

**THE INFLUENCE OF SOCIAL MEDIA ADVERTISING,
INFLUENCER MARKETING, AND ELECTRONIC WORD-OF-
MOUTH ON THE PURCHASING DECISION OF AVOSKIN
BEAUTY PRODUCTS
(Case Study on FEB UNISMA Students)**

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ABSTRACT

Purpose: The rapid development of industry and technology, as well as the emergence of various creative and innovative business ideas based on technology. Avoskin Beauty is one of the creative and innovative business ideas in the field of beauty and care. This study aims to analyze the influence of social media advertising, influencer marketing, and electronic word-of-mouth (e-WOM) on the purchasing decision of avoskin beauty products. **Methods:** This research is a quantitative study. The sampling technique uses the purposive sampling method, from the active students of the Class of 2019 and 2020 of the Management study program of the Faculty of Economics and Business UNISMA who use Avoskin Beauty who are 17 years old and above. The number of samples was determined by the Malhotra formula so that 80 respondents were obtained. **Results and discussions:** The results showed that partially electronic word-of-mouth (e-WOM), had a positive and significant effect on the purchase decision of avoskin beauty products. Simultaneously social media advertising, influencer marketing, and electronic word-of-mouth (e-WOM) to the purchase decision of avoskin beauty products.

Keywords: Social Media Ads, Influencer Marketing, Electronic Word-Of-Mouth (e-WOM), Purchasing Decisions

INTRODUCTION

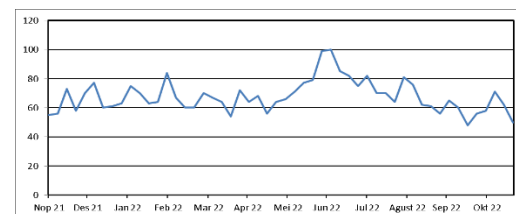
The development of technology today is very rapid. Followed by an industrial revolution that continues to advance and experience development from time to time. It is this technological development that has become one of the important influences on the industrial revolution at this time. The rapid development of industry and technology is evidenced by the emergence of various creative and innovative technology-based business ideas. Technology-based business ideas are currently developing in many fields including transportation, health, beauty and care, food, beverages, and many others.

One of the creative and innovative business ideas in the field of beauty and care is Avoskin Beauty which is one of PT. Avoskin Beauty's local products. Avo Innovation Technology. Anugrah Pakerti as CEO of PT Avo Innovation Technology thinks that everyone does not have the same skin and everyone has a unique character. That is why Avo Group encourages women to be the best version of themselves and be more confident by launching Avoskin products to support this. Avoskin strives to innovate its products with the best ingredients from nature and continues to explore the most advanced technological sciences while

maintaining biodiversity. With the statement above, Avoskin Beauty has a target market for young adults and intermediate adults with an age range of 18-60 years.

Currently, the growth of the beauty industry is also very rapid along with the growth of the technology industry. The population of the country's young population is very large. Based on the official statistical news No. 07/01/Th. XXIV, October 30, 2022, the results of the population census in 2020 conducted by the Central Statistics Agency (2022) show that 70.72% of the population in Indonesia is in the productive age range with an age range of 15-64 years which includes the baby boomer generation, generation x, millennials and generation z (bps.go.id, 2022) . This large number of productive age residents are used as target markets by various beauty products, one of which is Avoskin Beauty.

Figure 1: Data on the Number of Avoskin Searches in Indonesia

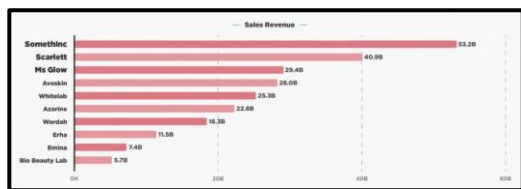


Source: (Google Trends, 2022)

The data in figure 1 is the interest of Indonesians in Avoskin

beauty products in Google searches which shows a graph of fluctuations with a tendency to fall down which shows interest in products significantly falling. However, with the data in figure 1.1 which shows Avoskin searches on google tend to fall, it does not break the fact that Avoskin still has quite high sales results.

