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The Influence of Influencer Marketing, Electronic Word of Mouth, and Brand Trust on Purchasing Decisions for Sunscreen Facetology in Generation Z in East Purwokerto

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ABSTRACT

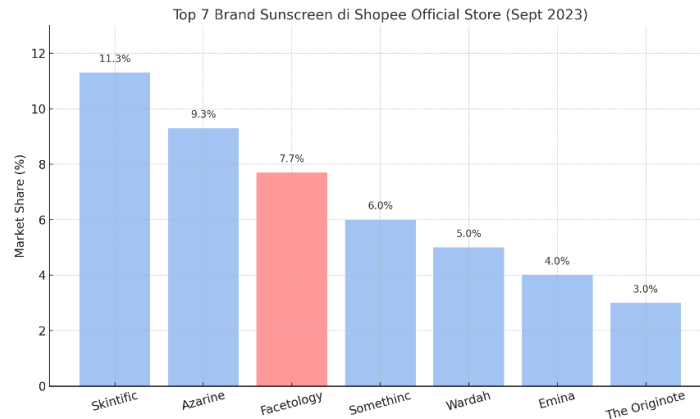
This study aims to determine the effect of Influencer Marketing, Electronic Word of Mouth, and Brand Trust on Purchasing Decisions for Sunscreen Facetology in Generation Z in East Purwokerto. The research instrument used a questionnaire to collect data on Generation Z in East Purwokerto. The sampling approach used was purposive sampling with a non-probability method. Data were analyzed using multiple linear regression tests. Influencer marketing (X1) has a positive but insignificant effect on purchasing decisions (Y). Meanwhile, electronic word of mouth (X2) and brand trust (X3) have a significant positive effect on purchasing decisions (Y) for Facetology Sunscreen.

Keywords : influencer marketing, electronic word of mouth, brand trust, purchase decisions

INTRODUCTION

Generation Z, known as digital natives because they were born in the digital world, is a key target in modern marketing strategies because they are highly connected to social media and digital platforms. They have unique characteristics, such as the tendency to search for information online before making a purchase decision. In addition, there is a high level of trust in opinions and recommendations from family, friends, and public figures. Therefore, marketing strategies that include influencer marketing and electronic word of mouth (e-WOM) are highly relevant to reach gen z.

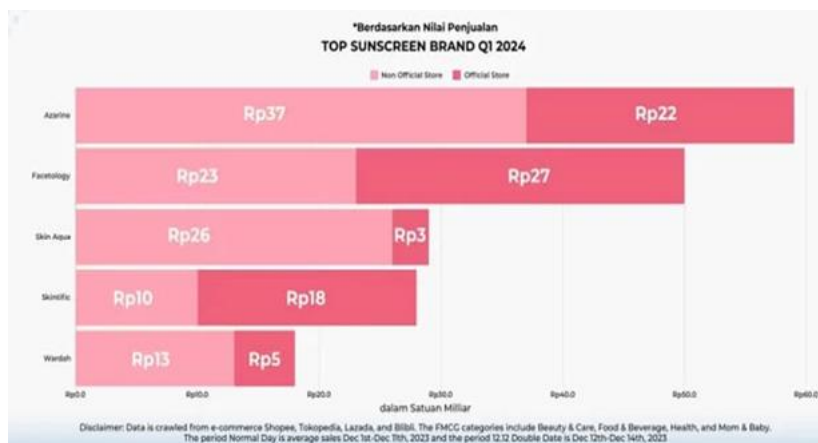
This study limits respondents to individuals belonging to generation z (born between 2003 and 2009) (Putri et al., 2025). Domiciled in the East Purwokerto area. This region was chosen because it has demographic characteristics that are in accordance with the research target, namely the high number of teenagers and young adults, as well as the increasing activity of purchasing sunscreen products through e-commerce among the younger generation. This encourages various companies to compete to present sunscreen products with different benefits. Some brands that are popular among gen z today include.



