

Research Article

The Role of Social Media Marketing and Electronic Word of Mouth (E-Wom) in Improving Brand Image and Moisturizer Purchase Decisions Glad2Glow

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Abstract: As skincare awareness has developed, Indonesia's beauty sector has expanded quickly. With a 5.1% market share, Glad2Glow uses social media marketing to rank third among the top-selling face moisturizer brands on Shopee and Tokopedia. This research explores the influence of social media marketing and electronic word-of-mouth on purchasing decisions for Glad2Glow moisturizer, with brand image serving as an intermediary factor. A quantitative approach with a verificative design was utilized. Data collection involved distributing surveys to 150 individuals who use Glad2Glow moisturizer. Purposive sampling techniques and non-probability sampling were mixed in the sample procedure. A partial least squares (PLS) framework in conjunction with structural equation modeling (SEM) was used to analyze the data. The findings demonstrate that, when brand image mediation is applied, there is no indirect correlation. The research findings indicate that social media marketing and electronic word of mouth have a positive impact on consumer purchasing decisions. Additionally, both factors also influence brand image. However, brand image as a mediator does not facilitate the effect of social media marketing or electronic word of mouth on purchasing decisions.

Keywords: social media marketing, electronic word of mouth, brand image.

1. Introduction

Nowadays, facial care has become an important aspect that is in demand by various individuals, both men and women. The change in modern lifestyle encourages people to pay more attention to self-care, not only as part of the beauty trend but also as an essential necessity in maintaining health and appearance. Awareness of the importance of taking care of the skin is increasing, along with the development of information and access to beauty products and services.

In addition to just maintaining appearance, skincare is also seen as part of a healthy lifestyle. Many individuals are beginning to understand that skin health is closely related to overall quality of life. Factors such as diet, environmental exposure, and daily habits contribute to skin conditions, so people are increasingly actively looking for the right treatment solutions to maintain their skin health and hygiene.

Increasing public awareness of the importance of skin care has been a major driver for the development of the beauty industry in Indonesia. The increasing demand for facial care products and services reflects the changing consumption patterns of people who are increasingly selective in choosing beauty products. Consumers are now not only looking for

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products that are able to improve their appearance, but also those that have health benefits for the skin in the long run. This encourages beauty industry players to continue to innovate and present products with formulations that are safer, more effective, and suitable for various skin types and problems.

In recent years, beauty trends in Indonesia have also undergone significant shifts. More and more people are turning to natural and organic products as a more skin- and environmentally friendly alternative. In addition, technological developments in the beauty industry have contributed to presenting more sophisticated and efficient treatment methods, such as the use of laser technology, light therapy, and DNA-based treatments. This innovation further expands the choice for consumers in determining the treatment method that best suits their needs.

On the other hand, the increasing awareness of the importance of skincare has also triggered business growth in the beauty sector, both in terms of products and services. Local brands are growing and able to compete with international products, offering a variety of beauty solutions that are more suitable for the skin condition of the Indonesian people. Beauty clinics and skincare centers are also proliferating, offering more personalized and science-based services. That way, the beauty industry in Indonesia is not only experiencing development, not only in terms of quantity, but also in terms of the quality and diversity of products offered to consumers (Kompas, 2023).

Consumer protection in the transaction of buying and selling cosmetic products in Indonesia is guaranteed by laws and regulations, including Government policy No. 7 of 2019 related to Consumer Protection in Trade through Electronic Systems which also regulates the consumer protection aspect "Giving consumers the right to report illegal products to e-commerce platforms and BPOM".

The Ministry of Industry revealed that the cosmetics industry in Indonesia is currently experiencing significant expansion. Based on available data, revenue from this sector is estimated to jump by 48% between 2021 and 2024. If in 2021 the total revenue reached US\$ 1.31 billion (in the range of Rp 21.45 trillion), then in 2024 the figure is predicted to increase to US\$ 1.94 billion (in the range of Rp 31.77 trillion) (Statista.com). Furthermore, in the period 2024 to 2028, the cosmetics industry in Indonesia is estimated to increase on an average annual basis by 5.35% (indonesia.go.id). According to data from the "Indonesian E-commerce FMCG Report for Semester I 2024" published by Kompas.co.id, the Facial Care category occupies the top position in sales in e-commerce, with a market share of 36.8%. Overall, sales in the Beauty Care sector reached 26 trillion rupiah (Kompas Market Insight).



