

# The Influence Of E-Wom (Electronic Word Of Mouth) On Consumer Purchase Decisions On Skintific Products

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## **ABSTRACT**

The cosmetic industry has become an important part of everyday life, especially for teenagers who are going through the transition to adulthood. In addition to functioning to improve appearance, cosmetic brands such as Emina, Eska, and Skintific also act as symbols of lifestyle, identity, and a means of self-expression. This study aims to examine the effect of social media access, user reviews, and content quality on purchasing decisions for Skintific products. The population of this study was all students of the Faculty of Psychology, Universitas Prima Indonesia, class of 2021- 2023 who use Skintific products and actively use social media for online shopping, although the exact number is unknown. Therefore, the sampling technique used the Lemeshow formula with a sample size of 96 respondents. The results of the study showed that there was a positive and significant partial effect between social media access on purchasing decisions, as well as a positive and significant effect of user reviews on purchasing decisions. Content quality also had a positive and significant partial effect on purchasing decisions. Overall, social media access, user reviews, and content quality had a positive and significant effect on purchasing decisions.

**Keywords:** *Influence, E-Wom, Consumer Purchase Decisions, Skintific*

## **INTRODUCTION**

The cosmetic industry has become an inseparable part of everyday life, especially among teenagers who are transitioning into adulthood. Cosmetics are not only used to improve appearance, but also become a symbol of lifestyle, identity, and self-expression. In 2017, the

growth of the domestic cosmetic industry increased by 20%, four times higher than the national economic growth, which places Indonesia as one of the largest cosmetic markets.

In August 2021, Skintific first entered the Indonesian market. Along with the development of technology and easy access to social media, Skintific's popularity has increased rapidly, especially among teenagers, through content and reviews spread by a number of beauty influencers on social media. This phenomenon is the focus of research because Skintific has brought significant changes in consumer perceptions and preferences for beauty products. Within two years, Skintific has succeeded in becoming a brand that is in demand by skincare lovers in Indonesia and surpassing many local brands.

In the ever-growing digital era, the role of Electronic Word of Mouth (E-WOM) has become one of the main factors influencing consumer purchasing decisions, especially in the cosmetic industry. This allows Skintific to reach and influence a wider audience. Skintific's sales popularity has increased rapidly in a short time, thanks to its consistent presence in flash sales on TikTok, frequent appearances on the For You Page (FYP), and numerous reviews from influencers. Skintific has also received various prestigious awards, including the Best Moisturizer award from Female Daily, Sociolla, Beautyhaul, and the 2022 TikTok Live Awards. In addition, in the same year, Sociolla and the TikTok Live Awards named Skintific the Best Newcomer Brand 2022. Several Skintific products have even managed to achieve top positions in the beauty category on various e-commerce platforms in Indonesia, such as Shopee and Tokopedia in 2022.

With this achievement, Skintific is not only a cosmetic brand, but also reflects a phenomenon that shows dynamic changes in the beauty industry and the consumption patterns of today's teenagers. Therefore, research into this phenomenon is important.

Based on research by Riska Wahyuningtyas (2020) entitled *The Influence of E-WOM on Bujang Flowershop's Instagram Social Media on Consumer Purchase Interest*, with exogenous variables of concern for others (X1), helping the company (X2), and expressing positive feelings (X3), it was found that these three variables influence consumer purchase interest (Y). In addition, the variables helping the company (X2) and expressing positive feelings (X3) have a positive and significant influence on purchase interest. Thus, researchers are interested in conducting similar research entitled *The Influence of E-WOM on Consumer Purchase Decisions on Skintific Products*.

## **LITERATURE REVIEW**

social network access

according to leanika tanjung (2020), social network access is defined as the amount of time an individual spends using social networks during a certain period. liliana et al. (2016) stated that social network access provides an opportunity for anyone interested to participate by

providing contributions and feedback openly. research conducted by gul et al. (2014) shows that social networks have an impact on consumer purchasing behavior. meanwhile, madni (2014) revealed that 53% of consumers will first look for information and reviews through social media before making a purchase. reviews and information obtained from social network access, such as forums, social media accounts, and websites, can influence consumer purchasing decisions.

