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HOW SOCIAL MEDIA MARKETING, KEY OPINION LEADERS, AND E-WOM SHAPE CONSUMERS' PURCHASE DECISIONS FOR AZARINE PRODUCTS

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Abstract

Globally, skincare and cosmetic products are not only a necessity but also a part of lifestyle. Consumers are becoming more selective in choosing products that suit their needs and preferences. Azarine Cosmetic is one of the local beauty brands that has successfully captured consumer attention by offering products tailored to Indonesian skin conditions and tropical climate. Social media marketing, KOLs, also e-WOM play a crucial role in shaping consumer purchasing behavior, particularly within the beauty sector. This study seeks to analyze how social media marketing, KOLs, also e-WOM on the purchasing decisions regarding to Azarine products. Employing a quantitative methodology, the study gathers survey data from participants aged 17 and older who are active on social media, follow Azarine products, and are familiar with the KOLs endorsing them. All 182 respondents meet the criteria to be included in the research sample. The dataset undergoes statistical processing through multiple regression analysis, facilitated by SPSS version 29 to ensure accurate interpretation of results. The findings indicate that social media marketing, KOLs, and e-WOM significantly influence consumer purchasing decisions, both independently and in conjunction. Additionally, the analysis demonstrates that these factors account for 82.8% of the variation in consumer purchasing decisions.

Keyword: Social Media Marketing, Key Opinion Leaders, e-WOM, Purchase Decision

INTRODUCTION

In the era of globalisation and rapid technological progress, various aspects of life have undergone major changes, especially in the fields of business and marketing. The most striking change is the increasing role of social media in daily activities. As an integral part of modern life, social media facilitates interaction, sharing information, and exploring various topics more easily. The digitization process has changed the way consumers relate to brands and products, where the internet and social media become the main means of spreading information and impacting purchasing decisions (Fahrizal et al., 2024). Global mobile phone usage is expected to reach 5.61 billion users by 2024, accounting for 69.4% of the world's population. This is an annual increase of 138 million (+2.5%) since 2023. Additionally, the global internet user base has grown to 5.35 billion, marking a 1.8% rise in 2023 and encompassing more than 66% of the world's population (Kemp, 2024). Recent data from We Are Social (2024) reveals that the active social media user base has surpassed 5 billion, accounting for 62.3% of the world's population and growing at an annual rate of 5.6%. The presented data underscore the pivotal role of social

media and technological advancements in shaping consumer behavior amid digital transformation

Consumers today have unlimited access to information. According to Girsang et al., (2024), digitalization has granted consumers the ability to search, compare, and purchase products from anywhere in the world with just one click. This shift has significantly altered market dynamics and posed new challenges for businesses, which must continuously adapt to the evolving and well-informed consumer behavior. Within the commercial sector, social media plays a crucial role as an advanced and influential marketing mechanism. Business players increasingly recognize the immense potential of social media platforms, particularly Instagram, in reaching broader and more specific audiences. With captivating visuals and high interactivity, where the audience can like and comment on every post, Instagram provides a comfortable experience for consumers, making it easier for them to find products that meet their needs and preferences.

Apart from relying on content available on business profiles and the interactivity of Electronic Word of Mouth (eWOM), many companies have also begun leveraging Key Opinion Leaders (KOLs) as part of their marketing strategies. KOLs, who are influential individuals with loyal followers on social media, can provide product recommendations and reviews that are often more trusted by consumers. Collaborating with KOLs enables businesses to reach a wider audience, build credibility, and enhance consumer trust in promoted products or services. As explained by Ilmi and Wisnu (2023), digital promotion through social media offers various strategic options, one of which involves utilizing Key Opinion Leaders (KOLs). KOLs are now regarded as one of the most influential mediums for delivering promotional messages and achieving marketing goals. These influencers actively promote and support various products and services by utilising digital like Instagram, Facebook, Twitter, and Youtube. The synergy between social media and KOL produces an effective promotion design, because social media not only plays a role as entertainment but can also be a source of information and networking tools.