Picture 1. Best-Selling Facial Moisturizer Brands in E-commerce Year 2024

Source : <https://images.app.goo.gl/db2kQZ99j7ahEnjm9>

According to data from Databoks, the Facial Moisturizer category recorded sales of 106.32862 billion. Glad2Glow occupies the third position as the best-selling facial moisturizer brand on Shopee and Tokopedia with a share of 5.1%, which has decreased from 8.7% in

2023 (Compas Market Insight). This decline was caused by negative comments, so that the Glad2Glow product which had previously gone viral and occupied the first position as moisturizer best-selling on TikTok, Glad2Glow is now in third place as a brand moisturizer best-sellers, displaced by The Originote which currently occupies the top position (Ardianita, 2024). In response to this phenomenon, Glad2Glow needs to be active in building a positive reputation and encouraging customers to leave good reviews.

Various aspects can influence a person's decision to purchase a product, for example, price, brand awareness, Brand image, product quality, Social Media Marketing and Electronic word of mouth (Septyansyah & Ferryal, 2022). Social media marketing be an approach applied by successful businesses (Munawaroh & Nurlinda, 2023) Because it is able to increase the visibility of products or services, attract potential customers to transact, and build consumer loyalty. (Monia, 2022). Research results (M. A. Arif & Hidayah, 2023) is also in line with the findings that Social media marketing has a positive impact on purchasing decisions.



Picture 2. e-Wom Negative on Instagram and Tiktok Social Media Glad2Glow Moisturizer Products

Source : Instagram Screenshot & Tiktok @glad2glow.indo

From the data that has been presented, e-Wom on Instagram and TikTok social media is not only in the form of positive reviews, but also negative e-WoM such as bad comments or disappointing testimonials. This type of e-WoM influences purchasing decisions, especially on TikTok which is viral and on Instagram which has strong visuals. Negative comments that are widespread on both platforms can form a bad perception of the product, making potential consumers hesitate or even cancel the purchase.

Word of mouth is a form of direct communication between individuals, where the recipient of the message obtains information about a product, service, or brand in a non-commercial manner from the source of the message (Dewi et al., 2021). Word of mouth that is run over the internet is known as Electronic word of mouth (e-Wom). e-Wom through social media is carried out by providing product reviews, providing recommendations to other consumers, or simply sharing experiences (Magdalena Welly Muskita & Ayunita, 2021). Reviews and recommendations from other users digitally (e-WoM) has a significant role in influencing consumers' purchasing choices as well as shaping their behavior patterns. (Andika & Nurbaiti, 2023). Research results (Elsa Rizki Yulindasari, 2022) also supports the opinion that e-Wom has a positive impact on purchasing decisions.

Other factors that consumers consider when executing transactions are Brand image (Apriliani & Setyawati, 2023). According to (Setiyanti & Ansori, 2024) A strong brand image is able to build trust, signify quality, and create a good image in the eyes of consumers. Research results (Megasari Manik & Siregar, 2022) It is also in line with the opinion that Brand image have a positive impact on purchasing decisions. In research (Suardana et al., 2024) found differences in results stating that Brand image does not have a direct impact on the purchase decision.

Based on his background and previous research, the author wants to examine the role of social media marketing and electronic word of mouth in improving brand image and purchase decisions for Glad2Glow moisturizer.

2. Literature Review

Marketing Management

(Scott, 2022) states that marketing management is a key element in the company's operations, serves to maintain business sustainability, encourage growth, and increase profitability. Meanwhile Yulia (2019 : 2) Explains that marketing management includes the process of analysis, planning, implementation, and supervision of strategies to build and maintain relationships that bring benefits to the target market in order to achieve organizational goals. From these two views, it can be summarized that marketing management is a fundamental aspect of a business strategy that involves various stages, from analysis to control, to ensure an effective and profitable relationship with consumers.