#### user reviews

according to sutanto and aprianingsih (2016), customer reviews are a form of electronic word of mouth that can be considered a new form of marketing communication, which plays an important role in influencing the purchasing decision process. sugiarti (2021) states that customer reviews are information provided by consumers to companies, in the form of product evaluations after making a purchase. this review also serves as a reference for potential consumers in considering purchasing decisions for certain products. research conducted by nuraini daulay (2020) shows that online customer reviews have a positive and significant influence on purchasing decisions. similar results were found in the research of nur laili hidayati (2020), which proved that online customer reviews significantly influence consumer purchasing decisions. this is in line with the research of asri nugrahani ardiandi and widiartanto (2020), which found that the online customer review variable has a positive and significant influence on purchasing decisions. therefore, online customer reviews are an important factor in determining purchasing decisions.

#### content quality

carlson (2020) defines content quality as consumer perceptions of the relevance, creativity, and uniqueness of content. this quality is the result of the content provider's efforts to meet consumer expectations based on their interests or interests. li et al. (2023) explain that content quality is related to consumer perceptions of the accuracy, completeness, relevance, and accuracy of information conveyed by an influencer. research conducted by yohana reni (2023) proves that the quality of content on social media is an important element that needs to be considered, because this quality can influence purchasing decisions. the more interesting the content, the greater the public's interest in the company and its products, which can ultimately drive purchasing decisions.

#### purchasing decisions

setiadi (2003) explains that purchasing decisions are an integration process that combines knowledge and attitudes to evaluate two or more alternative actions, then chooses one of them.

according to kotler and armstrong (2016), purchasing decisions are part of consumer behavior, which includes how individuals, groups, or organizations choose, buy, use, and utilize goods, services, ideas, or experiences to meet their needs and desires. pakpahan m (2016) states that purchasing decisions are also influenced by the personal characteristics of consumers, including age, occupation, and economic conditions. this consumer behavior influences the decision- making process in making purchases.

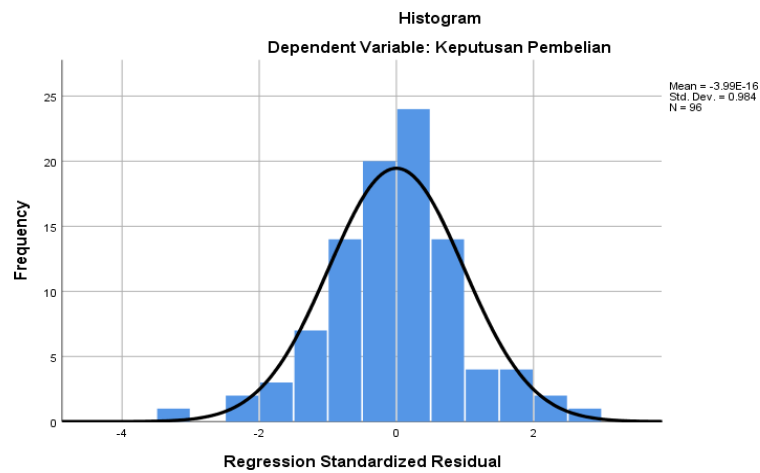
#### methods

this study uses a quantitative approach. quantitative research is based on data that can be measured numerically to produce objective conclusions (pratama, 2019). this study uses a quantitative descriptive research method. descriptive research aims to describe the influence of e- wom variables in the form of social network access (x1), user reviews (x2), and content quality (x3) on consumer purchasing decisions (pratama, 2019). the population in this study consisted of all students of the faculty of psychology, prima indonesia university, class of 2021- 2023 who use skintific products and actively use social media to make online purchases, although the exact number is unknown or tends to be biased. because the population is unknown, the sampling technique used is the lemeshow formula. it can be explained that the calculation of samples using the lemeshow formula approach can be used to calculate the number of samples with a population that is not known with certainty so that 96 research samples are obtained with a standard error of 10%. the sampling technique used is accidental sampling where respondents will be selected randomly as research samples. the data collection technique used is a questionnaire.

