on Purchase Decision, while Influencer Marketing does not have a significant effect on Purchase Decision. Furthermore, Brand Image mediates the influence of Influencer Marketing and E-WOM on Purchase Decision for Glad2Glow skincare products..

Keywords: Influencer Marketing, Electronic Word of Mouth (E-WOM), Brand Image, Purchase Decision, PLS-SEM.

INTRODUCTION

The skincare industry in Indonesia has experienced rapid growth in recent years, driven by increasing public awareness of skin health and the growing demand for beauty products. Skincare products have become an essential part of daily self-care, particularly among young consumers who are increasingly concerned with maintaining healthy skin and preventing various skin problems. At the same time, advances in digital technology have transformed consumer purchasing behavior. Consumers no longer rely solely on conventional advertising but actively seek product information through digital platforms before making purchase decisions. Among various social media platforms, TikTok has emerged as one of the most popular applications in Indonesia. Besides functioning as an entertainment platform, TikTok has become an important source of information where users can access product reviews, tutorials, recommendations, and personal experiences related to skincare products.

This phenomenon is particularly evident among Generation Z, a generation born between 1997 and 2012 that has grown alongside the development of the internet and social media. Generation Z actively uses TikTok to obtain product information and is highly influenced by digital content when evaluating skincare products. Through influencer recommendations, user reviews, and product demonstrations, consumers are able to compare products and make more informed purchase decisions. Consequently, companies increasingly utilise digital marketing strategies to strengthen their competitive advantage and encourage consumer purchases.

Tabel 1. Data pangsa pasar

Tahun 2024	Tahun 2025
Wardah 7,4%	Skintific 5,99%
GladGlow 6,9%	Glad2Glow 4,65%
Pond's 6,7%	Ms Glow 4,18
Skintific,5,6%	Finally Found You 2,78%
Glow&Lovely 3,9%	Skin1004 2,04%
The Originote 3,4%	Animate 1,92%
Garnier 2,9%	Glowing skincare 1,44%
Citra 2,0%	Adleeva 1,15%

The Indonesian skincare industry has also become increasingly competitive, with both local and international brands competing to attract consumers. One of the local brands that has attracted considerable attention is Glad2Glow, which was introduced in 2021 and focuses on skin barrier care products. Glad2Glow rapidly gained popularity through promotional activities on TikTok and influencer-generated content. However, market share data indicate that although Glad2Glow ranked among the leading skincare brands in 2024, its market share declined in 2025 while competition from other brands became increasingly intense. This condition indicates changing consumer preferences and suggests that companies need effective digital marketing strategies to maintain their market position. Therefore, factors such as Influencer Marketing, Electronic Word of Mouth (E-WOM), and Brand Image are considered important in influencing consumers' purchase decisions.

Influencer Marketing has become one of the most widely adopted marketing strategies in the digital era because influencers are considered capable of building consumer trust and encouraging purchase intentions through authentic product recommendations. In addition, Electronic Word of Mouth (E-WOM), which consists of online reviews, ratings, comments, and user experiences, has become an important source of information that influences consumer perceptions of products. A positive Brand Image also plays an essential role in strengthening consumer confidence and increasing the likelihood of purchasing a product. Therefore, these three variables are expected to contribute significantly to consumers' purchase decisions, particularly within the highly competitive skincare market.

Previous studies have reported inconsistent findings regarding the relationships among these variables. Yusanda and Halim (2024) found that Influencer Marketing has a positive and significant effect on Purchase Decision, whereas Purnomo et al. (2023) reported that Influencer Marketing has no significant effect. Similarly, Safitri and Indra (2024) concluded that Electronic Word of Mouth positively influences consumer purchasing decisions, while Ayu et al. (2024) found no significant relationship. Furthermore, Wulandari and Sujono (2024) demonstrated that Brand Image significantly affects Purchase Decision, whereas Nurlita and Arsyad (2025) reported different findings. These inconsistent results indicate the existence of a research gap that requires further investigation using different research objects, respondents, and contexts.