Source: compass.co.id

Figure 1
Top Brand Sunscreen on Shopee Official Store (Sept 2023)

Facetology has successfully listed its brand as one of the seven best-selling sunscreen brands on shopee’s official store, with a market share of 7,7%. This achievement proves that facetology is starting to find a place in consumers’ hearts. Facetology has experienced very rapid growth from January 2023 to March 2024 (Putri et al., 2025). From the picture above, facetology sunscreen managed to become the best-selling product and was in great demand by consumers (Putri et al., 2025). The facetology brand managed to reach the second sunscreen sales value in the first quarter of 2024 with total sales of up to IDR 50 billion with the highest sales of 52% coming from the facetology brand official store located at shopee. This condition raises questions about the extent of the effectiveness of facetology’s marketing strategy, because its high sales value has not been proven to be in line with perception or strong brand position in the minds of consumers. Facetology needs to continue to carry out more consistent and quality strategies to become the first ranked sunscreen brand, including strengthening promotion in order to reach a wider and more diverse market (Putri et al., 2025).



Source : compass.co.id

Figure 2
Overview of Top Sunscreen Brands in Q1 2024

Facetology makes efforts to attract consumer attention in making purchasing decisions through the implementation of influencer strategies. To improve its position as the best-selling sunscreen brand on tiktok, it is important for facetology to pay attention to consumer behavior when they make decisions in the purchasing process. According to Kotler & Armstrong (2014) purchasing decisions act as an important step that determines whether someone will buy an item or not, this process includes various steps, from considering what to buy to finally making a decision to continue or stop buying.

Influencer marketing has emerged as one of the strategies that has proven to be highly effective in achieving the goal of promoting care products (Sari et al., 2024). Through a large number of followers on various online platforms, influencers have the ability to shape opinions and influence the purchasing behavior of their followers. According to research conducted by Darmawan & Setiawan (2024); Lestiyani & Purwanto (2024); Devi et al (2024); Shukmalla et al (2023) influencer marketing has a significant positive influence on purchasing decisions. Meanwhile, based on Pratiwi & Sidi (2022) explains that influencer marketing has an insignificant positive influence on purchasing decisions.

The impact caused by electronic word of mouth from consumers is very influential on the reputation of the brands reviewed (Yulindasari & Fikriyah, 2022). Generation z tends to rely on reviews written by others to help in deciding to use products. Therefore, they believe that reviews are more objective and honest. Such content through online platforms refers to the information presented about the product being reviewed, including advantages and disadvantages, product quality, and other aspects. To be considered honest, the content must be organized in a rational manner, so as to influence consumers who view it. Reviews, recommendations, and discussions that occur by consumers on the platform have great potential to influence purchasing decisions by other buyers. Research conducted by Darmawan & Setiawan (2024); Noviyana et al (2022); Maharani & Hidayat (2024); Yulindasari & Fikriyah (2022) regarding electronic word of mouth has a significant positive effect on purchasing decisions. According to research conducted by Amin & Yanti (2021) regarding electronic word of mouth has an insignificant effect on purchasing decisions.

According to Marsella & Halimatussakdiah (2024) brand trust is a feeling of comfort and interaction with a product based on their response that the product is reliable and pays attention to the needs and success in facial care. According to Salam & Abdiyanti (2022), Aurellia & Sidharta (2023), Arni & Nuraini (2022), and Aeni & Ekhsan (2021) brand trust has a significant positive effect on purchasing decisions. Research from Yulianty & Mauludy (2019) brand trust has an insignificant effect on purchasing decisions.

The development of this researcher from Darmawan & Setiawan (2024) which examines the influence of influencer marketing, electronic word of mouth on purchasing decisions. The addition of variables Salam & Abdiyanti (2022) which examines brand trust due to increased consumer awareness of the importance of using products that suit their care needs. Generation z is known as a group of consumers who are very critical of traditional marketing, and they tend to be more responsive to a more personalized approach, influencer marketing and eWOM. Such influences can include the emotional, cognitive, as well as behavioral aspects of consumers. Therefore, it is necessary to investigate how these three factors interact and contribute to generation z's purchasing decisions for facetology sunscreen products. This study aims to investigate the influence of influencer marketing (X1), electronic word of mouth (X2), and brand trust (X3) on purchasing decision (Y) of generation z, specifically in the context of facetology sunscreen products. Through this research, it is expected to provide a more in-depth and useful understanding of the brand that will help in the design of more efficient marketing strategies in reaching generation

METHOD

The research conducted used a quantitative approach. This research focuses on the population of generation z in East Purwokerto. This sample was taken using non probability sampling method with purposive sampling approach. This method does not provide equal opportunities or opportunities for each group in the population to be selected as a sample. The criteria used as respondents, namely : a) generation z: b) have bought facetology sunscreen in the last three months. This research in the determining the sample is based on the theory of Roscoe (1975) in Pratiwi & Sidi (2022). Thus, the researcher decided to set this sample size at $4 \times 30 = 120$ respondents, this number is expected to represent the entire population that has been studied.