One of the industries profoundly impacted by these changes is the skincare and cosmetics sector. Globally, skincare and cosmetic products have evolved from mere necessities to lifestyle essentials. Consumers have become more selective in choosing products that align with their needs and preferences. This trend is evident not only in developed nations but also in emerging markets like Indonesia. The rapid development of Indonesia's skincare and cosmetics industry is attributed to the enhancement of consumer purchasing capability and a growing recognition of skincare's essential role. In 2022, Indonesia's local skincare and cosmetics industry demonstrated remarkable growth, with brands such as Somethinc, Scarlett, Azarine, and Wardah dominating the online market (Compas, 2022). These brands have successfully captured consumer interest by offering high-quality local ingredients and innovative products.

The rising popularity of local brands is driven by consumers' increasing interest in skincare and cosmetic products tailored to tropical skin needs, competitive quality against international brands and effective social media marketing. This proves that local brands can not only compete in the domestic market but also have the potential to expand globally. The Indonesian beauty sector saw a 20% growth in 2019, quadrupling the increase from 2017 (Tanuwijaya & Mulyandi, 2021). Among the successful local brands, Azarine has gained

significant consumer attention by offering products suited to Indonesia's tropical climate and skin conditions.

Azarine Cosmetic, originally founded in Surabaya, East Java, in 2002, initially focused on providing spa and salon supplies, producing and selling body scrubs, facial masks, soaps, whitening products, and other spa essentials. The brand started with 15 products distributed to hotels and salons. However, in 2016, its founders, Cella Vanessa Tjahyanto and Brian Lazuardi Tjahyanto, rebranded the company and incorporated scientific advancements into their herbal education. They established WKI Research Lab, which introduced scientific innovations and breakthroughs in herbal technology. By 2017, Azarine Cosmetic products were officially registered with BPOM and obtained Good Manufacturing Practices (GMP) certification from the Indonesian authorities. These strategic moves enabled Azarine to expand its market reach and establish itself as a trusted local skincare and cosmetics brand.

Given the rapid evolution of digital marketing and consumer behavior, this study seeks to analyze Social Media Marketing, Key Opinion Leaders, and e-WOM Shape Consumers' Purchase Decisions for Azarine Products. By analyzing the factors influencing consumers' purchase decision in this digitalization era, the findings aim to equip businesses with essential insights in optimizing digital marketing strategies, enhancing sales performance in the competitive skincare industry.

RESEARCH METHOD

Quantitative methodology, following the framework established by Sugiyono (2019) who states that studies involving hypothesis formulation follow a quantitative methodology. Data collection is conducted through questionnaires, and the gathered information is subsequently analysed using SPSS software version 29.0. Observation instruments are developed based on indicators from various sources, including Social Media Marketing indicators from Fadhilah et al. (2024), Key Opinion Leader indicators from Cantika & Kurnia (2023), e-WOM indicators from Labibunnajah (2023), as well as Purchase Decision indicators adapted from Kotler and Armstrong (2018).

The populations in this research are comprised of consumers exposed to social media marketing, key opinion leaders, and electronic word of mouth about Azarine products. Purposeful sampling techniques are applied, taking into account special provisions to determine respondents. The selected respondents were individuals aged 17 years and above, active social media users who follow Azarine products, and those who are familiar with or follow the Top Opinion Leaders who promote Azarine products. In addition, respondents are asked to complete the questionnaire completely. According to the Sekaran & Bougie (2016) method, which recommends multiplying the total statement by five, the sample size is established. This research involves 36 statements, comprising three independent variables and one dependent variable, which requires at least 180 participants (36×5). In the end, the final sample consisted of 182 participants who fulfilled the specified criteria. To ensure the reliability of the regression models, a multiple regression analysis was performed, along with instrument testing to evaluate both validity and reliability. Furthermore, classical assumption tests were conducted, which included evaluations of multicollinearity, normality, and heteroscedasticity.

RESULTS AND DISCUSSION

1.1 Results

Applying data analysis methods described earlier, this section presents the findings derived from the research sample. The research utilizes multiple regression analysis, instrument validation, classical assumption testing, and hypothesis testing through SPSS version 29 to analyze the gathered data.