Figure 2 : 10 Best Selling Skincare Brands in E-Commerce (April – June 2022)



Source: (Compas.com, 2022)

Based on figure 2, Avoskin occupies the top 5 by becoming the best-selling local skincare brand in E-Commerce number 4 in Indonesia. Sales of more than 28 billion rupiah and not having a big difference with other brands make Avoskin continue to promote its products to be better known and in demand by many people.

Advertisements on any social media in the form of promotion of paid products, services, and services through social media are called social media advertisements that are used to improve communication with the public and obtain the latest information (Karunarathne & Thilini, 2022). Zenith

Optimedia, a Publicis-owned advertising agency from France, predicts that advertising on social media will continue to increase along with internet speed and social media expansion on mobile devices, (www.bisnis.com, 2022). Advertising on social media is optimally carried out as a marketing technique to introduce products and increase sales.

In addition to advertisements on social media, the presence of influencers on many online platforms uses this opportunity to invite and influence audiences, especially students, so that they pay attention to the health of the skin, face and body. digital marketing that is growing along with technological developments has made marketing strategies also develop. According to Weismueller et al., (2020, p. 56) influencer marketing will continue to grow, therefore nowadays influencer marketing is a trend and audience shifts make this marketing technique a hot topic by marketers. Previously, audiences were easily influenced by advertising, but nowadays audiences tend to choose role models or influencers who can be trusted. Influencer marketing creates personal branding for every influencer and makes himself a key person in opinionating about a product so that his opinion can be trusted by many people who have a very high influence on people's views on a product (Lou &

Yuan, 2019b). The result of influencer marketing, influence is that the audience will like a product, buy and be loyal to the product.

In addition, there is also the influence of Electronic Word-of-Mouth which contains online reviews of product users is also one of the factors for students to buy the product. E-WOM itself is currently said to be an evolutionary term from traditional interpersonal communication towards a new generation of cyberspace (Shafira & Mutia, 2021). This e-WOM activity audience gets a high level of transparency in other words, the audience gets information about products, prices and quality from individual references (Wardiyastuti, 2017).

Malang city is included in the data of the Indonesian population with a fairly high intensity of consumptive behavior, especially among students and college students. It can be said that currently students are very concerned about face and body care in order to look good and perfect. The rise of advertisements on social media, product promotion by influencers that are often found on social media and discussions and reviews of the good and bad of a skincare product on various online platforms make students think that they must follow existing trends and try products that are currently being discussed.

This research is also backgrounded with gap theory which shows that research in 2019 and 2020 conducted by Herviani et al., (2020); Lou & Yuan, (2019a); Purnama et al., (2019); Tranggono et al., (2020) on influencer marketing variables and social media advertising positively affect purchasing decisions. Meanwhile, research conducted by (Harahap et al., 2021) said that social media advertising and influencer marketing negatively affect purchasing decisions on a product.

THEORITICAL BASIS

Purchasing Decisions

The purchase decision is a consideration in which the individual evaluates different options and decides to choose a product from among many options. (Kotler & Armstrong, 2008, p. 34), purchasing decisions are stages in the buyer's decision-making process where consumers actually purchase the product offered. (Tjiptono, 2012), purchasing decision is a process by which consumers recognize a problem, seek information about a particular product or brand, and solve problems by evaluating each alternative well, such as this is what then leads to the purchase decision.

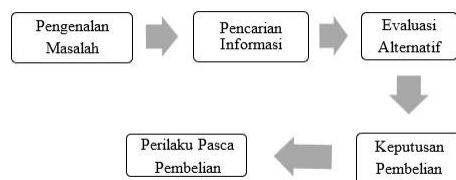
The purchasing decisions of consumers or buyers are also influenced by habits. Buying habits

include: when a purchase is made, what amount the purchase is made, and where the purchase is made (Kotler & Keller, 2016, p. 35).