## RESULTS

### Normality Test

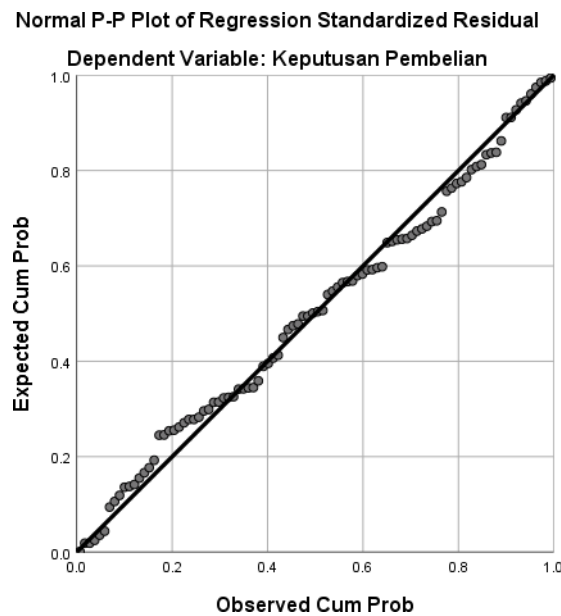
A normality test is a statistical process used to determine whether a data set is well-modeled by a normal distribution (also known as a Gaussian distribution) or whether it significantly deviates from it. The normal distribution is a fundamental concept in statistics, characterized by its bell- shaped curve, symmetric about the mean, and defined by specific parameters: mean and standard deviation.



Source: Research Data, 2024 (Processed)

**Figure 1. Histogram**

The histogram illustrates a bell-shaped, symmetrical curve, indicating that the data is normally distributed and meets the assumption of normality.



Source: Research Data, 2024 (Processed)

**Figure 2. Normal Probability Plot of Regression**

The plot shows data points scattered around the diagonal line, closely following its pattern. This suggests that the residuals of the regression model are normally distributed.

**Table 1. Normality Test Results One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		96
Normal Parameters <sup>a,b</sup>	<u>Mean</u>	<u>.0000000</u>
	<u>Std. Deviation</u>	1.70984442
Most Extreme Differences	<u>Absolute</u>	<u>.075</u>
	Positive	.063
	Negative	-.075
Test Statistic		.075
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance. Source: Research Data, 2024 (Processed)

The table indicates a significance value of 0.200, which is greater than 0.05. Therefore, it can be concluded that the data are normally distributed.

**Multicollinearity Test**

The results of the multicollinearity test are shown in table below:

**Table 2. Multicollinearity Test (VIF Results)**

Model	Coefficients <sup>a</sup>			t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients	Standardize	d			Toleranc	VIF
	B	Std. Error	Beta			e	

1 (Constant)	2.292	1.829	1.254	.213			
Social Network Access	.269	.067	.320	3.994	.000	.778	1.286
User Review	.323	.073	.345	4.408	.000	.816	1.225
Content Quality	.272	.056	.355	4.833	.000	.929	1.077

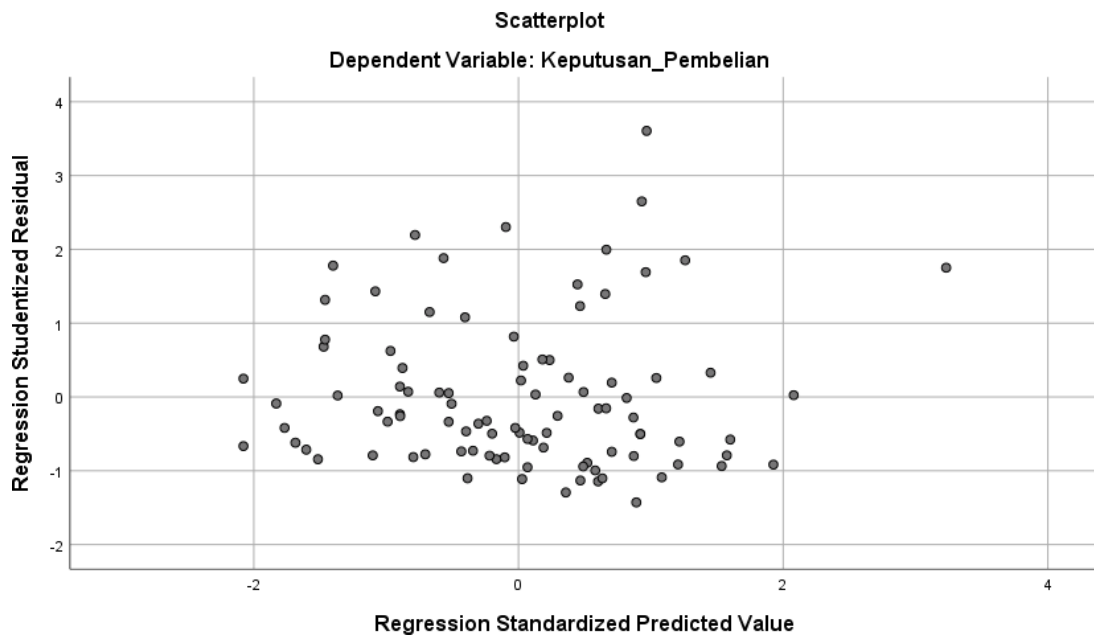
a. Dependent Variable: Purchase Decision

Source: Research Data, 2024 (Processed)

All variables have tolerance values  $> 0.1$  and VIF values  $< 10$ , indicating that there is no multicollinearity problem in this study.