1.1.1 Instrument Testing (Validity and Reliability Test)

Before utilising observation instruments for data collection, validity and reliability tests must be performed. If a measuring device is utilised to collect precise and pertinent data, it is considered legitimate. Validity demonstrates whether foam instruments accurately measure the expected outcome (Sugiyono, 2019). Using the Pearson Product-Moment method, researchers conduct validity tests (Norfai, 2020).

Table 1. Validity Test Result

	Instrument	r Calculated	r Table
Social Media Marketing (X1)	SMM1	0.704	0.1455
	SMM2	0.659	0.1455
	SMM3	0.683	0.1455
	SMM4	0.660	0.1455
	SMM5	0.703	0.1455
	SMM6	0.726	0.1455
	SMM7	0.648	0.1455
	SMM8	0.739	0.1455
KOL (X2)	KOL1	0.804	0.1455
	KOL2	0.658	0.1455
	KOL3	0.733	0.1455
	KOL4	0.731	0.1455
	KOL5	0.777	0.1455
	KOL6	0.672	0.1455
	KOL7	0.681	0.1455
	KOL8	0.719	0.1455
eWOM (X3)	E1	0.720	0.1455
	E2	0.322	0.1455
	E3	0.657	0.1455
	E4	0.736	0.1455
	E5	0.692	0.1455
	E6	0.748	0.1455
	E7	0.675	0.1455
	E8	0.694	0.1455

	E9	0.738	0.1455
	E10	0.739	0.1455
Purchase Decision (Y)	PD1	0.709	0.1455
	PD2	0.541	0.1455
	PD3	0.724	0.1455
	PD4	0.660	0.1455
	PD5	0.730	0.1455
	PD6	0.677	0.1455
	PD7	0.625	0.1455
	PD8	0.758	0.1455
	PD9	0.724	0.1455
	PD10	0.733	0.1455

Source of data processed 2025

The validity test results confirm that all research instruments are valid and appropriate for data collection. With a 95% significance level and an r-table value of 0.1455, all instruments showed r-calculated values exceeding the r-table, confirming their adequacy in measuring the intended variables.

In the process of assessing reliability, the researcher employed Cronbach's alpha formula to determine the consistency of the items within the research instrument. This reliability assessment was conducted subsequent to the validity test to ensure the dependability of the gathered data. According to Norfai (2020), data is typically considered dependable when the Cronbach's alpha (α) value is greater than 0.6. The researcher utilized SPSS statistical software to perform the reliability test, which yielded output that offered valuable information regarding the reliability of the analyzed data.

Table 2. Reliability Test Result

	Cronbach Alpha	Standart
Social Media Marketing	0.843	0.6
KOL	0.869	0.6
eWOM	0.855	0.6
Purchase Decision	0.873	0.6

Source of data processed 2025

The reliability assessment conducted with Cronbach's Alpha demonstrates that the minimum reliability standard of 0.6 is surpassed by each evaluated variable. In particular, Social Media Marketing demonstrates a Cronbach's Alpha of 0.843, Key Opinion Leader (KOL) has a value of 0.869, Electronic Word of Mouth (eWOM) is at 0.855, and Purchase Decision reaches 0.873. These results reflect a high level of reliability for all variables involved. As these values exceed the established threshold, it verifies that the measurement instruments in this study are reliable and consistently evaluate the intended constructs. Therefore, the instruments are suitable for further analysis.

1.1.2 Classical Assumption

1.1.2.1 Normality Test

The normality test is a statistical method employed to assess whether the data distribution within a dataset or variable adheres to a normal distribution pattern. This test is crucial for confirming that the collected data originates from a sample exhibiting a normal distribution. One approach to conducting a normality test involves analyzing the Asymp. Sig. (2-tailed) value obtained from the Kolmogorov-Smirnov test (Nugroho & Haritanto, 2022).

Table 3. Normality Test Result

Unstandardized Residual	
Asymp. Sig. (2-tailed) ^c	.200 ^d

Source of data processed 2025

The assumption of normality is deemed satisfied when the Asymp. Sig. (2-tailed) value surpassed 0.050. This threshold serves as an indication that the dataset follows a normal distribution pattern, ensuring that statistical analyses requiring normality can be appropriately applied (Nugroho & Haritanto, 2022). In this study, the results demonstrate that the obtained value reaches 0.200, which is notably higher than the predetermined threshold of 0.050. Such findings provide strong empirical evidence that the dataset utilized within this research adheres to the assumptions of normality, allowing for further statistical procedures to be conducted with confidence.