Social Media Marketing

According to (Sholawati & Tiarawati, 2022) Define Social Media Marketing as a social media-based marketing approach that aims to expand the target reach and foster awareness of the brand or product. This strategy is used to build Brand Awareness, strengthen recognition, and drive consumer responses through various digital platforms such as blogs, microblogs, and social networks. (Sholawati & Tiarawati, 2022). From this concept, it can be synthesized that Social Media Marketing It serves as a digital marketing tool that optimizes social media to create audience engagement, expand market reach, and improve brand or product recall. According to As'ad (Utami & Saputri, 2020), the dimensions in social media marketing include online communities, interactions, content sharing, and social media accessibility.

Electronic Word of Mouth

Based on exposure (M. Arif., 2021) Electronic word of mouth refers to internet-based social interaction that allows consumers to share and obtain information related to a product or service. This phenomenon is rooted in the user experience, where the satisfaction gained encourages them to voluntarily provide reviews or recommendations in relation to the products or services they have consumed (Glend et al., 2023). From this concept, it can be synthesized that e-WOM is a form of digital communication that evolves from the customer experience, where satisfaction is the main factor driving the dissemination of opinions. (Haila & Lantip, 2020) identify the three main dimensions in e-WOM, namely intensity, opinion tendencies, and opinions (Valence of opinion), and the content of the message.

Brand Image

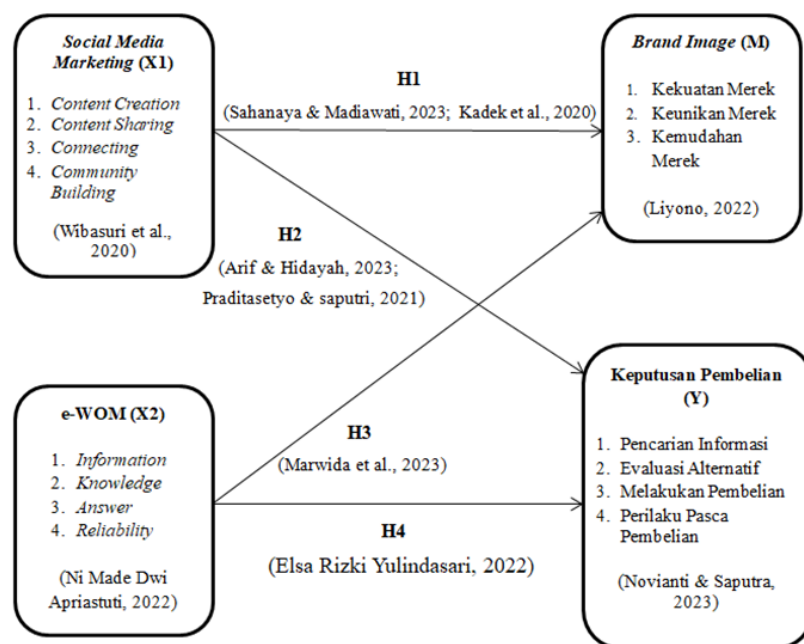
Based on Kotler & Keller's presentation in (Putra & Mukaromah, 2023) Brand image It is an image and understanding formed in the minds of consumers, which is seen through the associations inherent in their memories. According to (Edrin & Fhatiyah, 2022) Some of the elements that are often used to build Brand image including packaging (labels), color selection, logos, brand names, and similar factors. Based on this understanding, it can be summarized that Brand image is a consumer perception that is formed through elements such as

packaging, brand name, logo, and color. Deep Rangkuti (Putri et al., 2022) Declaring a variable Brand image consists of dimensions recognition, reputation, affinity, loyalty.

Purchase Decision

According to (Apriliani & Setyawati, 2023) The decision to purchase is part of a consumer's attitude that examines the way individuals, groups, or organizations make choices and utilize products or services to meet their needs and desires. According to (Martianto et al., 2023) The decision-making process in purchasing includes a series of stages, starting from recognizing needs or problems, finding relevant information, considering various alternatives, to finally determining whether to make a purchase or not. From this definition, it can be concluded that the purchase decision is a series of stages that consumers undergo in meeting their needs, which include identifying problems, seeking information, evaluating alternatives, and purchasing actions. Kotler & Armstrong in (Soetanto et al., 2020) explained that purchase decisions consist of several dimensions, namely the time of purchase, product selection, brand, distribution channel, number of goods purchased, and payment method used.

3. Research Model



Picture 3. Research Model

Source : Processed Researcher (2025)

HYPOTHESIS

H1 : The Influence of Social Media Marketing on Brand Image.