Purchasing Decision Making Process

In this theory (Kotler & Amstrong, 2008, p. 195) there are five stages or processes for consumers to arrive at a purchase decision. But please note that consumer attitudes and habits vary. Here is the sequence of consumer events up to the last tahap of the purchase decision:

Figure 3 : Decision Making Process



Source: (Kotler & Keller, 2014)

Figure 3 shows the stages of a person in making a purchase decision. Consumers will go through five stages, namely: problem recognition, information search, alternative evaluation, purchase decision and the last is post-purchase behavior. From this statement it can be clearly known that the purchase process is carried out long before the actual purchase. Knowing the above process, a company must understand and pay attention to each process to attract the attention of

consumers until they reach the last stage, namely post-purchase behavior

Social Media Advertising

Advertising on social media is defined as paid digital advertising as a marketing strategy to reach the target market using social media, the advertisements offered are also unique to reach each audience (Mao & Zhang, 2015, p. 3405). From this social media advertisement, sellers or marketers can market and advertise their products through social media that is widely used by the target market. Many people get new information through social media which delivers news very quickly. This can be used as a reference that a product will also be known faster through social media advertising algorithms. The opportunity to engage buyers or target markets individually would be better compared to only communicating one way is one of the significant benefits that can be obtained through social media interactions (Harrigan & Miles, 2014, p. 64).

Advertising indicators (Kotler & Keller, 2016, p. 212) are as follows:

- 1) Attention is creating audiences attention about the product
- 2) An action is a message that is conveyed that must get actions in the form of purchases and engagements.

Influencer Marketing

Influencer marketing is a marketing strategy that uses the influence of individual keys or opinion leaders to control brand awareness and consumer purchasing decisions (**Lou & Yuan, 2019b, p. 59**). The close relationship of **an** influencer's **characteristics** plays an important role in attracting brands and marketers more closely. In addition, influencer marketing can be said to be more affordable than using celebrities. Social media influencers also usually have established and specialized in certain fields.

Influencer marketing **indicators** consist of 4 elements (**Sartika, 2018**):

- 1) Visibility has a dimension of how far the influencer's **popularity is**.
- 2) Credibility related **to** product knowledge known to influencers.
- 3) Attraction is more focused on the attractiveness of influencers.
- 4) Power is the ability of an influencer to attract consumers to buy.

Electronic Word-of-Mouth (e-WOM)

Electronic Word-of-Mouth is a communication message containing information that is generated beyond the control of a company and originates outside the organization or company (Mehyar et al., 2020, p. 23). Advances in internet technology have made many

consumers use the internet to find information about products and companies and e-WOM appears as a result (Jalilvand & Samiei, 2012, p. 67) In addition, e-WOM is also defined as "Any positive or negative statement made by a potential customer, actual, or former customers about products or companies available to many people and Institutions through the internet" (Hennig-Thurau et al., 2004, p. 39)

In electronic Word-of-Mouth, there are indicators that influence consumers' purchasing decisions (Jalilvand & Samiei, 2012), namely:

- 1) Read online reviews of other consumers.
- 2) Collecting information from reviews of consumer products over the internet.
- 3) Consult with fellow consumers via the internet online
- 4) A feeling of worry if someone does not read online reviews before purchase.
- 5) Increased self-confidence after reading online reviews.

RELATIONSHIPS BETWEEN VARIABLES

Social Media Ads with Purchasing Decisions

Advertising is a form of promotional media for product introduction to consignments. Choosing advertising media will be

determined based on the frequency and reach of consumers (Richadinata & Astitiani, 2021). Companies must understand the target market to be chosen before marketing their products. Social media advertising makes it easier for companies to interact with consumers online. Advertising is considered an information window for consumers to choose and buy products. Through this information, consumers will use it to make purchase decisions on a product or service (Siregar, 2018).