1.1.2.2 Multicollinearity Test

In order to assess the presence of a statistically significant linear correlation among the independent variables included in the regression model, a comprehensive multicollinearity diagnostic is performed. In SPSS, this analysis entails reviewing the Tolerance and Variance Inflation Factor (VIF) metrics. A regression model is deemed to be devoid of serious multicollinearity concerns when all Tolerance values exceed 0.1 and VIF values remain below 10 (Rozak & Hidayati, 2019). The following section provides the results of the multicollinearity test obtained from the dataset utilized in this study:

Table 4. Multicollinearity Test Results

	Collinearity Statistics	
	Tolerance	VIF
Social Media Marketing	0.178	5.626
Key Opinion Leader	0.210	4.771
Electronic Word of Mouth	0.225	4.438

Source of data processed 2025

The results of the multicollinearity test presented in the table indicate that the Tolerance values for social media marketing, key opinion leaders, and electronic word of mouth are 0.178, 0.210, and 0.225, respectively, all of which surpass 0.10. Furthermore, the VIF values for these three variables are 5.626, 4.771, and 4.438, all of which are below the critical threshold of 10. This finding shows that the level of multicollinearity in the model is still acceptable and does not pose a serious threat to the validity of regression analysis. Therefore, the independent variables in this study can be collectively used to predict purchasing decisions without facing major multicollinearity concerns.

1.1.2.3 Heteroscedasticity Test

To assess the inconsistency of residual variance within the regression model, a heteroscedasticity test is performed (Hajarisman & Herlina, 2023). A frequently employed method for this assessment is the Spearman Rank test. Should the significance value (Sig.) of the independent variable be greater than 0.05, it suggests that heteroscedasticity is absent in the model.

Table 5. Heteroscedasticity Test Result

Variable		Unstandardized Residual
Social Media Marketing	Sig. (2-tailed)	0.862
Key Opinion Leader		0.559
Electronic Word of Mouth		0.649

Source of data processed 2025

The findings from Spearman's Rank test reveal that none of the independent variables examined in this research namely social media marketing, key opinion leaders, and electronic word of mouth, exhibit a significance (Sig.) value lower than 0.05. This outcome suggests that the residuals of the regression model maintain homoscedasticity. As a result, the regression model utilized in this study is devoid of heteroscedasticity issues, thereby ensuring the robustness of the analysis.

1.1.3 Hypothesis Testing

1.1.3.1 Multiple Regression Analysis

Multiple regression analysis constitutes a statistical approach utilized to investigate and quantify the association between a dependent variable and multiple independent variables. This method is applied to estimate the dependent variable by analyzing the extent to which each independent variable contributes to variations in its value (Zahriyah et al., 2021). Through this analytical framework, researchers can derive more precise predictions and gain a comprehensive understanding of the interrelationships among the examined variables.

Table 6. Multiple Regression Analysis Result

Coefficients ^a				
Model	Unstandardized Coefficients		Standardized Coefficients	t
	B	Std. Error	Beta	
				Sig.

1	(Constant)	0.987	1.317	0.749	0.455
	Social Media Marketing	0.289	0.095	0.221	3.025 0.003
	Key Opinion Leader	0.441	0.082	0.361	5.359 0.000
	Electronic Word of Mouth	0.388	0.067	0.376	5.792 0.000
a. Dependent Variable: Purchase Decision					

Source of data processed 2025

The equation has been obtained from the analysis and is presented below:

$$Y = 0.987 + 0.289 X1 + 0.441 X2 + 0.388 X3$$

- A constant 0.987 suggests when social media marketing, key opinion leader, and electronic word of mouth are all at zero, the anticipated purchase decision value remains at 0.987.
- Coefficient for social media marketing 0.289 explains if the increase of one-unit rise in social media marketing correlates with an increase of 0.289 in purchase decisions. This reflects a positive correlation, suggesting that as social media marketing efforts increase, so do the purchase decisions.
- Coefficient for the key opinion leader 0.441 explains if the increase of one unit in the key opinion leader leads to an increase in the purchase decision of 0.441. This result confirms the positive impact of KOL on purchasing decisions.
- A one-unit increase in electronic word-of-mouth (e-WOM) leads to a 0.388 rise in purchase decisions, as indicated by the e-WOM coefficient of 0.388. This result confirms the positive impact of e-WOM on purchasing decisions.