H2 : The Influence of Social Media Marketing on Purchase Decisions.

H3 : The Influence of Electronic Word of Mouth on Brand Image.

H4 : The Influence of Electronic Word of Mouth on Purchase Decisions.

4. Research Methods

This research implements a quantitative method through a verifiable approach. The selected population includes people who use and buy Glad2Glow moisturizer with a total of 1,363,000 in the 1st quarter of 2024 (Compas Market Insight). This study applies a non-probability sampling sample selection method using a purposive sampling approach. For data analysis, the SEM (Structural Equation Model) analysis method was applied on a PLS (Partial Least Square) basis. The data is compiled through a questionnaire distributed using Google Form, via the Likert scale. With the criteria of people who use and buy Glad2Glow moisturizer and are 13 years old and older.

The reason for using an age sample over 13 years old is because puberty usually occurs at the age of 12-17 years so the best time to start using skincare is at the age of 12 or 13 years (Makarim, 2021).

The number of samples is determined using the Hair formula, where the sample is calculated based on the number of indicators multiplied by 5-10 as follows:

$$n = 5 - 10 \times \text{the number of indicators used}$$

$$n = 10 \times 15 = 150$$

From the results of the calculation, the number of samples selected in this study was 150 respondents.

5. Results of Research and Discussion

This section presents a discussion related to the research findings along with the analysis of the data compiled through the results of filling out the questionnaire that has been distributed.

Research Results

The questionnaire filled out by 150 respondents was used as the main data source to compile the information needed for the study. The following are the results of the analysis related to the characteristics of the respondents:

Table 1. Respondent Characteristics

| Characteristic | Sum |
|-------------------|------------|
| Gender | |
| Man | 15 |
| Woman | 135 |
| Total | 150 |
| Work | |
| Student/Student | 83 |
| Private Employees | 30 |
| Civil Servant | 13 |
| Entrepreneurial | 18 |
| Miscellaneous | 6 |
| Total | 150 |
| Age | |

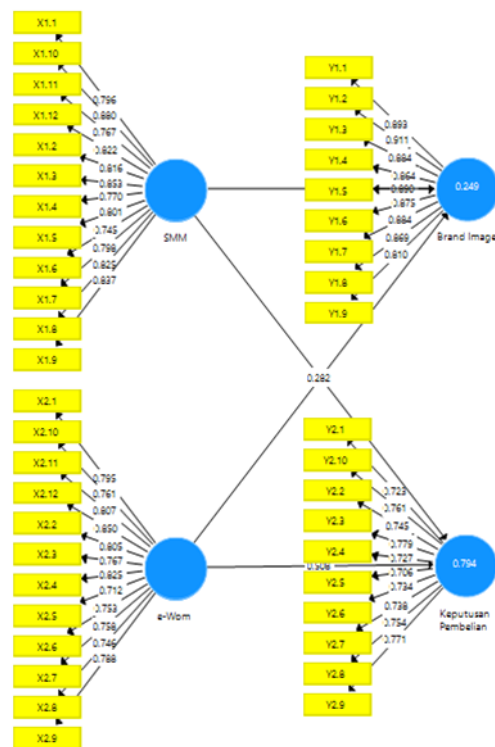
| | |
|--|-----|
| 13-18 Years | 7 |
| 19-24 Years | 95 |
| 25-30 Years | 27 |
| >30 Years | 21 |
| Total | 150 |
| Income | |
| <Rp. 500,000 | 50 |
| IDR 500,000 – IDR 1,000,000 | 24 |
| IDR 1,000,000 – IDR 1,500,000 | 13 |
| IDR 1,500,000 – IDR 2,000,000 | 23 |
| >Rp. 2,000,000 | 40 |
| Total | 150 |
| How many times have you bought Glad2Glow moisturizer | |
| 1 time | |
| 2 times | 51 |
| 3 times | 43 |
| >3 times | 26 |
| | 30 |
| Total | 150 |

Source : Processed Researcher (2025)

From the data in Table 1, the results show that the majority are female with an age range of 19-24 years, the majority of whom are students/students with the majority of income <Rp.500,000 and most of the frequency of purchases is only 1 time. This reflects that women pay more attention to skin care to maintain skin condition compared to men (Pangestika et al., 2023). Moisturizer Glad2Glow is a product Skincare at affordable prices so as to encourage low to middle income groups to make product purchases moisturizer Glad2Glow (Dewinta Aristawati, 2023). However, the frequency of purchases indicates dissatisfaction with the moisturizer Glad2Glow because they don't do repurchases, which means they only buy moisturizer Glad2Glow once.