Influencer Marketing with Purchasing Decisions

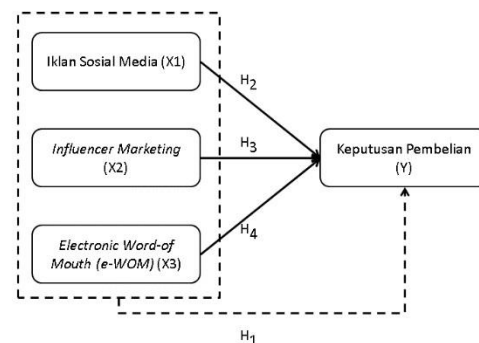
Influencer Marketing in marketing can be said to be a mediator that connects the target market with the company through voices or opinions trusted by potential consumers (Crystrie & Sartika, 2022). With the level of consumer trust in influencer marketing, it will strengthen consumer interest in purchasing products. Influencer marketing can only affect certain individuals in line with their target, with the existence of influencer marketing will benefit both parties, namely companies whose products are known by the target market and consumers who can also clearly see the goods to be purchased through the influencer.

e-WOM with Purchasing Decision

Electronic Word-of-Mouth can be found on various online platforms such as Twitter, Instagram, Shopee and others. Electronic Word-of-Mouth contains individual opinions from each consumer about a product online that contains both negative and positive opinions (Hennig-Thurau et

al., 2004). This online exchange of opinions through the internet called e-WOM will affect potential consumers because with e-WOM consumers will start evaluating and collecting information about a product before making a purchase decision.

CONCEPTUAL FRAMEWORK



HYPOTHESIS

H1: Advertising on Social Media, *Influencer Marketing* and *Electronic Words of Mouth* simultaneously affect the Decision to Buy Avoskin beauty products by students of the Faculty of Economics and Business, Islamic University of Malang

H2: Advertising on Social Media has a significant effect on the Decision to Buy Avoskin beauty products by students of the Faculty of Economics and Business, Islamic University of Malang

H3: *Influencer Marketing* has a significant effect on the Purchasing Decision of Avoskin beauty products by students of the Faculty of Economics and Business, Islamic University of Malang

H4: *Electronic Words of Mouth* has a significant effect on the Purchase Decision of Avoskin beauty products by students of the Faculty of Economics and Business, Islamic University of Malang

METHOD

Research uses quantitative methods to determine the influence of research variables with other variables. The research will use primary data references sourced from the results of direct data collection *online* using *questioners* with data collection instruments using *google form*.

The population of the study was Avoskin *Beauty* users in students of the Faculty of Economics and Business, Islamic University of Malang, Management study programs in 2019 and 2020 who used Avoskin. Meanwhile, the sample determination technique used in this study was to use the formula *malhotra*, so that the number of samples taken was 80 respondents.

The sampling technique uses a method - *purposive sampling*. The sampel criteria used in the sampling to be studied are:

1. Active students of the Class of 2019 and 2020 of the Management study program of the Faculty of Economics and Business UNISMA who use Avoskin *Beauty*.

2. Respondents have an age above 17 years, because at this age it is an age that has a fairly large opportunity to use *skincare* in their daily lives.

RESULTS AND DISCUSSION

Variable analysis is used to get an idea of the distribution of respondents' answers from each variable.

Table 1: Descriptive Analysis of Social Media Advertising Variables (X1)

N o.	Statement	Average	Category
1.	After seeing Avoskin ads on social media I was interested in finding out more	3,64	Agree

	about the brand		
2.	The intensity of Avoskin's advertisements on social media that I saw made me decide to buy the product	3,49	Agree

Data Source : Data processed

Table 2: Descriptive Analysis of Influencer Marketing Variables (X2)