The data collection method was carried out by distributing questionnaires online through google forms. The questionnaire contains various questions and statements that must be answered by respondents (Aprila et al., 2023). This study use primary data source, namely information received directly by the individual concerned. This study use a likert scale to measure the level of response Strongly Agree (SS), Agree (S), Neutral (N), Disagree (TS), and Strongly Disagree (STS) to assess a person's views or perceptions regarding the observed analysis method (Andriani et al., 2023).

To analyze the effect of the independent variable (X) on the dependent variable (Y), it is used by formulating multiple regression analysis such as : $Y = a + b_1X_1+b_2X_2+b_3X_3+e$. In this formula, purchasing decision (Y); influencer marketing (X1); electronic word of mouth (X2); brand trust (X3). Meanwhile, a = constant, and b1 to b3 = regression coefficient. Hypothesis testing was conducted through a multiple regression model operated using the IBM SPSS 27 program. From this model, t and F values were obtained as estimation parameters, as well as the coefficient of determination (R) and the coefficient of determination squared (R²) which shows the magnitude of the influence of the independent variable (X) on the dependent variable (Y).

The dependent variable with purchasing decisions (Y) according to (Alghifari & Rahayu, 2021) there are indicators, namely Problem Recognition, Information Search, Alternative Evaluation, Purchase Decision, Post-Purchase Behavior. Independent variables with influencer marketing (X1) according to Nasir et al. (2013) in (Yuliana et al., 2024) through indicators, namely isibility, Credibility, Attraction, Power. Electronic word of mouth (X2) (Usman et al., 2024) through indicators, namely Intensity, Positive Valence, Negative Valence, Content. Brand trust (X3) according to (Naja & Budiarti, 2024) through its indicators are : Satisfaction, Value, Trust.

RESULT

Respondents in this study consisted of 120 consumers aged between 16 to over 22 years old, which represents the gen z age group. Gen z is known as the generation that was born in the digital age, with exposure to social media from an early age. Based on the results, it shows that age characteristics with a category of 19 – 21 years have a frequency of 46,7% of respondents, a category about 22 years of 31,7%, and a category of 16 – 18 years of 21,7%. The characteristics of the type of work with the female student category have a frequency of 81,7% and the high school / equivalent category has a frequency of 18,3%. Thus it can be concluded that of the total 120 respondents in this analysis, most of the respondents had an age of 19 – 21 years with a frequency of 46,7% of respondents and had the type of work of female students with a frequency of 81,7% of respondents.

Headings, or heads, are organizational devices that guide the reader through your paper. There are two types: component heads and text heads. It is known that all statement items in the questionnaire have a value of $r_{count} > r_{table}$. There is a level of significance of 5% ($\alpha = 0,05$), $N = 118$ ($N = 120 - 2$), the r table obtained is 0,1793.

Table 1
Results Validity

Model	Item	R _{hitung}	R _{tabel}
Influencer Marketing (X1)	X1.1	0,570	0,1793
	X1.2	0,589	
	X1.3	0,466	
	X1.4	0,661	
	X1.5	0,727	
	X1.6	0,720	
	X1.7	0,692	
	X1.8	0,742	
Electronic Word Of Mouth (X2)	X2.1	0,585	0,1793
	X2.2	0,746	
	X2.3	0,638	
	X2.4	0,584	
	X2.5	0,729	
	X2.6	0,739	
Brand Trust (X3)	X3.1	0,650	0,1793
	X3.2	0,689	
	X3.3	0,573	
	X3.4	0,704	
	X3.5	0,730	
	X3.6	0,749	
Keputusan Pembelian (Y)	Y1	0,647	0,1793

Y2	0,722
Y3	0,537
Y4	0,577
Y5	0,667
Y6	0,779

Source: processed data

The validity result prove that all statement items that measure influencer marketing variables (X1), electronic word of mouth (X2), brand trust (X3), and purchasing decisions (Y) get an R-count > R-table value. Therefore, it is considered that all statement items in the questionnaire can be used and are valid measuring instruments in these variables.