Testing Measurement Model (Outer Model)

The data was analyzed using the SmartPLS 3.0 analysis tool, the loading factor results based on the measurement model test (outer model) can be observed below.



Picture 4. Loading Factor Results with SmartPLS 3.0

Source: SmartPLS 3.0 Output Results (2025)

The results of the analysis applying SmartPLS 3.0 show that the majority of indicators in each variable have a loading factor exceeding 0.70, as shown in Figure 5. These findings indicate that these indicators have a good level of validity and accurately reflect the construct variables being measured. In other words, indicators with a loading factor exceeding 0.70 have met the established convergent validity standard.

Convergent Validity

1. Construct Reliability and Validity

Table 2. Construct Reliability and Validity

| | Average Variance Extracted (AVE) |
|---------------------------------|----------------------------------|
| <i>Brand Image</i> | 0.767 |
| <i>Purchase Decision</i> | 0.554 |
| <i>Social Media Marketing</i> | 0.656 |
| <i>Electronic Word of Mouth</i> | 0.611 |

Source : Processed Researcher (2025)

The Brand Image variable had the highest AVE value of 0.786, followed by Social Media Marketing with a value of 0.656 and e-WOM with a value of 0.611 and Purchase Decisions with a value of 0.554. All variables had an AVE value that exceeded the cross loading correlation value of 0.50 and was considered valid.

2. Outer Loading

Table 3. Outer Loading

| <i>Social Media Marketing</i> | | <i>Electronic Word of Mouth</i> | | <i>Brand Image</i> | | <i>Purchase Decision</i> | |
|-------------------------------|--------------|---------------------------------|--------------|--------------------|--------------|--------------------------|--------------|
| X1.1 | 0.796 | X2.1 | 0.795 | Y1.1 | 0.893 | Y2.1 | 0.723 |
| X1.2 | 0.816 | X2.2 | 0.805 | Y1.2 | 0.911 | Y2.2 | 0.745 |
| X1.3 | 0.853 | X2.3 | 0.767 | Y1.3 | 0.884 | Y2.3 | 0.779 |
| X1.4 | 0.770 | X2.4 | 0.825 | Y1.4 | 0.864 | Y2.4 | 0.727 |
| X1.5 | 0.801 | X2.5 | 0.712 | Y1.5 | 0.890 | Y2.5 | 0.706 |
| X1.6 | 0.745 | X2.6 | 0.753 | Y1.6 | 0.875 | Y2.6 | 0.734 |
| X1.7 | 0.798 | X2.7 | 0.758 | Y1.7 | 0.884 | Y2.7 | 0.738 |
| X1.8 | 0.825 | X2.8 | 0.746 | Y1.8 | 0.869 | Y2.8 | 0.754 |
| X1.9 | 0.837 | X2.9 | 0.788 | Y1.9 | 0.810 | Y2.9 | 0.771 |
| X1.10 | 0.880 | X2.10 | 0.761 | | | Y2.10 | 0.761 |
| X1.11 | 0.766 | X2.11 | 0.807 | | | | |
| X1.12 | 0.822 | X2.12 | 0.850 | | | | |

Source : Processed Researcher (2025)

Each indicator for each construct variable in Table 3 has a loading factor value that exceeds the error variance value of 0.70. This means that these indicators are valid and can reflect the measurement model for construct variables well.

Discriminant Validity

1. Fornell Larcker Criterion

Table 4. Fornell Larcker Criterion

| | <i>Brand Image</i> | <i>Purchase Decision</i> | <i>Social Media Marketing</i> | <i>Electronic Word of Mouth</i> |
|---------------------------------|--------------------|--------------------------|-------------------------------|---------------------------------|
| <i>Brand Image</i> | 0.876 | | | |
| <i>Purchase Decision</i> | 0.489 | 0.744 | | |
| <i>Social Media Marketing</i> | 0.430 | 0.735 | 0.810 | |
| <i>Electronic Word of Mouth</i> | 0.417 | 0.722 | 0.442 | 0.781 |

Source : Processed Researcher (2025)

Through table 4, the fornell larcker criterion value of each of the following variables is produced:

1. The value of the brand image variable of 0.876 exceeded the relationship between the brand image variable and electronic word of mouth, purchase decisions, and social media marketing.
2. The value of the purchase decision variable valued at 0.744 exceeded the correlation between the purchase decision variable and the social media marketing and social media marketing variables.