Compared with previous studies, this research offers novelty by simultaneously examining the effects of Influencer Marketing and Electronic Word of Mouth on Purchase Decision through Brand Image as an

intervening variable. In addition, this study specifically focuses on Generation Z TikTok users in Jakarta with Glad2Glow skincare products as the research object, providing a different perspective from previous studies conducted in other industries and locations.

Therefore, this study aims to analyze the influence of Influencer Marketing and Electronic Word of Mouth on the Purchase Decision of Glad2Glow skincare products among Generation Z in Jakarta, with Brand Image serving as an intervening variable. The proposed hypotheses examine the direct effects of Influencer Marketing and Electronic Word of Mouth on Brand Image and Purchase Decision, as well as the mediating role of Brand Image. The findings are expected to enrich the digital marketing literature and provide

LITERATURE REVIEW

In this research on purchase decisions, a theoretical framework is required to explain how consumers make purchasing decisions when buying skincare products through TikTok. According to Kotler and Armstrong (2021), purchase decision is the process through which consumers evaluate various alternatives before deciding to purchase a product that best satisfies their needs and wants. Purchase decisions are influenced by various internal and external factors, including marketing strategies, information obtained from other consumers, and consumers' perceptions of a brand. Therefore, understanding these factors is important for companies in developing effective marketing strategies.

Purchase decision reflects consumers' final evaluation after considering several alternatives. According to Kotler and Armstrong (2021), purchase decision can be measured through six indicators, namely product choice, brand choice, dealer choice, purchase timing, purchase quantity, and payment method. Consumers who have greater confidence in these aspects are more likely to make purchasing decisions.

One factor that may influence purchase decisions is Influencer Marketing. Influencer Marketing is a marketing strategy that utilizes individuals with strong influence on social media to promote products and encourage consumers to purchase them (Majid & Faizah, 2024). According to Lou and Yuan (2019), Influencer Marketing consists of three indicators: trustworthiness, expertise, and attractiveness. Influencers who are perceived as trustworthy, knowledgeable, and attractive are expected to strengthen consumer confidence and encourage purchasing decisions.

Another important factor is Electronic Word of Mouth (E-WOM), which refers to online communication among consumers regarding products, services, or brands through reviews, recommendations, and personal experiences (Ismagilova et al., 2017). According to Goyette et al. (2010), E-WOM can be measured using three indicators: intensity, valence of opinion, and content. Positive online reviews and useful information are expected to influence consumers' perceptions and purchasing decisions.

Besides Influencer Marketing and E-WOM, Brand Image also plays an important role in influencing purchase decisions. Brand Image refers to consumers' perceptions and overall impressions of a brand based on experience and information received (Keller, 2021). According to Keller (2021), Brand Image consists of three indicators: favorability, strength, and uniqueness. A positive brand image increases consumer trust and encourages consumers to choose a particular product over competing brands.

Despite these theoretical expectations, previous empirical findings remain inconsistent. Several studies found that Influencer Marketing positively affects purchase decisions (Yasinta et al., 2023; Cahyani & Amaliyah, 2026), whereas Aisy et al. (2025) and Setiawan et al. (2025) reported no significant effect. Previous findings regarding E-WOM are also inconsistent. Rahmawati and Dermawan (2023), Auriel and Yoshepa (2022), and Sitanggang et al. (2026) found that E-WOM positively affects purchase decisions, while Setiawan et al. (2025) found no significant relationship. Similarly, Brand Image was found to positively influence purchase decisions by Arianty and Adinra (2021) and Sitanggang et al. (2026), whereas Belan and Husda (2024) reported that Brand Image has no significant effect on purchase decisions. These inconsistent findings indicate a research gap regarding the relationships among Influencer Marketing, Electronic Word of Mouth, Brand Image, and Purchase Decision, particularly among Generation Z consumers purchasing skincare products through TikTok.