No .	Statement	Average	Category
1.	The popularity of influencers used by Avoskin made me buy products	3.36	Neutral
2.	I trust the credibility of the influencer used by Avoskin	3.43	Agree
3.	The influencer	3.36	Neutral

	marketing used by Avoskin attracted my attention to buying products		
4.	The influence of influencers is very strong made me buy Avoskin products	3.46	Agree

Data Source : Data processed

Table 3: Descriptive Analysis of Electronic Word-of-Mouth Variables (X3)

No .	Statement	Average	Category
1.	Before buying Avoskin products I read online reviews of other consumers	3.39	Neutral

No .	Statemen t	Averag e	Categor y
2.	I collect informati on about Avoskin products through online reviews before buying the product	3.41	Agree
3.	I consult regarding products with other consumer s I meet through online platforms	3.49	Agree
4.	I am worried if I buy a product without seeing online reviews from other consumer s	3.49	Agree
5.	I am more confident	3.43	Agree

No .	Statemen t	Averag e	Categor y
	to buy the product after reading other consumer online reviews		

Data Source : Data processed

Table 4 : Descriptive Analysis of Purchasing Decision Variables (Y)

No .	Stateme nt	Averag e	Categor y
1.	I bought Avoskin products because of the need	3.53	Agree
2.	I bought Avoskin products in the online store	3.06	Neutral
3.	I buy Avoskin products at least once every 1 month	3.18	Neutral

4.	I buy products in quantities as needed	3.24	Neutral
5.	I make a payment with e-Money because it is more practical	2.98	Neutral

Data Source : Data processed

Instrument Test

Validity Test

The validity test is used to measure whether or not a questionnaire is valid or valid. A questionnaire is said to be valid if the question on the questionnaire is able to reveal something that the questionnaire will measure (Ghozali, 2018, p. 51).

As for the test criteria of indicator instruments, they are:

- If $r \text{ count} > \text{from the table (at a significant 0.05 or 5\%)}$ then it will be said that the questionnaire is valid.
- If $r \text{ count} < \text{table (at significant 0.05 or 5\%)}$ then it will be said that the questionnaire is invalid.

The validity test results are as follows:

Table 5 : Validity Test Results

No	Indikator	Rtabel 0.05%	Rhitung X1	Rhitung X2	Rhitung X3	Rhitung Y	keterangan
1	X1.1	0,220	0.8541				Valid
2	X1.2	0,220	0.8790				Valid
3	X2.1	0,220		0.7708			Valid
4	X2.2	0,220		0.7614			Valid
5	X2.3	0,220		0.6805			Valid
6	X2.4	0,220		0.7445			Valid
7	X3.1	0,220			0.7976		Valid
8	X3.2	0,220			0.7416		Valid
9	X3.3	0,220			0.6859		Valid
10	X3.4	0,220			0.7269		Valid
11	X3.5	0,220			0.8036		Valid
12	Y1	0,220				0.6288	Valid
13	Y2	0,220				0.6258	Valid
14	Y3	0,220				0.5460	Valid
15	Y4	0,220				0.6829	Valid
16	Y5	0,220				0.7673	Valid

Data Source: SPSS, Data processed

Based on the table it can be concluded that the significance of $r \text{ count} \geq r \text{ table}$, thus it can be concluded that the entire content of the statement in this study is declared valid.

Reability Test

Ghozali, (2018, p. 45) states that reliability is a measuring tool for measuring a questionnaire which is an indicator of a variable or construct. In research a questionnaire is said to be reliable or reliable if the respondent's answer to the statement is consistent or stable over time. The test creteria is as follows:

-If the Cronbach Alpha reliability number exceeds 0.6 then it says the instrument is reliable, the questionnaire is trustworthy and usable.

-If the Cronbach Alpha reliability number is less than 0.6 then it says the instrument

is not reliable, the questionnaire is untrustworthy and cannot be used.