3. The value of the social media marketing variable 0.810 exceeded the correlation between the social media marketing variable and the electronic word of mouth variable.

4. The value of the electronic word of mouth variable is 0.781.

From the findings of the fornell larcker criterion of each variable has a value that corresponds to the provisions of discriminant validity.

2. Cross Loading

Table 5. Cross Loading

| | <i>Social Media Marketing</i> | <i>Electronic Word of Mouth</i> | <i>Brand Image</i> | <i>Purchase Decision</i> |
|-------|-------------------------------|---------------------------------|--------------------|--------------------------|
| X1.1 | 0.796 | 0.369 | 0.357 | 0.676 |
| X1.2 | 0.816 | 0.415 | 0.358 | 0.700 |
| X1.3 | 0.853 | 0.286 | 0.343 | 0.561 |
| X1.4 | 0.770 | 0.402 | 0.396 | 0.637 |
| X1.5 | 0.801 | 0.279 | 0.334 | 0.575 |
| X1.6 | 0.745 | 0.352 | 0.383 | 0.636 |
| X1.7 | 0.798 | 0.302 | 0.320 | 0.570 |
| X1.8 | 0.825 | 0.403 | 0.397 | 0.647 |
| X1.9 | 0.837 | 0.378 | 0.269 | 0.624 |
| X1.10 | 0.880 | 0.388 | 0.325 | 0.592 |
| X1.11 | 0.767 | 0.339 | 0.326 | 0.535 |
| X1.12 | 0.822 | 0.357 | 0.356 | 0.650 |
| X2.1 | 0.467 | 0.795 | 0.418 | 0.678 |
| X2.2 | 0.400 | 0.805 | 0.323 | 0.594 |
| X2.3 | 0.414 | 0.767 | 0.325 | 0.642 |
| X2.4 | 0.400 | 0.825 | 0.324 | 0.641 |
| X2.5 | 0.321 | 0.712 | 0.370 | 0.597 |
| X2.6 | 0.309 | 0.753 | 0.271 | 0.581 |
| X2.7 | 0.266 | 0.758 | 0.341 | 0.566 |
| X2.8 | 0.311 | 0.746 | 0.308 | 0.580 |
| X2.9 | 0.331 | 0.788 | 0.312 | 0.536 |
| X2.10 | 0.270 | 0.761 | 0.329 | 0.516 |
| X2.11 | 0.268 | 0.807 | 0.283 | 0.469 |
| X2.12 | 0.334 | 0.850 | 0.276 | 0.556 |
| Y1.1 | 0.368 | 0.348 | 0.893 | 0.437 |
| Y1.2 | 0.335 | 0.320 | 0.911 | 0.431 |
| Y1.3 | 0.340 | 0.306 | 0.884 | 0.379 |
| Y1.4 | 0.332 | 0.366 | 0.864 | 0.424 |
| Y1.5 | 0.340 | 0.314 | 0.890 | 0.418 |
| Y1.6 | 0.408 | 0.341 | 0.875 | 0.493 |
| Y1.7 | 0.320 | 0.348 | 0.884 | 0.356 |
| Y1.8 | 0.478 | 0.424 | 0.869 | 0.458 |

| | | | | |
|-------|-------|-------|-------|-------|
| Y1.9 | 0.409 | 0.459 | 0.810 | 0.422 |
| Y2.1 | 0.532 | 0.529 | 0.308 | 0.723 |
| Y2.2 | 0.565 | 0.552 | 0.423 | 0.745 |
| Y2.3 | 0.534 | 0.531 | 0.254 | 0.779 |
| Y2.4 | 0.571 | 0.563 | 0.348 | 0.727 |
| Y2.5 | 0.557 | 0.508 | 0.307 | 0.706 |
| Y2.6 | 0.581 | 0.514 | 0.369 | 0.734 |
| Y2.7 | 0.649 | 0.606 | 0.405 | 0.738 |
| Y2.8 | 0.551 | 0.544 | 0.398 | 0.754 |
| Y2.9 | 0.587 | 0.580 | 0.446 | 0.771 |
| Y2.10 | 0.553 | 0.618 | 0.358 | 0.761 |