Table 2
Result Reliability

Model	Cronbach's Alpha	Number of statements
Influencer marketing (X1)	0,800	8
Electronic word of mouth (X2)	0,754	6
Brand Trust (X3)	0,771	6
Keputusan Pembelian (Y)	0,733	6

Source: processed data

Based on the reliability result, it can be seen that the value on Cronbach's Alpha for each number of statements measuring influencer marketing variable (X1), electronic word of mouth (X2), brand trust (X3), purchasing decisions (Y) is > 0,6.

Table 3
Normality Test

		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,30037354
Most Extreme Differences	Absolute	,063
	Positive	,037
	Negative	-,063
Test Statistic		,063
Asymp. Sig. (2-tailed) ^c		,200 ^d

Source: processed data

To detect the result of data normality, one approach that can be used is statistical analysis with the Kolmogorov-Smirnov (K-S) test. The basis for decision making on the K-S test result is the significance value obtained by the asymp.sig value of 0,200, exceeding the 0,05 limit. This condition indicates that the data used in this study have been tested for normally distributed residual result.

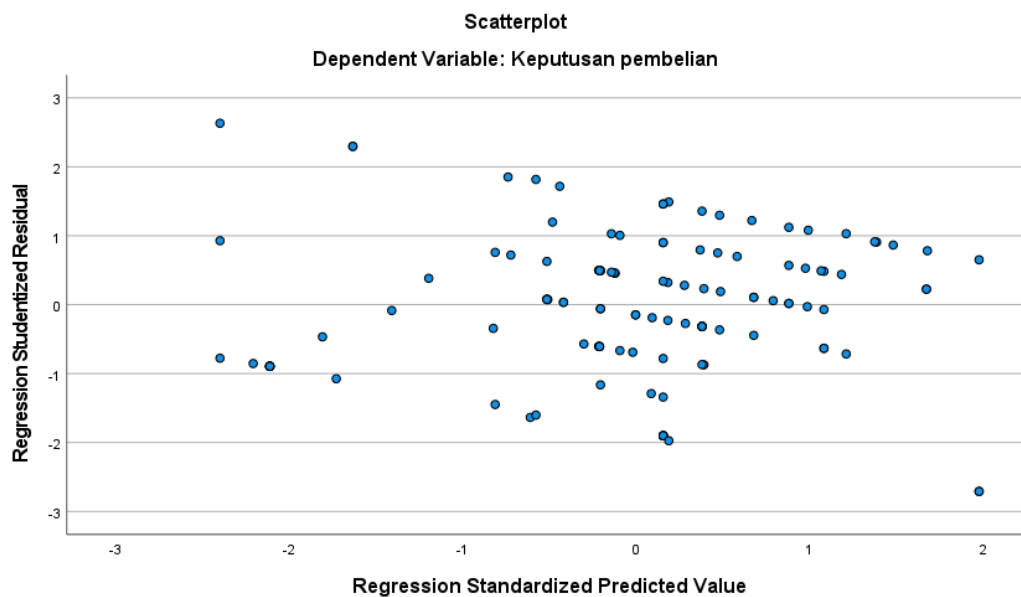
Table 4
Multicollinearity Result

Model	Tolerance	VIF
Influencer marketing (X1)	0,793	1,261
Electronic word of mouth (X2)	0,981	1,019
Brand trust (X3)	0,785	1,275

Source: processed data

Based on this research, the influencer marketing variable has a tolerance value of 0,793 > 0,10. The eWOM variable gets a tolerance value of 0,981 > 0,10 and the brand trust variable has a tolerance value of 0,785 > 0,10. So, VIF for each variable ≤ 10. Influencer marketing (X1) gets a VIF value of 1,261 ≤ 10, electronic word of mouth (X2) gets a VIF value of 1,019 ≤ 10, and brand trust (X3) gets a

VIF value of $1,275 \leq 10$. So, the data value of these variables from the multicollinearity test assumption is free from multicollinearity.



Source: processed data

Figure 3
Heteroscedasticity Result

As shown by the result of the Scatterplot image above, the data (dots) are randomly located both above and below the number 0 on the Y axis. There are values that do not show symptoms of heteroscedasticity, so the regression model can be used.

