EXPLORING THE INFLUENCE OF SOCIAL MEDIA MARKETING, EWOM, AND BRAND IMAGE IN INCREASING PURCHASE INTENTION FOR NPURE PRODUCTS ON TIKTOK (A CASE STUDY ON GEN Z IN YOGYAKARTA)

Sufi Dewi Utami , Elisa Jayanti Lestari*

Fakultas Ekonomi dan Bisnis, Universitas Alma Ata, Jalan Brawijaya No. 99, Yogyakarta, 55183, Indonesia

| ABSTRAK	ARTIKEL INFO

This study examines the influence of social media marketing, electronic word-of-mouth (eWOM), and brand image on purchase intention toward NPure skincare products on TikTok among Generation Z consumers in Yogyakarta. TikTok has become one of the most impactful digital platforms for shaping consumer perceptions, particularly in the beauty industry where short-video content, peer reviews, and influencer endorsements strongly affect purchasing behavior. Grounded in the Theory of Planned Behavior (TPB), this research adopts a quantitative approach with a causal explanatory design. Data were collected from 160 respondents using a purposive sampling technique targeting active TikTok users aged 13–28 who are familiar with NPure products. Measurement instruments were adapted from validated indicators and assessed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to evaluate the relationships among variables. The results show that social media marketing, eWOM, and brand image each have a significant and positive effect on purchase intention. These findings highlight the effectiveness of TikTok as a marketing channel, demonstrating that engaging content, credible online reviews, and strong brand perceptions play essential roles in influencing consumer decisions. The study provides empirical insights into digital marketing practices in the skincare industry and reinforces the importance of integrating interactive social media strategies to enhance consumer purchasing interest.
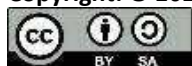
* Corresponding Author at Fakultas Ekonomi dan Bisnis, Universitas Alma Ata, Jalan Brawijaya No. 99, Yogyakarta, 55183, Indonesia
  E-mail address: Elisajayantilestari@almaata.ac.id

INTRODUCTION

Digital transformation has radically reshaped the marketing landscape, shifting consumer behavior and accelerating the adoption of digital-based marketing strategies. Digital marketing enables companies to personalize content, interact directly with consumers, and optimize data-driven promotional activities (Badawi et al., 2021). Indonesia is one of the world's largest digital markets, supported by rapid internet penetration. According to (Simon Kemp, 2024), Indonesia records 212 million internet users and 143 million active social media users, indicating a highly connected digital ecosystem. The rise of social media has strengthened its role as a primary marketing channel. Platforms such as Instagram, Facebook, WhatsApp, and especially TikTok allow brands to reach broad audiences through visual content, advertising features, and integrated shopping tools (Fitriani et al., 2023). According to (Simon Kemp, 2024), Indonesia ranks as the largest TikTok user base globally with 157.6 million active users, demonstrating the platform's massive potential for marketing engagement.

Beyond global adoption, TikTok's advertising reach also continues to expand. ByteDance Ads Planner reported a +15.4% increase in potential ad reach, rising by 17 million users from early 2023 to early 2024, with the largest spike recorded between October 2023 and January 2024 (+19.1%). Moreover, more than 60% of Indonesian TikTok users belong to Generation Z, confirming their dominance on the platform (Hapipah, 2024). Studies also show that 89% of Gen Z users frequently purchase products after seeing them on TikTok (Haryati et al., 2024).

The beauty industry is one of the most responsive sectors to TikTok trends. Beauty- related contents such as skincare reviews, makeup tutorials, and influencer recommendations shape consumer perceptions and stimulate purchase intention (Sierra Ayuningtyas Muktisari, 2022). NPure, as a leading local skincare brand, actively leverages TikTok through the official account @npureofficial, which has built strong engagement via informative, entertaining, and interactive content aligned with its "green beauty" positioning. NPure uses natural local ingredients such as Centella Asiatica from Yogyakarta, strengthening its credibility and brand identity.

The platform's influence also reflects on industry performance. NPure contributed approximately 69% of beauty-related FMCG sales on TikTok Indonesia in 2024, with the FMCG category seeing a 34.2% year-to-year increase (Bayu Wardhana, 2025). Despite this growth, NPure's competitive positioning still shows challenges. For example, sales data from e-

commerce in April 2023 recorded earnings of Rp 937.4 million indicating strong performance but still below key competitors (Compas, 2024).