The Reliability test results are as follows:

Table 6 : Reliability Test Results

Variable	Reliability Statistics Cronbach's Alpha	Limit Koef Alpha Cronbach
Ads on Social Media (X_1)	0,66749	0,6
Influencer Marketing (x_2)	0,720967	0,6
Electronic Words of Mouth (X_3)	0,805499	0,6
Purchasing Decision (Y)	0,660744	0,6

Data Source: SPSS, Data processed

Based on the results of research in the table, it can be concluded that the Cronbach Alpha value of the variables Advertising on Social Media, Influencer Marketing, Electronic Words of Mouth and Purchasing Decisions has a value of >

0.60 which means that all statements in each variable are said to be reliable.

Classical Assumption Test

Normality Test

Ghozali, (2018, p. 161) states that the normality test is a test with the aim of

testing whether in regression models, disruptive or residual variables have a normal distribution. In this study in testing the normality of the data researchers used the Kolmogorov – Smirnov test with a signification value of 0.05. As for the Kolmogorov – Smirnov test, it is carried out by making the following hypotheses :

- If significant $> \alpha$ (0.05) then it can be declared H_0 accepted which means normal distributed residual data.
- If significant $< \alpha$ (0.05) then it can be declared H_0 rejected which means the residual data is not normally distributed.

Table 7 : Normality Test Results

	Unstandardized Residual
N	80
Kolmogorov-Smirnov Z	0,750
Asymp. Sig. (2-tailed)	0,627

Data Source: SPSS, Data processed

Based on the test results obtained the value of Asymp. (2-tailed) Kolmogorov-Smirnov by $0.627 > 0.05$, so it is concluded that the data are of normal distribution

Multicollinearity Test

Ghozali, (2018, p. 107) explains that multicollinearity testing aims to test whether regression models

are found to have correlation between free (independent) variables. To detect the presence or absence of multicollinearity can be done by paying attention to the Variance Inflation Factor (VIF) and tolerance numbers. The cut off values that are usually used to indicate the presence of multicollinearity are as follows:

a.If tolerance is 0.10 and VIF is 10 then multicollinearity occurs.

b.If tolerance is 0.10 and VIF is 10 then multicollinearity does not occur

Table 8 : Multicollinearity Test Results

Variable	Collinearity Statistics	
	Tolerance	BRIGHT
Ads on Social Media (X ₁)	0,736	1,359
Influencer Marketing (X ₂)	0,358	2,790
Electronic Words of Mouth (X ₃)	0,346	2,889

Data Source: SPSS,
Data processed

Based on the test results, tolerance values of 0.10 and VIF 10 were obtained from each independent

variable, so it was concluded that multicollinearity did not occur

Heteroskedasticity Test

Ghozali, (2018, p. 137) explains that the heteroskedasticity test is a test to test whether in a regression model there is a variant dissimilarity from the residual of an observation to another observation. In this test, the Glejser test tool is used, which is to regress the absolute residual value against free variables. It can not be said that there is no heteroskedasticity problem if the probability of significance is above the level of 5%. Then the significance value (Sig) between the independent variable and the absolute residual is greater than 0.05 then there is no heteroskedasticity problem.

Table 9 : Heteroskedasticity Test Results

	t	Sig.
(Constant)	2,460	0,016
Iklan di Sosial Media (X ₁)	-0,026	0,979
Influencer Marketing (X ₂)	0,300	0,765
Electronic Words of Mouth (X ₃)	-1,172	0,245

Data Source: SPSS,
Data processed

Based on the results of the heteroskedasticity test with the Glejser model, it can be seen that the residual data tested did not occur heteroskedasticity because the significance of the variable was above 5% or 0.05.