Table 5
Linear Regression Test

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	1,914	0,597		3,208	,002
X1	0,101	0,104	0,093	0,976	,331
X2	0,241	0,084	0,247	2,882	,005
X3	0,236	0,092	0,245	2,559	,012
F count				7,497	<,001 ^b

Source: processed data

Based on the result obtained, the multiple linear regression equation seems to be $Y = 1,914 + 0,101 X1 + 0,241 X2 + 0,236 X3$. Based on multiple linear regression tests, the result show that influencer marketing (X1) has a positive and insignificant effect on purchasing decision (Y), electronic word of mouth (X2) has a significant positive effect on purchasing decisions (Y), brand trust (X3) has a significant positive effect on purchasing decisions (Y). This study obtained an F value of 7,497, there is a significance value of 0,001. While in the F table there is a significance level of 0,05 worth 2,09. So $F_{count} > F_{table}$ ($7,497 > 2,09$). Thus, this model is suitable for application in multiple linear regression analysis.

Influencer Marketing on Purchasing Decisions

The result of the hypothesis (H1) influencer marketing (X1) have a positive and insignificant effect on purchasing decisions (Y). The result of $\beta_1 > 0$ is worth $0,093 > 0$ obtaining a positive value. There is a tcount value $< t_{table}$ ($0,976 < 1,65798$) and the significance is $0,331 > 0,05$. Thus, the first hypothesis test (H1) is rejected. The result of this study indicate that influencer marketing may not be fully effective in influencing purchasing decisions. There are several variables, namely price, product

quality, celebrity endorsement, and other marketing strategies that can have a stronger and broader influence. Researchers chose supporters from Pratiwi & Sidi (2022) explains that influencer marketing has a positive but insignificant effect on purchasing decisions.

Electronic Word of Mouth on Purchasing Decisions

Hypothesis result (H2) electronic word of mouth (X2) has a significant positive effect on purchasing decisions (Y). The result of $\beta_2 > 0$ is worth $0,247 > 0$ obtaining a positive value. There is a tcount value $< t_{table}$ ($2,882 > 1,65798$) and the significance is $0,005 < 0,05$. So, the second hypothesis test (H2) is accepted. Generation z has a tendency to trust reviews given by fellow users, both positive and negative. They consider the review as a more honest and real experience. Before making a purchase decision, they often seek information and reviews through social media and discussion forums. Their trust in these reviews is strongly influenced by their habit of consuming quality digital content and testimonials and creating good interactions with consumers to build strong trust. This researcher supports research Darmawan & Setiawan (2024); Noviyana *et al* (2022); Maharani & Hidayat (2024); Yulindasari & Fikriyah (2022) explaining that electronic word of mouth has a significant positive effect on purchasing decisions.

Brand Trust on Purchasing Decisions

Hypothesis result (H3) brand trust (X3) has a significant positive effect on purchasing decisions (Y). The result of $\beta_3 > 0$ is worth $0,245 > 0$ obtaining a positive value. There is a tcount value $< t_{table}$ ($2,559 > 1,65798$) and the significance is $0,012 < 0,05$. Thus, the third hypothesis (H3) is accepted. Sunscreen facetology has a high level of trust from consumers, thus providing a strong competitive advantage in attracting and retaining consumers. This advantage is influenced by various factors, one of which is product quality consistency, good reputation, and safety in use. This study supports research by Salam & Abdiyanti (2022); Aurellia & Sidharta (2023); Arni & Nuraini (2022); Aeni & Ekhsan (2021) which states that brand trust has a significant positive effect on purchasing decisions.

CONCLUSION

The results and discussion that have been carried out in this study, it is concluded that the influencer marketing variable (X1) which has a positive and insignificant effect on purchasing decisions in the variable (Y) of sunscreen facetology in generation z in East Purwokerto. While the variables of electronic word of mouth (X2) and brand trust (X3) are known to have a significant positive effect on purchasing decisions as variable (Y) facetology sunscreen for generation z in East Purwokerto. The limitations faced in this study are mainly the number of samples and the relatively low Adjusted R-Square value, which is only 14,1%. Thus, future researchers are expected to consider adding other independent variables that may affect the dependent variable. For example, variables such as brand love, brand ambassadors, content marketing, celebrity endorsers, and so on that influence purchasing decisions.

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