Source : Processed Researcher (2025)

Through the data of table 6, the result of cross loading values between the indicators to the construct is described as follows:

1. Correlation of social media marketing variables with the X1.1 indicator; X1.2; X1.3; X1.4; X1.5; X1.6; X1.7; X1.8; X1.9; X1.10; X1.11; X1.12 exceeds the association of this indicator with other variables.
2. Correlation of the electronic word of mouth variable with the indicator X2.1; X2.2; X2.3; X2.4; X2.5; X2.6; X2.7; X2.8; X2.9; X2.10; X2.11; X2.12 exceeds the association of this indicator with other variables.
3. The correlation of brand image variables through the indicator Y1.1; Y1.2; Y1.3; Y1.4; Y1.5; Y1.6; Y1.7; Y1.8; Y1.9 exceeds the correlation of this indicator with other variables.
4. Correlation of purchasing decision variables through the indicator Y2.1; Y2.2; Y2.3; Y2.4; Y2.5; Y2.6; Y2.7; Y2.8; Y2.9; Y2.10 exceeds the correlation of this indicator with other variables.

Reliability Test

Table 6. Reliability Test

| | <i>Cronbach's Alpha</i> | <i>Composite Reliability</i> |
|---------------------------------|-------------------------|------------------------------|
| <i>Brand Image</i> | 0.962 | 0.967 |
| | 0.910 | 0.925 |
| Purchase Decision | 0.952 | 0.958 |
| | 0.942 | 0.949 |
| <i>Social Media Marketing</i> | | |
| <i>Electronic Word of Mouth</i> | | |

Source : Processed Researcher (2025)

Referring to table 6, Cronbach's alpha results show that brand image (0.962), purchase decision (0.910), social media marketing (0.952), and e-WOM (0.942) have values beyond 0.70, which indicates that the four variables are reliable. In addition, the composite reliability values for brand image (0.967), purchase decisions (0.925), social media marketing (0.958),

and e-WOM (0.949) also exceeded the threshold of 0.70, as a result of being able to conclude that all variables have passed the reliability test.

R Square

Table 7. R Square

| | <i>R Square</i> | <i>R Square Adjusted</i> |
|--------------------------|-----------------|--------------------------|
| <i>Brand Image</i> | 0.249 | 0.239 |
| <i>Purchase Decision</i> | 0.794 | 0.791 |

Source : Processed Researcher (2025)

From table 7, the r-square value of the brand image variable is 0.249 which indicates that this variable can be clarified by the social media marketing and electronic word of mouth variables as much as 24%, while the rest is clarified by other variables.

Then the r-square value of the purchase decision variable is 0.794 which indicates that the variable can be clarified by the brand image variable as much as 79%, while the rest is explained by other variables.

Path Coefficient

Table 8. Direct Effect

| | <i>Original Sample (O)</i> | <i>Sample Mean (M)</i> | <i>Standard Deviation (STDEV)</i> | <i>T Statistics (O/STDEV)</i> | <i>P Values</i> |
|---|------------------------------------|--------------------------------|---|-------------------------------------|---------------------|
| <i>Social Media Marketing to Brand Image</i> | 0.306 | 0.315 | 0.062 | 4.951 | 0.000 |
| <i>Social Media Marketing on Purchase Decisions</i> | 0.541 | 0.542 | 0.039 | 13.802 | 0.000 |
| <i>Electronic Word of Mouth on Brand Image</i> | 0.282 | 0.294 | 0.067 | 4.214 | 0.000 |
| <i>Electronic Word of Mouth on Purchase Decisions</i> | 0.508 | 0.513 | 0.043 | 11.772 | 0.000 |

Source : Processed Researcher (2024)

Table 8 shows how much of a direct relationship between the variables described as follows:

1. The relationship between social media marketing variables and brand image variables, which is valued at 0.306 and t-statistic values of 4.951, higher than the significance value

of 1.96, as a result, social media marketing variables can be assessed as having a significant positive impact on brand image.