### Heteroscedasticity Test

The results of the heteroscedasticity test are shown in table below:



Source: Research Data, 2024 (Processed)

**Figure 3. Scatterplot**

The scatterplot shows points randomly distributed above and below the Y-axis without forming a specific pattern. This indicates the absence of heteroscedasticity in the regression model, confirming its suitability for predicting Purchase Decisions based on the independent variables.

**Table 3. Glejser Test Results Coefficients<sup>a</sup>**

Model		Unstandardize		Standardized		t	Sig.
		d	Coefficients	Coefficients			
		B	Std. Error	Beta			
1	(Constant)	.581	1.140			.510	.611
	Social Network Access	.015	.042	.040		.346	.730
	User Review	.080	.046	.197		1.762	.081
	Content Quality	-.060	.035	-.180		-1.724	.088

a. Dependent Variable:

Keputusan\_Pembelian Source: Research

Data, 2024 (Processed)

The significance level of each variable exceeds 0.05, confirming that heteroscedasticity is not present in the data.

### Multiple Linear Regression

The results of multiple linear regression analysis are presented in table below:

**Table 4. Multiple Regression Coefficient Results**

Model	Unstandardized		Standardize		t	Sig.	Collinearity	
	Coefficients		d	Coefficient			Statistics	
	B	Std. Error	Beta				Toleranc	VIF
							e	
1	(Constant)	2.292	1.829		1.254	.213		
	Social Network Access	.269	.067	.320	3.994	.000	.778	1.286



User Review	.323	.073	.345	4.408	.000	.816	1.225
Content Quality	.272	.056	.355	4.833	.000	.929	1.077

a. Dependent Variable: Purchase Decision

Source: Research Data, 2024 (Processed)

The regression equation is:

$$\text{Purchase Decision} = 2.292 + 0.269 (\text{Social Network Access}) + 0.323 (\text{User Reviews}) + 0.272 (\text{Content Quality}) + e$$

1. Constant (a) = 2.292: If Social Network Access (X1), User Reviews (X2), and Content Quality (X3) are 0, Purchase Decisions (Y) will still amount to 2.292.
2. Social Network Access (X1): An increase in this variable results in a 26.9% rise in Purchase Decisions.
3. User Reviews (X2): An increase in this variable leads to a 32.3% rise in Purchase Decisions.
4. Content Quality (X3): An increase in this variable leads to a 27.2% rise in Purchase Decisions.

### Coefficient of Determination (R<sup>2</sup>)

The results of coefficient of determination analysis are presented in table below:

**Table 5. Coefficient of Determination**

Results Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735 <sup>a</sup>	.540	.525	1.737

a. Predictors: (Constant), Content Quality, User Review, Social Network Access

b. Dependent Variable:

Purchase Decision Source:

Research Data, 2024

(Processed)

The Adjusted R<sup>2</sup> value is 0.525, indicating that Social Network Access (X1), User Reviews (X2), and Content Quality (X3) collectively explain 52.5% of the variance in Purchase Decisions (Y). The remaining 47.5% is influenced by other factors not included in this study.

### Simultaneous Hypothesis Testing (F-Test)

The results of simultaneous hypothesis testing analysis are presented in table below: Table 6. F-Test Results

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	325.501	3	108.500	35.94	.000 <sup>b</sup>
	Residual	277.739	92	3.019	0	
	Total	603.240	95			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Content Quality, User Review, Social Network Access Source: Research Data, 2024 (Processed)

The F-statistic value of 35.940 is significantly greater than the F-critical value of 2.70, with a significance level of 0.000 ( $p < 0.05$ ). This indicates that Social Network Access, User Reviews, and Content Quality collectively have a significant effect on

Purchase Decisions, supporting the alternative hypothesis (Ha).

