Research Article

Enhancing Skincare Purchase Decisions: A Case Study of Facetology in Semarang City

Anisah Gadiez Salsa Aprilleony¹*, Mahmud Mahmud², Bara Zaretta³, Febrianur Ibnu Fitroh Sukono Putra⁴

1-4 Faculty of Economics and Business, Dian Nuswantoro University, Indonesia; e-mail: 211202107321@mhs.dinus.ac.id
* Corresponding Author: Anisah Gadiez Salsa Aprilleony

Abstract: This study aims to analyze the influence of brand image, word of mouth, and product quality on the purchase decision of Facetology skincare products. The study uses a quantitative method to obtain objective and generalizable results. The sample consisted of 100 respondents, who were individuals who had purchased or used Facetology skincare products. The sampling technique used was purposive sampling, ensuring that the selected respondents met criteria relevant to the research objectives. Data collection was conducted through the distribution of questionnaires to the selected respondents to gather the necessary information. The data analysis technique employed was Smart PLS 4.0, which efficiently and accurately measures the relationships between variables. This study emphasizes the importance of understanding the factors influencing purchase decisions in the skincare industry, particularly for the Facetology brand. The results of the study indicate that word of mouth has a positive and significant effect on the purchase decision of Facetology products. Additionally, brand image was found to have no significant effect on the purchase decision, while product quality had a positive and significant effect on the purchase decision of Facetology products. The implications of this study suggest that the company can leverage word of mouth as an effective marketing strategy and focus more on improving product quality to influence consumer purchase decisions.

Keywords: Brand Image; Marketing Strategy; Product Quality; Purchase Decision; Word of Mouth

1. Introduction

The beauty industry encompasses numerous sectors, one of which is skincare. The skincare sector is one that is growing rapidly, especially in Indonesia. This is evidenced by statistical data showing that per capita income from the beauty and personal care industry in Indonesia reached IDR 420,720 in 2022, with total revenue reaching IDR 111.83 trillion. This growth is expected to continue, with an estimated increase of US$ 8.32 billion by 2024 (Rahma & Nasir, 2024). In Indonesia, high beauty standards drive significant demand for skincare products, both from international and local brands (Dewi et al., 2024).

Facetology is one of the most popular local skincare brands today. The Facetology skincare brand is owned by Facetology Innovation & Technology, a startup company engaged in the beauty and personal care sector. Founded in 2022, this brand focuses on personal care products such as sunscreen, facial cleanser, moisturizer, and toner. The company's goal is to enter the top three skincare companies in Indonesia (Rahma & Nasir, 2024). In this study, Facetology products were chosen because they successfully ranked first among the ranks of skincare brands on e-commerce with the highest sales.
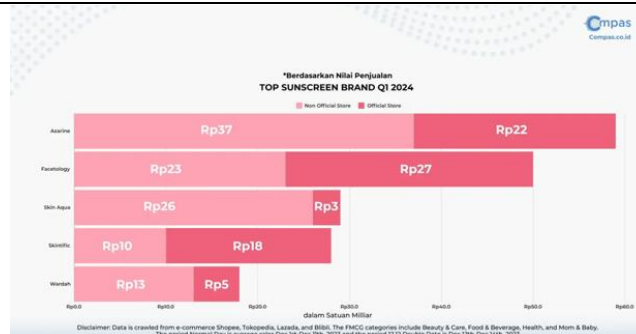
Figure 1. Top Brand Sunscreen Q1 2024
Source: Compass Market, 2024

Based on data released by the Compas Market Insight Dashboard, Facetology successfully ranked second in best-selling sunscreen sales with total sales of IDR 50 billion in Q1 2024, these sales consisted of IDR 23 billion from non-official stores and IDR 27 billion from official stores. Facetology's success in achieving second place shows that their sunscreen products are increasingly in demand by consumers. This can be caused by a combination of effective marketing strategies, positive reviews from consumers, and product quality that suits market needs. With this achievement, Facetology has the potential to continue to grow and compete with other major brands in the Indonesian skincare industry (Andin, 2024) .

Table 1. Best-Selling Sunscreen Brands Based on Market Share June & September 2024

Brand	June 2024	July 2024	August 2024	September 2024
Facetology	15.4%	12.1%	13.1%	11.3%
Azarine	10.6%	8.5%	9.2%	9.3%
Skintific	10.5%	6.7%	7.2%	7.7%

Source: Compas.co.id, 2024

Based on Compas data (2024), Facetology sunscreen shows a fluctuating trend but remains in close competition with Azarine. In June 2024, Facetology led the market with a share of 15.4%, followed by Azarine (10.6%) and Skintific (10.5%). However, Facetology's performance weakened in the following months, dropping to 12.1% in July and 11.3% in September.