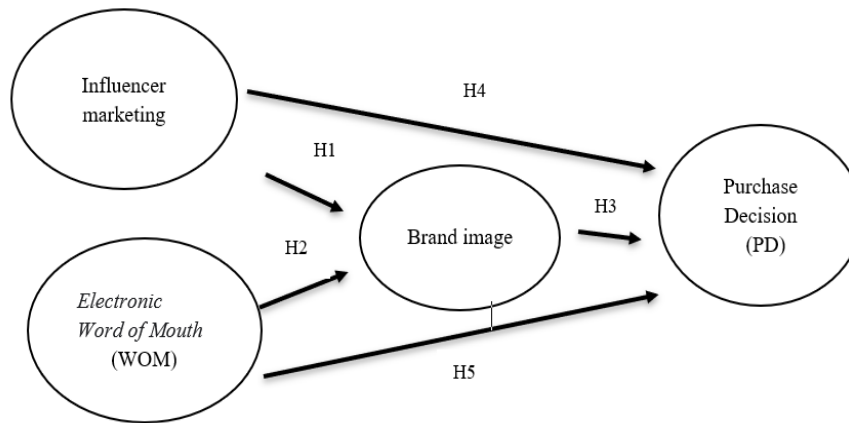


Figure 1. Framework

Based on the proposed framework and previous empirical findings, this study proposes seven hypotheses. Influencer Marketing and Electronic Word of Mouth are expected to positively influence Brand Image and Purchase Decision. Brand Image is also expected to positively influence Purchase Decision and mediate the relationships between Influencer Marketing, Electronic Word of Mouth, and Purchase Decision. Therefore, the hypotheses are formulated as follows:

H1: Influencer Marketing has a positive effect on Brand Image.

H2: Electronic Word of Mouth has a positive effect on Brand Image.

H3: Influencer Marketing has a positive effect on Purchase Decision.

H4: Electronic Word of Mouth has a positive effect on Purchase Decision.

H5: Brand Image has a positive effect on Purchase Decision.

H6: Brand Image mediates the relationship between Influencer Marketing and Purchase Decision.

H7: Brand Image mediates the relationship between Electronic Word of Mouth and Purchase Decision.

METHODS

This study employed a quantitative research approach to examine the influence of Influencer Marketing and Electronic Word of Mouth (E-WOM) on the Purchase Decision of Glad2Glow skincare products among Generation Z in Jakarta, with Brand Image serving as an intervening variable. A quantitative approach was selected because it enables the analysis of causal relationships among variables using numerical data and statistical techniques. The research data were collected through questionnaires distributed to respondents who met the research criteria and were subsequently analysed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software.

The population of this study consisted of Generation Z individuals residing in Jakarta who actively use TikTok and have viewed influencer content or reviews related to Glad2Glow skincare products. The sampling technique employed was non-probability sampling using a purposive sampling method. The sample criteria included respondents who: (1) belonged to Generation Z and resided in Jakarta; (2) actively used TikTok; (3) had viewed influencer content or product reviews related to Glad2Glow on TikTok; and (4) had purchased or intended to purchase Glad2Glow skincare products. Based on these criteria, a total of 171 respondents were selected as the research sample.

The study used primary quantitative data collected through an online questionnaire. The questionnaire was developed based on the indicators of each research variable and measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire responses were then processed to examine the relationships among Influencer Marketing, Electronic Word of Mouth (E-WOM), Brand Image, and Purchase Decision.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The analysis consisted of evaluating the measurement model (outer model) through convergent validity, discriminant validity, composite reliability, Cronbach's alpha, and Average Variance Extracted (AVE). Furthermore, the structural model (inner model) was evaluated using the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and hypothesis testing through the bootstrapping procedure. The hypotheses were accepted when the p-value was less than 0.05.

RESULTS AND DISCUSSION

Based on the distribution of respondents by gender, the majority of respondents were female, accounting for 151 respondents (88.3%), while male respondents totaled 20 (11.7%). This indicates that female consumers are more interested in skincare products and are more active in seeking product information through social media, particularly TikTok.

Based on age, most respondents were between 18–23 years old, with 118 respondents (69%). Respondents aged 23–24 years accounted for 46 respondents (26.9%), while respondents aged 14–17 years totaled 7 respondents (4.1%). These findings indicate that the majority of respondents were young adults who actively use social media and frequently follow skincare trends.

Outer and Inner Model

The outer model was evaluated using convergent validity, discriminant validity, and reliability tests. All retained indicators had outer loading values above 0.70, while the Average Variance Extracted (AVE) values ranged from 0.579 to 0.647, exceeding the recommended threshold of 0.50. Furthermore, all constructs achieved Cronbach's Alpha and Composite Reliability values above 0.70, indicating satisfactory reliability.