**Partial Hypothesis Testing (t-Test)**

The results of partial hypothesis testing analysis are presented in table below:

**Table 7. t-Test Results**

Model	Coefficients <sup>a</sup>					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	2.292	1.829		1.254	.213		
Social Network Access	.269	.067	.320	3.994	.000	.778	1.286
User Review	.323	.073	.345	4.408	.000	.816	1.225
Content Quality	.272	.056	.355	4.833	.000	.929	1.077

a. Dependent Variable: Purchase Decision

Source: Research Data, 2024 (Processed)

1. Social Network Access (X1): The t-value is 3.994, exceeding the critical value of 1.987, with a significance level of 0.000. This confirms a significant partial effect on Purchase Decisions.
2. User Reviews (X2): The t-value is 4.408, exceeding the critical value of 1.987, with a significance level of 0.000. This confirms a significant partial effect on Purchase Decisions.
3. Content Quality (X3): The t-value is 4.833, exceeding the critical value of 1.987, with a significance level of 0.000. This confirms a significant partial effect on Purchase Decisions.

**DISCUSSION**

the effect of social network access on purchase decisions

the t-value for social network access (x1) is 3.994, higher than the critical value of 1.987, with a significance level of 0.000 ( $p < 0.05$ ). this indicates a significant partial effect of social

network access on purchase decisions. an increase in social network access is estimated to raise purchase decisions by 26.9%. this aligns with leanika tanjung (2020), who found that time spent on social networks influences consumer behavior, and liliana et al. (2016), who highlighted the interactive engagement encouraged by social networks. gul et al. (2014) and madni (2014) also noted that social platforms play a crucial role in shaping purchase behavior, with many consumers seeking reviews and product details online before buying. these platforms provide consumers with essential information and foster engagement, leading to higher purchase likelihood.

#### the effect of user reviews on purchase decisions

the t-value for user reviews (x2) is 4.408, exceeding the critical value of 1.987, with a significance level of 0.000 ( $p < 0.05$ ). user reviews significantly affect purchase decisions, contributing to a 32.3% increase. this finding supports sutanto and aprianingsih (2016), who identified user reviews as a key form of electronic word-of-mouth, and nuraini daulay (2020), who confirmed their positive impact on purchasing behavior. positive reviews enhance trust, while negative ones deter purchases. thus, credible and authentic reviews play a pivotal role in influencing consumer decisions.

#### the effect of content quality on purchase decisions

the t-value for content quality (x3) is 4.833, above the critical value of 1.987, with a significance level of 0.000 ( $p < 0.05$ ). content quality significantly contributes to purchase decisions, increasing them by 27.2%. carlson (2020) emphasized the importance of clear, creative, and relevant content in shaping consumer perceptions. yohana reni (2023) further highlighted how engaging content directly influences consumer interest and decision-making. high-quality content ensures that consumers better understand a product's value, prompting faster and more confident purchasing decisions.

#### the effect of social network access, user reviews, and content quality on purchase decisions

the f-value of 35.940 significantly exceeds the critical value of 2.70 ( $p < 0.05$ ), confirming the collective influence of social network access, user reviews, and content quality on purchase decisions. these variables explain 52.5% of the variance in purchase decisions (adjusted  $r^2 = 0.525$ ), with the remaining 47.5% influenced by factors not studied here. this finding is consistent with setiadi (2003) and kotler & armstrong (2016), who noted that purchase decisions integrate consumer knowledge and attitudes. the synergy between these three factors information accessibility, credible reviews, and engaging content creates a

comprehensive ecosystem that positively influences consumer behavior, facilitating better purchase decisions.

#### conclusion

the conclusions that researchers can draw from the results of this study show that there is a positive and significant partial influence between social media access and purchasing decisions. there is a positive and significant partial influence between user reviews and purchasing decisions. there is a positive and significant partial influence between content quality and purchasing decisions. simultaneously, social media access, user reviews, and content quality show a positive and significant influence on purchasing decisions.

#### limitations

one of the limitations in this study is the respondents who are less diverse because the distribution of questionnaires was only taken from a few respondents. furthermore, it is expected that the

following research will be able to expand the scope of its area, for example all skincare products. in addition, due to time, energy and cost limitations, this study only took 96 respondents as samples. thus, for further research it is expected to increase the number of respondents so that it can better represent the actual situation.

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