Brand image plays a crucial role in shaping consumer evaluation and purchase decisions. Positive associations natural ingredients, credibility, and trustworthiness encourage stronger purchase intention. Likewise, electronic word-of-mouth (eWOM) significantly influences consumer perception, especially on platforms like TikTok where user-generated content spreads rapidly and affects brand sentiment (Kudeshia & Kumar, 2017).

Previous studies indicate mixed findings regarding the effects of social media marketing (SMM), eWOM, and brand image on purchase intention. Research by (Sanny et al., 2020) suggests that SMM positively influences purchase intention in the skincare sector. (Pujiartini et al., 2023) found that brand image significantly affects consumers' buying decisions, while other studies report inconsistencies in the influence of eWOM (Kristina & Sugiarto, 2020); (Ratu et al., 2022). These discrepancies highlight the existence of a research gap.

Given the rapid growth of TikTok, the dominance of Generation Z, and the significant role of digital engagement in shaping purchasing behavior, further investigation is needed. Therefore, this study aims to analyze the I nfluence of social media marketing, eWOM, and brand image on purchase intention toward NPure skincare products on TikTok, specifically among Generation Z consumers in Yogyakarta, who represent the most active and influential segment of social media users.

Previous research consistently shows that social media marketing, eWOM, and brand image play important roles in shaping consumer purchase intention. Studies by (Sanny et al., 2020), (Jasin, 2022) and (Pujiartini et al., 2023) found that these three variables positively influence purchase intention across skincare, fashion, and SME sectors. eWOM has also been shown to strengthen consumer attitudes and trust, as demonstrated by (Kudeshia & Kumar, 2017), (Siddiqui et al., 2021), and (Lee et al., 2021). Brand image is widely recognized as a key predictor of purchase behavior (Agmeka et al., 2019); (Suhud et al., 2022); (Tanprajna & Ellyawati, 2020). Research focusing on Generation Z and TikTok (Lestari, 2024); (Ratu et al., 2022) confirms that short-video platforms increase purchase intention through engaging content and credible user reviews. However, some studies report inconsistent results, particularly regarding whether social media marketing directly influences purchase intention or works indirectly through mediators such as brand image or trust (Savitri et al., 2021); (Md Adnan Rahman et al., 2020). These mixed findings indicate a research gap and justify further

investigation in the context of TikTok-based marketing for NPure products among Generation Z in Yogyakarta.

METHODOLOGY

Data and sampling

This study employed primary data collected through an online questionnaire distributed to Generation Z consumers in Yogyakarta who use TikTok and are familiar with NPure skincare products. A total of 160 respondents were obtained using purposive sampling, as this technique is suitable for targeting specific criteria that align with the study's objectives. The use of survey-based primary data is appropriate because the research aims to measure consumer perceptions related to social media marketing, eWOM, brand image, and purchase intention constructs that require self-reported responses from actual platform users. All variables were measured using a 5-point Likert scale to capture the intensity of respondents' evaluations.

The conceptual model was developed based on the Theory of Planned Behavior (TPB), which posits that behavioral intention is shaped by cognitive and social factors such as attitudes, perceived norms, and beliefs. Previous empirical studies support the relationships among social media marketing, electronic word-of-mouth (eWOM), brand image, and purchase intention, demonstrating their theoretical relevance as predictors of consumerdecision- making.

The proposed model includes three exogenous variables Social Media Marketing, eWOM, and Brand Image and one endogenous variable, Purchase Intention. Each construct was operationalized using validated indicators from prior research to ensure reliability and theoretical alignment. The model aims to test direct causal relationships to determine the extent to which TikTok-based digital engagement influences consumer purchasing decisions toward NPure products.

This study used a quantitative approach with Structural Equation Modeling–Partial Least Squares (SEM-PLS). SEM-PLS was chosen because it is suitable for predictive analysis, handles complex relationships among multiple constructs, works effectively with relatively small sample sizes, and does not require the data to meet strict normality assumptions. The analysis was conducted using SmartPLS, following the standard procedure:

1. Outer model assessment, which includes indicator reliability, convergent validity, discriminant validity, and construct reliability.

2. Inner model assessment, which evaluates path coefficients, R-square values, effect sizes, and significance levels through bootstrapping.

3. Hypothesis testing, conducted by analyzing t-statistics and p-values to determine the significance of each proposed relationship.