2. The relationship between the social media marketing variable and the purchase decision variable was 0.541 and the t-statistic value of 13.802 was higher than the significance value of 1.96 so that it can be stated that the social media marketing variable has a significant positive effect on the purchase decision.
3. The relationship between the electronic word of mouth variable and the brand image variable was 0.282 and the t-statistic value of 4.214 was higher than the significance value of 1.96 so that it can be stated that the electronic word of mouth variable had a significant positive effect on brand image.
4. The relationship between the electronic word of mouth variable and the purchase decision variable was 0.508 and the t-statistic value of 11.772 was higher than the significance value of 1.96 so that it can be stated that the electronic word of mouth variable had a significant positive effect on the purchase decision.

Discussion

The Influence of Social Media Marketing on Brand Image

Variable Social Media Marketing exert an influence on Brand image means H1 is accepted. Community Building. These findings are in line with research by (Sahanaya & Madiawati, 2023) and (Kadek et al., 2020). This shows that Brand image on the product moisturizer Glad2Glow can experience an increase if the strategy Social Media Marketing or marketing through social media is carried out well and continues to be improved. Social media marketing plays an important role in building a brand image, because through social media, a product or brand can be more easily introduced, gain attention, and build trust among consumers. With effective management, marketing on social media is able to create positive interactions with the audience, which ultimately supports the formation of Brand image strong and positive.

The Influence of Social Media Marketing on Purchase Decisions

Variable Social Media Marketing exert an influence on Brand image means H2 is accepted. These findings are in line with research conducted by (M. A. Arif & Hidayah, 2023) and (Praditasetyo & Saputri, 2021). Social media marketing Impact on purchasing decisions, depending on how the product marketing strategy is moisturizer Glad2Glow is designed and run. Increasingly innovative and Engaging The marketing strategy applied on social media, the higher the chance of customers to be interested in carrying out transactions. Relevant content, engaging visuals, and active interaction with the audience on Glad2Glow's social media platform can create a positive experience. With an effective approach, Social Media Marketing Not only is it able to increase product exposure, but also strengthens consumer confidence to make purchasing decisions.

The Influence of Electronic Word of Mouth on Brand Image

Variable Electronic word of mouth exert an influence on Brand image means H3 is accepted which is in line with the study conducted by (Marwida et al., 2023). This shows that an increasingly positive e-Wom can directly affect Brand Image Moisturizer Glad2Glow. When consumers see good reviews, testimonials, or recommendations about a product on a digital platform, they tend to have a more positive view of the product. This positive outlook is then reflected in the increase in Brand image, as the information received through e-Wom helps build trust, strengthen reputation, and create a better brand perception in the minds of consumers.

The Influence of Electronic Word of Mouth on Purchase Decisions

Variable Electronic word of mouth influence on the purchase decision means that H4 is accepted which is in line with the study conducted by (Elsa Rizki Yulindasari, 2022). e-Wom is able to increase consumer confidence to buy moisturizer Glad2Glow is based on reviews or recommendations from individuals who are considered trustworthy, such as friends or family because they are based on real experiences and are authentic. This trust is a key factor that drives consumers to make a purchase decision, especially when the review comes from a source that has a great influence or emotional connection with the consumer.

6. Conclusion

Social media marketing has a direct influence on both brand image and purchasing decisions, where an increase in social media marketing efforts leads to an enhanced brand image and higher consumer purchasing decisions. Similarly, electronic word of mouth (e-WOM) also plays a significant role by directly affecting brand image and purchasing decisions; the more frequent and positive the electronic word of mouth, the more it contributes to strengthening brand image and encouraging consumers to make purchasing decisions.

7. Implication

For further research, it is recommended to consider various other aspects as additional variables that have not been studied in this study. The next research is expected to expand a more comprehensive insight with respect to the factors that impact consumer behavior in various market segments.

Further, the methodological approaches used in future research can also be expanded. In addition to quantitative methods, qualitative approaches such as in-depth interviews or case studies can provide a more detailed perspective on the reasons behind consumer purchase decisions. The combination of more varied research methods will enrich the results of the analysis and make a more significant contribution to understanding consumption patterns and factors that contribute to building consumer preferences.

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