Meanwhile, Azarine also experienced fluctuations, decreasing to 8.5% in July, but gradually rising to 9.3% in September, which allowed it to surpass Facetology in the final month. Skintific, on the other hand, consistently ranked third, with its market share declining from 10.5% in June to 6.7% in July, before slightly recovering to 7.7% in September. This decline was caused by tight competition in the skincare industry due to the many new sunscreen brands that have emerged recently.

In the midst of intense competition, consumer purchasing decisions are influenced by various factors. Three factors that play a significant role in influencing purchasing decisions include word of mouth, brand image, and product quality. Word of mouth has a significant influence in shaping perceptions and purchasing decisions. Consumers who receive positive recommendations from friends, family, or social media platforms tend to have more trust in a product. In addition, a positive brand image can increase consumer trust in the products offered. The role of the brand is very important because the brand is a product attribute that communicates the product to consumers regarding product quality, characteristics, and other attributes related to the product. Consumers will continue to remember the brand if the brand quality is considered good in the minds of consumers and will ultimately influence consumers in making product purchases (Foster, 2017). This will affect consumer decisions to buy. Then, product quality is also a major determining factor in purchasing decisions, because consumers tend to choose products that can provide real benefits and meet their expectations.

With increasing consumer awareness of the importance of product quality and widespread information dissemination through various channels, a deep understanding of these factors is crucial for brands like Facetology. Therefore, this study aims to analyze the role of word of mouth, brand image, and product quality on purchasing decisions for Facetology skincare products. It is hoped that the results of this study will provide useful insights for companies in formulating more effective marketing strategies to attract and retain customers.

Based on research by Cahayani & Sutar (2020), word of mouth influences purchasing decisions. This result differs from research by Hananto (2021), which found that WOM had no significant effect. Research by Anugrah (2023) revealed that brand image significantly influences purchasing decisions. However, the results of research by Ashari et al. (2020) differ, stating that the results were insignificant.

Then, research from Saputri & Utomo (2021) stated that product quality has a significant influence on purchasing decisions, contrary to the research results of Putra & Abiyoga (2023) which revealed that product quality does not have a significant influence on purchasing decisions.

In previous research conducted by Afrilliana et al. (2023) which discusses the influence of product quality and brand image on buying decision Good in a way simultaneous and partial, matter that is, too done by researchers Ika & Pebrianto (2020) which discusses about Word of Mouth And Product Quality in Azarine Products. Several previous researchers focused more on the factors that influence Buying decision in various product contexts, such as product quality, brand image, Word of Mouth. However, previous researchers have not conclusively researched further about Word of Mouth, brand image, and product quality which can improve buying decision from the context of Facetology skincare products. Therefore, the aim of this study is to determine the influence of WOM, brand image, and product quality on purchasing decisions for Facetology skincare products.

The academic benefits of this research are expected to improve competence and develop knowledge in the field of marketing management currently and in the future in companies so that they can continue to exist and compete with other companies. While the practical benefits of this research are expected to improve the author's understanding in the practice of management, especially marketing management, and add experience in analyzing and solving case problems in the field of marketing, expanding knowledge about word of mouth variables, brand image, and product quality, and can be useful for product facetology in the application of increasing purchasing decisions.

2. Literature Review
Theory of Planned Behavior
Theory of Planned Behavior explain that Consumer behavior is influenced by an individual's intention to perform an action (Panjaitan & Cahya, 2025). Theory of Planned Behavior, which was developed by Ajzen (1991), is a tool for measuring consumer cognitive factors. In this study, Word of Mouth brand image, and product quality can influence attitudes towards consumer behavior, which ultimately influences buying decision.

Positive Word of Mouth can increase trust and positive attitudes towards a product, thereby encouraging consumer intention to make a purchase. A strong brand image can shape consumers' positive perceptions of the product, increase positive attitudes towards the brand, and encourage consumers to purchase the product. Product quality can influence consumer perceptions of a product's value and benefits. High product quality increases consumer satisfaction, strengthens brand confidence, and fosters positive attitudes that ultimately drive purchasing decisions.