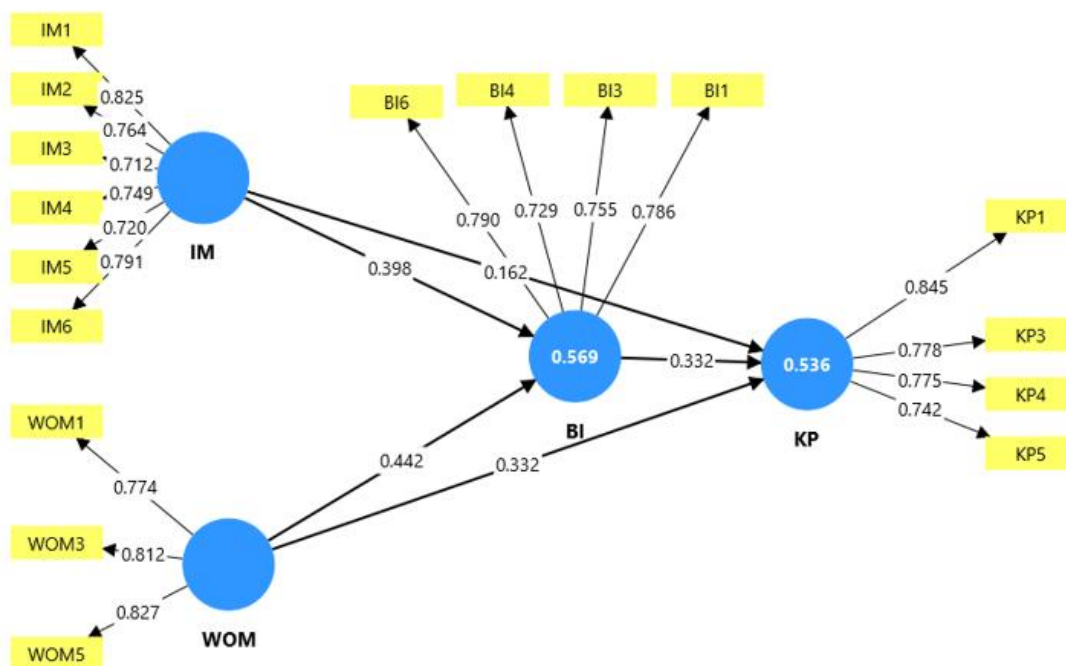
The inner model was evaluated using the coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2). The R^2 value for Brand Image was 0.569, indicating that Influencer Marketing and Electronic Word of Mouth explained 56.9% of the variance in Brand Image. Meanwhile, the R^2 value for Purchase Decision was 0.536, indicating that Influencer Marketing, Electronic Word of Mouth, and Brand Image explained 53.6% of the variance in Purchase Decision. The Q^2 values of 0.554 for Brand Image and 0.472 for Purchase Decision confirmed that the structural model had strong predictive relevance.

Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS. A hypothesis was accepted when the t-statistic exceeded 1.96 and the p-value was below 0.05.

The results showed that Influencer Marketing had a positive and significant effect on Brand Image ($t = 6.075$; $p < 0.001$), while Electronic Word of Mouth also had a positive and significant effect on Brand Image ($t = 6.598$; $p < 0.001$). Brand Image had a positive and significant effect on Purchase Decision ($t = 2.951$; $p = 0.003$), and Electronic Word of Mouth significantly influenced Purchase Decision ($t = 3.822$; $p < 0.001$). However, Influencer Marketing did not significantly affect Purchase Decision ($t = 1.932$; $p = 0.053$).

The indirect effect analysis revealed that Brand Image fully mediated the relationship between Influencer Marketing and Purchase Decision ($t = 2.711$; $p = 0.007$). In addition, Brand Image partially mediated the relationship between Electronic Word of Mouth and Purchase Decision ($t = 2.556$; $p = 0.011$).