1.1.3.2 Partial Test (T-Test)

The Partial Test, commonly referred to as the T-Test, serves as a statistical method utilized to evaluate the impact of individual independent variables on a dependent variable within a regression framework. This test is crucial for determining if the independent variables have a statistically significant effect on the dependent variable (Nuryadi et al., 2017). The significance of the results is assessed by comparing the calculated t-value to the critical value from the t-table, which is set at 1.97308, while the p-value must be below 0.050 to indicate significance. The results of the T-test, along with a detailed analysis, are presented in Table 6.

- A t-value of 3.025, which exceeds the t-table critical value of 1.97308, along with a p-value of 0.003, which is less than 0.05, indicates that Social Media Marketing significantly positive affects Purchase Decisions. Consequently, H_1 is validated, emphasizing the important role of Social Media Marketing in influencing consumer Purchase Decisions.
- The Key Opinion Leader (KOL) variable presents 5.359, surpassing the t-table critical value of 1.97308, and a p-value of 0.000, which is below 0.05. These results confirm

that Key Opinion Leaders have a significant and positive effect on Purchase Decisions. Therefore, H_2 is accepted, reinforcing the essential influence of Key Opinion Leaders on Purchase Decisions.

- c. A t-value of 5.792, which exceeds the t-table threshold of 1.97308, and a p-value of 0.000, which is below 0.05, suggest that e-WOM significantly positive affects Purchase Decisions. Thus, H_3 confirmed, underscoring a vital role of e-WOM in shaping consumer Purchase Decisions.

1.1.3.3 Simultaneous Test (F-Test)

In the context of regression analysis, the F test is utilized to assess the overall effect of independent variables on the dependent variable (Tahitu et al., 2024). This statistical test analyzes the proportion of variance explained by the regression model compared to the variance that is not accounted for, thus providing insights into the model's effectiveness in representing the dependent variable. The results derived from the collected observational data are as follows:

Table 7. Simultaneous Test (F-Test) Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5618.604	3	1872.868	291.489	<.001 ^b
	Residual	1143.682	178	6.425		
	Total	6762.286	181			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Electronic Word of Mouth, Key Opinion Leader, Social Media Marketing						

Source of data processed 2025

The results of the F test presented in the ANOVA table reveal that the computed F-value of 291.489 significantly surpasses the critical F-value of 2.65. This finding suggests that the regression model is statistically significant in explaining the variable related to purchase decisions. Consequently, it can be concluded that the independent variables—Social Media Marketing, Key Opinion Leader, and Electronic Word of Mouth—have a considerable effect on the dependent variable, which is the purchase decision. Additionally, the observed p-value of less than 0.001 is well below the 0.05 significance level, further validating the statistical relevance of the regression model. A p-value below 0.05 indicates significance, thereby reinforcing this conclusion. As a result, the hypothesis H_4 , which posits that Social Media Marketing, Key Opinion Leader, and Electronic Word of Mouth collectively affect the purchase decisions regarding Azarine products, is supported.

1.1.3.4 Coefficient of Determination Test (R^2)

The Coefficient of Determination Test (R^2) serves as a statistical method used to assess the extent to which independent variables in a regression model account for the variations seen in the dependent variable. A higher R^2 value indicates a more effective model in clarifying the variability of the dependent variable (Hajarisman & Herlina, 2023). The results of this analysis are detailed below:

Table 8. Coefficient of Determination Test (R^2)

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.912 ^a	.831	.828	2.53479
a. Predictors: (Constant), Electronic Word of Mouth, Key Opinion Leader, Social Media Marketing				
b. Dependent Variable: Purchase Decision				

Source of data processed 2025

The table presenting the coefficient of determination analysis reports an Adjusted R Square value of 0.828. This indicates that independent variables, including Social Media Marketing, Key Opinion Leader, and Electronic Word of Mouth, collectively account for 82.8% of the variations in purchasing decisions. The regression model demonstrates a high level of accuracy in capturing the influence of these three factors on consumer purchasing behaviour. However, the remaining 17.2% of variations are attributed to external factors not covered in this study and were not examined.