The combination of SEM-PLS and theory-based model development ensures methodological rigor and supports the predictive objective of the study.

RESULT AND DISCUSSION

Outer Model

Tabel 1. Indicator Loading Factors for Convergent Validity Assessment

	Social media marketing	Electronic Word Of Mouth	Brand Image	Purchase Intention
X1.1	0.830			
X1.2	0.749			
X1.3	0.791			
X1.4	0.638			
X1.5	0.770			
X2.1		0.847		
X2.2		0.790		
X2.3		0.737		
X2.4		0.799		
X3.1			0.858	
X3.2			0.837	
X3.3			0.816	
Y.1				0.805
Y.2				0.885
Y.3				0.835
Y.4				0.854

Table 1 based on the results of the convergent validity test, all indicators for each construct have outer loading values ≥ 0.60 and are supported by AVE values greater than 0.50. This indicates that the indicators are able to adequately represent the measured constructs. Therefore, all constructs in this study are considered to have satisfactory convergent validity, and the measurement model is appropriate for further analysis of the structural model (inner model).

Tabel 2. Convergent Validity Results Based on Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Social media marketing	0.575
E-WOM	0.631
Brand Image	0.701
Purchase Intention	0.714
Average	0.655

Table 2 the results of the convergent validity test using the Average Variance Extracted (AVE) indicate that all research constructs have met the criteria for convergent validity. A construct is considered to have good convergent validity if its AVE value is greater than 0.50, meaning that the construct is able to explain more than 50% of the variance of its observed indicators. In detail, the Social Media Marketing construct has an AVE value of 0.575, indicating that the indicators of this variable adequately represent the construct. The E-WOM construct obtained an AVE value of 0.631, reflecting a relatively strong level of convergent validity. Furthermore, the Brand Image construct shows an AVE value of 0.701, suggesting that most of the variance of its indicators is optimally explained by the latent construct. The Purchase Intention construct has the highest AVE value of 0.714, indicating that its indicators are highly effective in representing purchase intention. The average AVE value of 0.655 further strengthens the conclusion that the measurement model as a whole has satisfied the convergent validity criteria. Therefore, all constructs in this study are considered valid and appropriate for further analysis in the structural model (inner model).

Tabel 3. Cross-Loading Results for Discriminant Validity

	Brand Image	Electronic Word Of Mouth	Purchase Intention	Social media marketing
X3.1	0.858	0.429	0.516	0.551
X3.2	0.837	0.533	0.515	0.655
X3.3	0.816	0.518	0.603	0.609
X2.1	0.459	0.847	0.698	0.550
X2.2	0.619	0.790	0.634	0.642
X2.3	0.395	0.737	0.653	0.511
X2.4	0.397	0.799	0.643	0.511
Y.1	0.453	0.604	0.805	0.577
Y.2	0.620	0.762	0.885	0.645
Y.3	0.537	0.730	0.835	0.596
Y.4	0.583	0.688	0.854	0.619
X1.1	0.611	0.547	0.547	0.830
X1.2	0.580	0.557	0.603	0.749
X1.3	0.513	0.463	0.482	0.791
X1.4	0.477	0.615	0.634	0.638
X1.5	0.548	0.422	0.418	0.770

Table 3 based on the results of the discriminant validity test using cross-loadings, all

indicators show the highest loading values on their respective constructs compared to other constructs. This indicates that each indicator is able to clearly distinguish its intended construct and that there is no overlap in measurement among constructs. Therefore, it can be concluded that all constructs in this study have met the criteria for discriminant validity, and the measurement model is suitable for further analysis of the structural model (inner model).

Tabel 4. Fornell–Larcker Discriminant Validity Assessment

	BI	EWOM	PI	SMM
BI	0.837			
EWOM	0.590	0.840		
PI	0.652	0.784	0.845	
SMM	0.695	0.602	0.634	0.815

Table 4 the results of the discriminant validity test using the Fornell–Larcker criterion indicate that the square root of the AVE values for each construct (diagonal values) is greater than the correlations with other constructs. The constructs Brand Image (0.837)**,** Electronic Word of Mouth (0.840)**,** Purchase Intention (0.845)**,** and Social Media Marketing (0.815) each exhibit the highest diagonal values compared to the inter-construct correlations in the corresponding rows and columns. This indicates that each construct has a higher degree of distinctiveness relative to its relationships with other constructs. Therefore, it can be concluded that all constructs in this study have met the discriminant validity criteria, and the measurement model is considered valid and suitable for furth analysis of the structural model (inner model).