Buying Decision
A purchasing decision is a process in which consumers identify a problem, seek information about a particular product or brand, and evaluate how well each alternative can solve the problem, which then leads to a purchase decision (Rifani et al., 2023). A purchasing decision is an action taken by consumers to purchase a product. Therefore, consumer purchasing decision-making is a process of selecting one of several alternative problem-solving options with concrete follow-up (Zulkarnain, 2021).

Purchasing decision indicators according to Rifani et al. (2023), are as follows:
a. Preferred brands
b. Availability of options
c. Preference
d. Product information
e. Post-purchase behavior

Word of Mouth
Word of mouth is a statement (either personal or non-personal) conveyed by someone other than the service provider to the customer. Word of mouth is typically more credible and effective because it is conveyed by people the customer trusts, such as experts, friends, neighbors, family, colleagues, and media publicists. Furthermore, word of mouth is also quickly accepted as a reference, as customers often find it difficult to evaluate products/services they haven't purchased or experienced themselves (Maghfiroh, 2020).

Word of Mouth indicators according to Cahayani & Sutar (2020), are as follows:
a. Discussion
b. Topic
c. Tool
d. Participation
e. Supervision

Brand Image

Brand image is how marketers are able to present what consumers want and think when they see a brand (Cahyani & Hidayat, 2020). For marketers, a good brand image will hinder competitors' marketing activities, something that can make consumers like a product that has a good brand image (Amelfdi & Ardyan, 2020). According to Putra & Abiyoga (2023) to build a strong brand image, a product must develop its own brand image that differentiates itself from competitors and communicates the product's main benefits to target customers.

Brand Image Indicators according to Ika & Pebrianto (2020), namely as follows:
a. Production image
b. Customer image
c. Product image
d. Confession
e. Reputation

Product Quality

Product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs (Putra & Abiyoga, 2023). Companies need to continuously improve the quality of their products or services because improving product quality can make consumers feel satisfied with the products or services they buy, and will influence consumers to make repeat purchases (Maghfiroh, 2020).

Product Quality Indicators according to Saputri & Utomo (2021), are as follows:
a. Product durability
b. Comfort
c. Satisfy desires
d. Perceived quality
e. Conformance to specifications

Conceptual Framework

A conceptual framework plays a role in understanding or describing the flow of influence of independent variables on dependent variables. In this study, the influential independent variables are Word of Mouth, Brand Image, and Product Quality, while the influenced dependent variable is Purchase Decision.
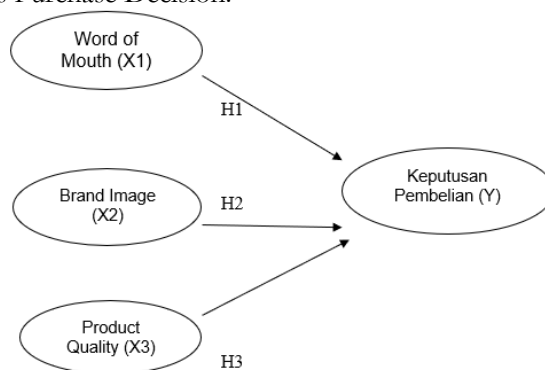
Figure 2. Conceptual Framework

The Influence of Word of Mouth on Purchasing Decisions

Word of Mouth is personal communication, whether oral or written. Both online and electronic, regarding the characteristics or experiences of purchasing or using a product or service. Marketing explores various measures to capture the influence of word of mouth. Word of mouth is linked to purchasing decisions. In this case, when individuals or other familiar personal sources share positive things about a product, consumers' desire to purchase it increases (Amelia et al., 2024).

This will benefit the manufacturing company. However, conversely, when a personal source we know gives a negative opinion about a product, it's highly likely that consumers will not use that product.

This negatively impacts the company, causing consumers to be reluctant to purchase the product. Research conducted by Robustin & Fauziah (2020) shows that word of mouth has a significant positive effect on purchasing decisions. Therefore, the hypothesis proposed in this study is:

H1. Word of mouth has a positive and significant influence on purchasing decisions.

The Influence of Brand Image on Purchasing Decisions

Brand image represents the overall perception of a brand, formed from information about the brand and past experiences, and also related to attitudes, which are beliefs about the brand. If consumers already have a positive opinion about a product's brand image, they are likely to conduct ongoing research on that product (Fernandi & Farida, 2022).