Direct Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Keputusan
BI->KP	0.332	0.335	0.113	2.951	0.003	Accepted
IM->BI	0.398	0.403	0.066	6.075	0.000	Accepted
IM>KP	0.162	0.166	0.084	1.932	0.053	Rejected
WOM -> BI	0.442	0.438	0.067	6.598	0.000	Accepted
WOM -> KP	0.332	0.328	0.087	3.822	0.000	Accepted

Indirect Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
IM -> KP	0.132	0.134	0.049	2.711	0.007
WOM -> KP	0.147	0.148	0.057	2.556	0.011

The first hypothesis examined the effect of Influencer Marketing on Brand Image. The results showed that Influencer Marketing had a significant positive effect on Brand Image. This indicates that influencers with high credibility, expertise, and attractiveness are able to create a positive perception of Glad2Glow among Generation Z consumers. Therefore, the better the Influencer Marketing strategy, the stronger the Brand Image of Glad2Glow. These findings indicate that Influencer Marketing plays an important role in shaping consumers' perceptions of the brand.

The second hypothesis examined the effect of Electronic Word of Mouth (E-WOM) on Brand Image. The results confirmed that E-WOM had a significant positive effect on Brand Image. Positive reviews, recommendations, and experiences shared by consumers on TikTok were able to strengthen consumers' perceptions of Glad2Glow. Therefore, the more positive the online reviews received by consumers, the better the Brand Image of the product.

The third hypothesis examined the effect of Influencer Marketing on Purchase Decision. The results indicated that Influencer Marketing did not have a significant effect on Purchase Decision. This finding suggests that although influencers can increase consumers' awareness of a product, they are not the primary factor influencing purchasing decisions. Consumers tend to consider other factors, such as product quality, price, and reviews from other users, before making a purchase.

The fourth hypothesis examined the effect of Electronic Word of Mouth on Purchase Decision. The results demonstrated that E-WOM had a significant positive effect on Purchase Decision. Positive online reviews and recommendations increased consumers' confidence in Glad2Glow products and encouraged them to make purchasing decisions. Therefore, better E-WOM leads to higher Purchase Decisions among Generation Z consumers.

The fifth hypothesis examined the effect of Brand Image on Purchase Decision. The findings showed that Brand Image had a significant positive effect on Purchase Decision. A favorable brand image increases consumers' confidence and encourages them to purchase Glad2Glow products. Therefore, strengthening Brand Image is important for increasing consumers' Purchase Decisions.

The sixth hypothesis examined the mediating role of Brand Image in the relationship between Influencer Marketing and Purchase Decision. The results revealed that Brand Image significantly mediated this relationship. Since the direct effect of Influencer Marketing on Purchase Decision was not significant, Brand Image acted as a full mediator. This indicates that Influencer Marketing influences Purchase Decision indirectly through the formation of a positive Brand Image.

The final hypothesis examined the mediating role of Brand Image in the relationship between Electronic Word of Mouth and Purchase Decision. The results showed that Brand Image significantly mediated the relationship between E-WOM and Purchase Decision. However, because the direct effect of E-WOM on Purchase Decision remained significant, Brand Image acted as a partial mediator. This finding indicates that E-WOM can influence Purchase Decisions both directly and indirectly by strengthening Brand Image.

CONCLUSION

This study aims to examine the effects of Influencer Marketing, Electronic Word of Mouth (E-WOM), and Brand Image on Purchase Decisions of Glad2Glow skincare products among Generation Z on the TikTok platform in Jakarta. The findings indicate that Influencer Marketing has a positive and significant effect on Brand Image, while Electronic Word of Mouth also has a positive and significant effect on Brand Image. However, Influencer Marketing does not have a significant direct effect on Purchase Decisions. Meanwhile, Electronic Word of Mouth and Brand Image have a positive and significant effect on Purchase Decisions. Furthermore, Brand Image is proven to mediate the relationship between Influencer Marketing and Purchase Decisions as well as between Electronic Word of Mouth and Purchase Decisions.

The results imply that effective influencer strategies and positive electronic word of mouth can strengthen consumers' perceptions of a brand. A positive Brand Image plays an important role in encouraging purchase decisions, especially among Generation Z consumers who actively seek information through social media platforms such as TikTok. Although influencer marketing can improve brand perception, consumers still consider other factors such as product reviews, product quality, and brand reputation before making purchasing decisions.

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