Tabel 5. Reliability Assessment Using Cronbach's Alpha

	Cronbach's Alpha
Social media marketing	0.813
eWOM	0.804
Brand Image	0.786
Purchase Intention	0.866

Table 5 the reliability test results using Cronbach's Alpha indicate that all constructs have values above the minimum threshold of 0.70. The Social Media Marketing construct has a Cronbach's Alpha value of 0.813**,** E-WOM of 0.804**,** Brand Image of 0.786, and Purchase Intention of 0.866. These values indicate that all constructs demonstrate good internal consistency.

Table 6. Composite Reliability Results of Research Constructs

	Rho-a	Rho-c	Composite Reliability
Social media marketing	0.813	0.870	0.841
eWOM	0.806	0.872	0.839
Brand Image	0.787	0.875	0.831
Purchase Intention	0.872	0.909	0.890

Table 6 the reliability test results using Composite Reliability also show values that meet the required criteria (> 0.70). The Composite Reliability values for Social Media Marketing are 0.841**,** E-WOM 0.839**,** Brand Image 0.831, and Purchase Intention 0.890**.** In addition, the rho-a and rho-c values for all constructs are above 0.70, further reinforcing the consistency and reliability of the constructs in the measurement model.

Table 7. R^2 for Inner Model

	R-square	R-square adjuste
Purchase Intention	0.612	0.604

Tabel 7 shows the R square (R^2) value in this study. The R square value for the purchase intention variable is 0.612, which falls into the strong category. This indicates that the model consisting of social media marketing, eWOM, and brand image variables has a 61% influence on the purchase intention of NPure products on TikTok, while the remaining 39% is influenced by other variables outside the model, such as perceived value, perceived usefulness, and customer satisfaction (Pujiartini et al., 2023).

$$
\begin{aligned}
\text{GoF} &= \sqrt{AVE} \times R^2 \\
&= \textstyle\sum \sqrt{0,655} \times 0,737 \\
&= \textstyle\sum \sqrt{0,482735} \\
&= 0,69
\end{aligned}
\tag{1}
$$

Based on the GoF calculation above, the obtained value is 0.69, which falls into the large GoF category. Therefore, it can be concluded that this research model is valid and has good performance in explaining the relationships between each construct.
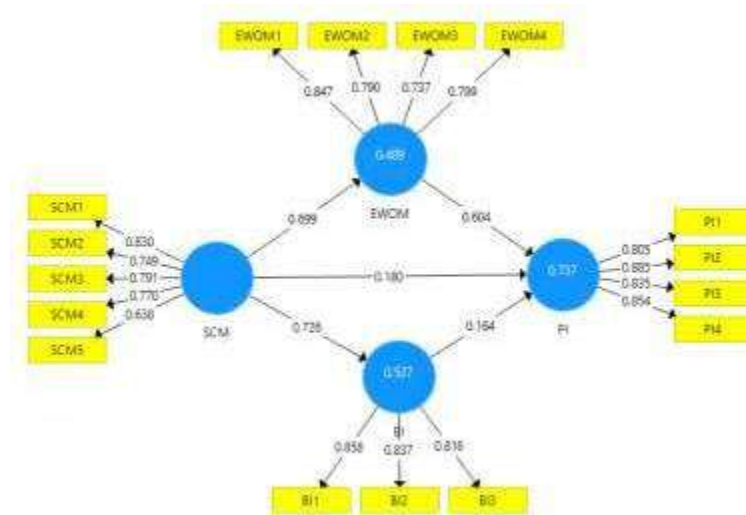
Figure 1. PLS Line Model

Hypotesis Testing

Figure 1 presents the results of the PLS-SEM analysis examining the relationships among Supply Chain Management (SCM), Electronic Word of Mouth (EWOM), Brand Image (BI), and Purchase Intention (PI). The outer model results indicate that all indicators have loading factor values above 0.60, thus satisfying the criteria for convergent validity. Structurally, SCM has a positive effect on EWOM (β = 0.699) and BI (β = 0.726), and also exerts a direct effect on PI (β = 0.180). Furthermore, EWOM (β = 0.604) and BI (β = 0.164) are proven to have positive effects on Purchase Intention. The R^2 values show that SCM explains 48.9% of the variance in EWOM and 52.7% of the variance in BI, while the combination of SCM, EWOM, and BI explains 73.7% of the variance in Purchase Intention. Hypothesis testing using the bootstrapping method with 5,000 subsamples indicates that the relationships among variables are significant based on T- statistic values greater than 1.95 and P-values below 0.05.