Brand image is a concept created by consumers based on subjective reasons and personal emotions. The resulting brand image is the perception of a brand, represented by brand associations in consumers' minds. Therefore, the better a product's brand image, the greater the consumer's interest in purchasing it. If consumers are interested in a product, it will increase their purchasing decisions (Hermiyenti & Wardi, 2019).

Brand image plays a crucial role in purchasing decisions. This is because when consumers like a brand, they will purchase its products without a second thought. It's crucial for companies to build a brand image, thereby instilling trust in consumers to make purchasing decisions (Desideria & Wardana, 2020).

H2. Brand image has a positive and significant influence on purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

Product quality and improvement are essential components of a marketing strategy. Good product quality will encourage consumers to choose and purchase high-quality products (Hapsoro & Hafidh, 2018). This is further supported by research conducted by Amron (2018), which found that product quality has a significant positive effect on purchasing decisions (Hapsoro & Hafidh, 2018).

H3. Product Quality has a positive and significant effect on purchasing decisions.

3. Research Method

This study used a quantitative method, with data collected through a questionnaire from consumers who had purchased skincare products on TikTok. Respondents were recruited online using a questionnaire distributed via Google Play and shared on social media platforms such as WhatsApp and Instagram. Quantitative research involves the analysis of numerical data using statistical techniques, and the database used was primary data (Adriyati & Indriani, 2017). The sample size for this study was 100 respondents, including consumers who had purchased Facetology skincare products on TikTok Shop. The sampling technique used was non-probability sampling with a purposive sampling method. Purposive sampling is a sampling method that uses certain considerations according to the following criteria: 1. Have purchased and used Facetology skincare products on TikTok, 2. Be over 17 years old.

The sample collection technique used the formula of Hair et al., which is recommended because the population size is not precisely known and recommends a minimum sample size of 5 to 10 times the number of indicator variables. Therefore, N = 6 x 18 = 108, rounded up to 100 respondents. Data were analyzed using the Partial Least Square (PLS) approach, a technique in Structural Equation Modeling (SEM) that focuses on components or variables, with testing including outer models, inner models, and hypothesis testing (Hasniati et al., 2021).

4. Results and Discussion

Respondent Description

A total of 100 respondents were collected and analyzed. The data collected included respondent characteristics, including gender, age range, and income level.

**Table 2.** Respondent Description

Information	Criteria	Amount	Percentage
Gender	Man	11	89%
	Woman	89	11%
	Total	100	100%
Domicile	Central Semarang	41	41%
	East Semarang	20	20%
	South Semarang	10	10%
	West Semarang	24	24%
	North Semarang	5	5%
	Total	100	100%

Source: Primary data (processed, 2025)

Based on the table above, the majority of the 100 respondents were female (89 respondents) and 11 (11%) were male. In the domicile category, the majority were domiciled in Central Semarang (41 respondents) followed by West Semarang (24 respondents), East Semarang (20 respondents), South Semarang (10 respondents), and North Semarang (5 respondents).

Ourter Model Analysis

Outer Model Analysis (Measurement Model Analysis) is carried out to determine the validity and reliability of the indicators used.
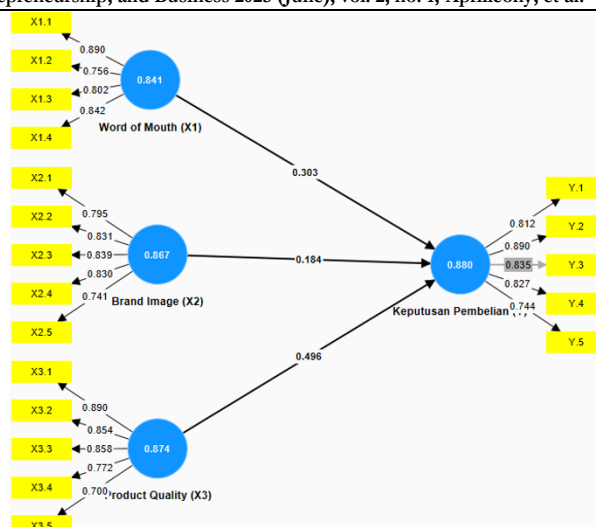
Figure 3. Outer Model Test

A second model test is conducted to establish the relationship between the independent and dependent variables. Convergent validity, discriminant validity, reliability, and construct validity are included in this test. The research hypothesis can be tested using the results of the PLS analysis.