1.2 Discussion

1.2.1 Social Media Marketing on Consumers' Purchase Decisions for Azarine Products

The results of the analysis indicate that Social Media Marketing has a substantial impact on the purchasing decisions of consumers regarding Azarine products. The calculated t-value of 3.025 exceeds the critical t-table value of 1.97308, while the p-value of 0.003 is below the threshold of 0.05. These results suggest a significant effect on consumer purchasing behavior. This evidence supports the initial hypothesis, emphasizing the crucial role that Social Media Marketing plays in shaping consumer buying patterns.

Social media marketing is a promotional approach that leverages social media platforms to advertise products or services. This strategy involves multiple activities, such as developing content, running paid advertisements, engaging with consumers, and fostering online communities. Digital marketing theory explains that a strong brand presence on social media can affect purchasing decisions because social media provides faster and more accessible information for consumers while allowing direct interaction between brands and consumers.

In this framework, Social Media Marketing enhances brand recognition and strengthens the perception of Azarine's brand identity among consumers. By utilising effective communication on platforms such as Instagram, Facebook, and TikTok, Azarine can strengthen interaction with her audience. Consumers who feel that they have an attachment to the brand or get inspiration from the content that is spread tend to be more encouraged to make transactions. This study is in line with the study conducted by Dewi, Imbayani, & Ribek (2021), which revealed that marketing through social media contributes positively to purchasing decisions at Givanda Store Denpasar. The study also identified whether the presence of a brand on a digital platform and the interaction between brands and customers significantly affect transaction decisions. Similar findings were also presented in a study conducted by Ayoubi & Naweer

(2024) which emphasised the importance of a strategy for promotion on social media in determining consumer transaction decisions.

1.2.2 Key Opinion Leaders on Consumers' Purchase Decisions for Azarine Products

The findings indicate that the Key Opinion Leader (KOL) variable has a substantial impact on consumer purchasing choices related to Azarine products. This conclusion is supported by a t-value of 5.359, which surpasses the t-table value of 1.97308, and a p-value of 0.000, which is below the 0.05 significance level. These findings affirm the positive effect of KOL on consumer buying behavior, thereby substantiating the second hypothesis that KOL affects purchasing decisions.

Conceptually, Key Opinion Leaders (KOLs) are individuals with a strong influence over their audience or followers, whether through social media or in daily life. KOLs are often regarded as credible sources of information, and their influence on consumer behavior can be substantial, particularly in purchasing decisions. In marketing, KOLs serve as a bridge between brands and consumers, helping to build trust and introduce products in a more personal and authentic way.

This research illustrates that Key Opinion Leaders (KOL) who resonate with Azarine's target demographic are instrumental in bolstering consumer trust and influencing purchasing choices. These results align with the findings of Permana et al. (2024), which indicate that KOLs who maintain a strong rapport with their audience can shape consumers' views regarding a product's quality and advantages, thus enhancing purchase intentions. Furthermore, the work of Zahra et al. (2024) emphasized that marketing strategies that incorporate KOLs significantly affect consumer buying behavior within the skincare sector. In this context, the engagement of KOLs, including beauty influencers and celebrities whose audiences align with Azarine's target market, plays a vital role in fostering a favorable brand image.

1.2.3 eWOM on Consumers' Purchase Decisions for Azarine Products

This study demonstrates that Electronic Word of Mouth (eWOM) significantly and positively influences consumers' purchasing decisions regarding Azarine products. The statistical evaluation indicates that the eWOM variable achieved a t-value of 5.792, exceeding the t-table value of 1.97308, accompanied by a p-value of 0.000, significantly lower than the 0.05 benchmark. These findings highlight the critical influence of eWOM on transaction decision-making and provide robust support for the third hypothesis, which asserts that eWOM has an impact on consumer purchasing behavior.