Multiple Linear Regression

Table 10 : Multiple Linear Regression Results

Model		Unstandardized Coefficients		t	Itself.
		B	Std. Error		
1	(Constant)	6,108	1,963	3,112	0,003
	X1	-0,005	0,269	-0,019	0,985
	X2	-0,047	0,201	-0,233	0,817
	X3	0,613	0,165	3,712	0,000

a Dependent Variable: Y

Data Source: SPSS, Data processed

Based on table 10 above, the results of the multiple linear regression equation are obtained, as follows:

$$Y = 6.108 - 0.005X_1 - 0.047X_2 + 0.613X_3 + e$$

From the results of the regression equation above, it can be interpreted as follows:

a. A constant of 6.108, meaning that if Ads on Social Media, Influencer Marketing, and Electronic Words of Mouth are worth 0 (zero) and there is no

change, then the purchase decision will still be worth 6,108 .

b. The regression coefficient of

Advertising on Social Media is 0.005 which is negative, which means that if Advertising on Social Media increases by one unit while other variables are constant, then the purchase decision will decrease by 0.005.

c. Influencer Marketing regression coefficient of 0.047 which is negative, which means that if Influencer Marketing increases by one unit while other variables are constant, then the purchase decision will decrease by 0.047.

d. Electronic Words of Mouth regression coefficient of 0.613 which is positive, which means that if Electronic Words of Mouth increases by one-unit while other variables are constant, then the purchase decision will increase by 0.613.

Hypothesis Test

Simultaneous Test (F Test)

Table 11 : Test Results F

F	Itself.
11,974	,000(a)

Data Source: SPSS, Data processed

Based on Table 11, the results of the f test (simultaneous test), obtained a calculated f result of 11.974 with a significance (pvalue) of 0.000, then H_0 is rejected and H_1 is accepted, so it can be stated that Advertising on Social Media, Influencer Marketing, and Electronic Words of Mouth simultaneously positively and significantly affect the Purchase Decision.

Partial Test (t-test)

Based on table 10, the test results of each independent variable against dependent variables are obtained as follows:

- a. The Effect of Advertising on Social Media on Purchasing Decisions, obtained a calculated result of -0.019 with a significance (p value) of 0.985 (greater than 0.05), then H_0 diterima and H_2 ditolak, so it can be stated that

Advertising on Social Media partially negatively and insignificantly affects purchasing decisions

- b. The influence of Influencer Marketing on Purchasing Decisions, obtained a calculated result of -0.233 with a significance (p value) of 0.817 (greater than 0.05), then H_0 diterima and H_2 ditolak, so it can be stated that Influencer Marketing partially

negatively and insignificantly affects purchasing decisions

- c. The effect of Electronic Words of Mouth on the Purchase Decision, obtained a calculated result of 3.712 with a significance (p value) of 0.000 (less than 0.05), then H_0 ditolak and H_2 diterima, so that it can be stated that Electronic Words of Mouth partially positively and significantly affect purchasing decisions

Coefficient of Determination (r^2)

Table 12 : Coefficient of Determination Results (r^2)

Model	R	R Square	Adjusted R Square
1	.567(a)	.321	.294

Data Source: SPSS, Data processed

Referring to table 12, the result of the coefficient of

determination (Adjusted R Square) has a value of 0.294 or 29.4%. This means that the independent variables in this study have an influence of 29.4% on the dependent variable (purchase decision). Meanwhile, the difference of 70.6% was explained by other variables not listed in this study. Thus, it was concluded that the variables of Advertising on Social Media, Influencer Marketing and Electronic Words of Mouth had a 29.4% impact on

the purchase decision of Avoskin's products.

CONCLUSION

Based on the research that has been carried out, conclusions can be drawn from this study which shows that the picture of Advertising on Social Media, Influencer Marketing, and Electronic Words of Mouth are some of the factors that influence the Purchase Decision of Avoskin Beauty Products in students of the Faculty of Economics and Business. This research shows that e-WOM has a positive and significant effect on purchasing decisions. But Ads on Social Media, and Influencer Marketing, have no significant effect on purchasing decisions.

SUGGESTION

For the Avoskin Beauty Products brand, it is hoped that it can improve the quality of good e-WOM on its social media because it can increase the brand image in the eyes of consumers so that it can increase consumer interest in buying Avoskin Beauty products.

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