Convergent Validity

Convergent validity is tested using the outer loading value for each indicator within each construct. Good reliability is considered if the outer loading value is greater than 0.70.

Table 3. Convergent Validity

	Brand Image (X2)	Purchase Decision (Y)	Product Quality (X3)	Word of Mouth (X1)
X1.1				0.890
X1.2				0.756
X1.3				0.802
X1.4				0.842
X2.1	0.795			
X2.2	0.831			
X2.3	0.839			
X2.4	0.830			
X2.5	0.741			
X3.1			0.890	
X3.2			0.854	
X3.3			0.858	
X3.4			0.772	
X3.5			0.700	
Y.1		0.812		
Y.2		0.890		
Y.3		0.835		
Y.4		0.827		
Y.5		0.744		

Source: SEM PLS 4, 2025

Based on the output above, it shows that the factor loading value of all indicators is greater than 0.70. So it can be concluded that these indicators are considered valid because the factor loading value is above 0.70.

Discriminant Validity

This test is conducted using cross-loading values. Discriminant validity is considered met if the cross-loading value for that indicator is the highest compared to other variables.

Table 4. Discriminant Validity

	Word of Mouth (X1)	Brand Image (X2)	Product Quality (X3)	Purchase Decision (Y)
X1.1	0.890	0.753	0.727	0.793
X1.2	0.756	0.580	0.645	0.697
X1.3	0.802	0.605	0.641	0.621
X1.4	0.842	0.638	0.633	0.661
X2.1	0.750	0.795	0.693	0.680
X2.2	0.611	0.831	0.520	0.590
X2.3	0.646	0.839	0.534	0.658
X2.4	0.583	0.830	0.536	0.639
X2.5	0.571	0.741	0.573	0.541

	Word of Mouth (X1)	Brand Image (X2)	Product Quality (X3)	Purchase Decision (Y)
X3.1	0.768	0.585	0.890	0.748
X3.2	0.635	0.567	0.854	0.722
X3.3	0.628	0.658	0.858	0.762
X3.4	0.546	0.529	0.772	0.667
X3.5	0.718	0.555	0.700	0.650
Y.1	0.667	0.626	0.751	0.812
Y.2	0.741	0.716	0.771	0.890
Y.3	0.630	0.617	0.707	0.835
Y.4	0.662	0.605	0.681	0.827
Y.5	0.778	0.610	0.661	0.744

Source: SEM PLS 4, 2025

Based on the test table above, the discriminant validity test uses cross-loading measurements. The value of each indicator in the construct was found to be higher than the indicators of the other constructs, indicating that the model's discriminant validity is high.

Construct Reliability and Validity

The reliability test uses composite reliability at the AVE value with a minimum limit of 0.5 and a Cronbach's alpha value above 0.7 to show the consistency of the instrument.

Table 5. Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image (X2)	0.867	0.871	0.904	0.653
Purchase Decision (Y)	0.880	0.882	0.913	0.677
Product Quality (X3)	0.874	0.879	0.909	0.669
Word of Mouth (X1)	0.841	0.850	0.894	0.679

Source: SEM PLS 4, 2025

Based on the table, it shows that the AVE value of each indicator on the Purchasing Decision (Y) is greater than 0.50. This indicates that each variable is reliable. Therefore, each variable has a high level of discriminatory validity. Each indicator in this study has a high level of discrimination, similar to the construct value data in the table, where the Cronbach's alpha value is greater than 0.70. It can be concluded that each variable meets the Cronbach's alpha requirements.

Inner Model Analysis

The strength and accuracy of the developed structural model are ensured through an evaluation of the structural model (inner model). Several indicators are examined in the structural model evaluation analysis process, namely:

Coefficient of Determinance (R-Square)

Based on the data processed with the SmartPLS program, the R Square value was obtained as follows:

Table 6. R -Square

	R-square	R-square adjusted
To Purchase Decision (Y)	0.830	0.825

Source: SEM PLS 4, 2025

Based on the table, it shows that the R-Sqare value on Purchasing Decision (Y) is 0.830. The results show that 83%% of purchasing decision variables can be influenced by word of mouth (X1), brand image (X2), and price (X3) and the remaining 17% are influenced by other variables outside the research model.