Conceptually, eWOM refers to information or opinions shared by consumers through digital platforms such as social media, forums, and e-commerce sites. Reviews or recommendations from other consumers are often perceived as more trustworthy than information provided by manufacturers or companies. This concept is based on interpersonal communication theory, where individuals tend to trust the opinions of others, especially when they come from personal experiences and do not have direct interests in the product. This trust plays a crucial role in purchasing decisions, as consumers feel more confident in buying products that have been validated by others with similar experiences.

In practice, eWOM significantly influences the purchasing decisions of Azarine products. With the rapid growth of social media and e-commerce, consumers increasingly rely on product reviews and recommendations shared by others. Positive reviews about Azarine products, whether on social media or e-commerce platforms, can enhance consumer trust in the brand. When customers see that many other individuals are very satisfied with Azarine products, they feel more safe and confident in transacting. This research aligns with the findings of Yulindasari and Fikriyah (2022), which emphasize the significant role of Electronic Word of Mouth in shaping purchasing decisions for halal cosmetics on the Shopee platform. Additionally, research by Gadis et al. (2024) further supports this notion, demonstrating that Electronic Word of Mouth exerts a notable and favorable effect on consumer purchasing decisions for Originote products on the TikTok platform.

1.2.4 Social Media Marketing, KOL, and eWOM on Consumers' Purchase Decisions for Azarine Products

The F test yielded an F-value of 291.489, significantly exceeding the F-table value of 2.65. This finding indicates that the regression model successfully identifies the determinants affecting purchase decisions for Azarine products. Additionally, the p-value, which is less than 0.001 and considerably lower than the 0.05 threshold, further strengthens the statistical validity of the model. Together, Social Media Marketing, Key Opinion Leaders (KOL), and Electronic Word of Mouth (eWOM) play a crucial role in shaping consumer purchasing behavior concerning Azarine products. The synergistic impact of these three elements substantiates the validation of the fourth hypothesis.

Overall, these F-test results indicate that the three variables in this regression model jointly influence purchasing decisions for Azarine products. Their simultaneous influence highlights that Social Media Marketing, KOL, and eWOM reinforce each other in shaping consumer decisions. These three variables play a vital role in digital marketing, especially in an increasingly connected marketplace influenced by social media and user interactions.

In reality, these three elements interact and reinforce one another. Social Media Marketing provides a broader and more targeted promotional platform, while KOLs offer credibility and appeal to a larger audience. eWOM then serves as social proof, strengthening purchasing decisions, as consumers often seek reviews or recommendations from others before buying a product. When combined, these three elements create a more significant impact on purchasing decisions by supporting each other in building a positive brand image and increasing trust in the product.

CONCLUSIONS

The results of the research indicate that Social Media Marketing significantly and positively affects consumers' purchasing decisions related to Azarine products. Furthermore, the influence of Key Opinion Leaders (KOLs) on these purchasing decisions is notably beneficial. Additionally, Electronic Word of Mouth (e-WOM) has a substantial and impactful role in shaping consumer buying behavior. In conclusion, Social Media Marketing, KOLs, and e-WOM each contribute significantly, both individually and collectively, to the formation of consumer purchasing behavior. Furthermore, these three variables simultaneously contribute to consumer

transaction decisions for Azarine products, highlighting their complementary and reinforcing role in shaping customer behaviour.

This study emphasizes the significant impact of a digital promotion design, especially social media interaction and KOL support, in strengthening brand awareness and increasing consumer confidence. The novelty of this study lies in its demonstration of how these three factors work simultaneously to influence purchasing decisions, emphasizing the growing importance of digital marketing in the competitive beauty industry. As a recommendation, businesses should continue optimizing their digital marketing strategies by increasing consumer engagement on social media, expanding collaborations with credible KOLs, and encouraging positive consumer reviews to strengthen eWOM. For a more comprehensive understanding of consumer behavior, future studies can consider aspects such as price, product quality, and brand loyalty.

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