Parsial test (Uji t)

Tabel 8. Path Coefficient t-Test

Hypothesis	Path	Original sample (O)	T	Hypothesis	Path
H1	SMM -> PI	0.180	2.064	0.020	Supported
H2	eWOM -> PI	0.604	7.100	0.000	Supported
H3	BI -> PI	0.164	2.219	0.013	Supported

Based on the results presented in **Table 8**, the partial hypothesis testing using the t-test shows that all proposed hypotheses are supported. H1 indicates that Supply Chain Management (SCM) has a significant effect on Purchase Intention (β = 0.180), as evidenced by a t-statistic value of 2.064 (> 1.95) and a p-value of 0.020 (< 0.05). Furthermore, H2 demonstrates that Electronic Word of Mouth (EWOM) has a strong and significant effect on

Purchase Intention (β = 0.604), with a t-statistic of 7.100 and a p-value of 0.000. In addition, H3 confirms that Brand Image significantly influences Purchase Intention (β = 0.164), supported by a t-statistic of 2.219 and a p-value of 0.013. These findings indicate that SCM, EWOM, and Brand Image play important roles in shaping consumers' purchase intention.

1) Simultan test (Uji f)

$$Fhit = \frac{R^2(n - k - 1)}{(1 - R^2)k}$$

$$= \frac{0{,}612\ (160 - 3 - 1)}{(1 - 0{,}612)\ 3}$$

$$= \frac{0{,}612\ (156)}{0{,}388\ (3)}$$

$$= \frac{95{,}472}{1{,}164}$$

$$= 82{,}02 \hspace{4cm} (2)$$

The F-table value was obtained from the F table with a significance level of 5%, as follows:

At α = 0.05; df1 = 3 and df2 = 156 = 2.66.

Based on the calculation results above, the F-count (82.02) > F-table (2.66), which means that the variables Social Media Marketing (X1), eWOM (X2), and Brand Image (X3) simultaneously have a significant effect on Purchase Intention (Y). These findings indicate that Gen Z relies heavily on engaging content, credible online reviews, and strong brand reputation when deciding to buy skincare products. TikTok's characteristics short videos, trend driven content, and influencer culture strengthen these effects.

CONCLUSION AND RECOMMENDATION

This study concludes that Social Media Marketing, electronic word of mouth (eWOM), and Brand Image have positive and significant effects on Purchase Intention, both partially and simultaneously, for NPure products on TikTok among Generation Z consumers in Yogyakarta. These findings indicate that effective digital marketing activities, positive online consumer communications, and a strong brand image play a crucial role in shaping consumers' intentions to purchase skincare products through social media platforms. Furthermore, the results demonstrate that TikTok is an influential digital platform for engaging Generation Z, where visually appealing content, credible reviews, and a trustworthy brand image significantly contribute to increasing purchase intention. Thus, the integration of these three variables

forms an important strategic foundation for enhancing consumer engagement and driving purchasing decisions in the digital marketplace.

Based on the findings of this study, several recommendations are proposed:

1. For NPure, it is recommended to strengthen electronic word of mouth (eWOM) by encouraging positive customer reviews, testimonials, and interactive user-generated content. Collaborations with credible influencers who align with the brand's values may further enhance trust and authenticity among Generation Z consumers.

2. NPure should continue to optimize Social Media Marketing strategies on TikTok by creating creative, informative, and entertaining content that resonates with Generation Z's preferences, such as short-form videos, storytelling, and trend-based campaigns.

3. The company should consistently maintain and reinforce its Brand Image as a natural, safe, and trustworthy skincare brand to ensure long-term consumer loyalty and sustained purchase intention.

4. For future research, it is suggested to include additional variables such as customer trust, perceived value, customer satisfaction, or brand loyalty to enrich the research model. Future studies may also increase the sample size and apply qualitative or mixed-method approaches to gain a deeper and more comprehensive understanding of consumer behavior in digital marketing contexts.

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