Goodness of Fit (GoF) Assessment

The goodness of fit test for the model can be seen in the NFI value $\geq$ 0.776, indicating a fit. Based on the data processed using the program, the following output results are obtained:

Table 7. Goodness of Fit (GoF)

	Saturated Model	Estimated Model
SRMR	0.085	0.085
d_ULS	1,369	1,369
d_G	0.928	0.928
Chi-square	468,652	468,652
NFI	0.7 84	0.7 84

Source: SEM PLS 4, 2025

Based on the table, it shows that the NFI value is 0.784 $\geq$ 0.776, indicating a good fit. Therefore, it can be concluded that the model in this study can have a high goodness of fit and is suitable for testing the hypothesis in this study.
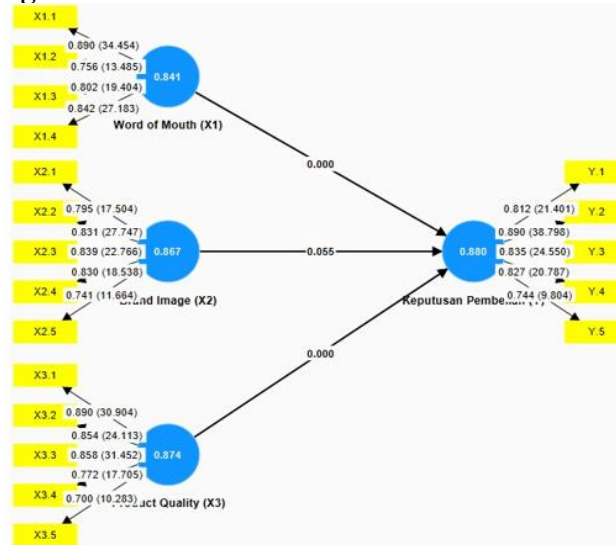
Hypothesis Testing

Figure 4. Hypothesis Testing

Once the inner model assessment is complete, the next step is to evaluate the relationships between the latent constructs according to the hypothesis. Hypothesis testing is performed using T-statistics and P-values. A hypothesis is considered acceptable if the T-statistic is >1.96 and P-values are <0.05. The following is the output.

Table 8. Path Coefficients Test

		Original sample (O)	T statistics (|O/STDEV|)	P values	Results
H1	Word of Mouth (X1) -> Purchase Decision (Y)	0.303	3,968	0.000	Accepted
H2	Brand Image (X2) -> Purchase Decision (Y)	0.184	1,917	0.055	Rejected
H3	Product Quality (X3) -> Purchasing Decision (Y)	0.496	5,798	0.000	Accepted

Source: SEM PLS 4, 2025

The Influence of Word of Mouth on Purchasing Decisions

Based on the hypothesis test, it states that the Word of Mouth variable has a positive and significant effect on purchasing decisions for Facetology skincare products. According to the original sample results of 0.303, the t-statistic is 3.968 > Table Za (1.96) and the p-value is 0.000 < 0.05. Thus, Hypothesis 1 in the study which states " word of mouth has a positive and significant effect" is accepted. This shows that if word of mouth for Facetology skincare products increases, it will increase purchasing decisions. Word of mouth has a significant impact on a person because the information received is considered authentic and trustworthy. A person tends to be more confident in information about a product if it is obtained from friends, relatives, or close people who have had experience with the product. This research supports research from Saputra & Ardani (2020) and Inayati et al. (2023) which shows that word of mouth has a positive and significant influence on purchasing decisions, that the more consumers share positive experiences about a product, the greater the likelihood that potential buyers will be interested in trying the product.

The Influence of Brand Image on Purchasing Decisions

Based on the hypothesis test, it states that the brand image variable does not have a significant effect on purchasing decisions for Facetology skincare products. According to the original sample results of 0.184, the t-statistic value is 1.917 <Za Table (1.96) and the p-value is 0.055> 0.05. Thus, Hypothesis 2 which states "brand image has a positive and significant effect on purchasing decisions" is rejected. This shows that brand image cannot be used as the main factor in influencing consumer purchasing decisions. Although Facetology skincare products are widely known and have a good image in the community, this does not necessarily make consumers decide to buy the product. For consumers, having a strong brand image isn't necessarily a deciding factor in choosing a product. Instead, they're more likely to consider other aspects such as price, word-of-mouth recommendations , and product quality before making a purchasing decision. This research supports research by Yunita & Indriyatni (2022) and Joesyiana (2020), which found that brand image has no significant influence on purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

Based on the hypothesis test, it states that the product quality variable has a positive and significant effect on purchasing decisions for Facetology skincare products. According to the original sample results of 0.496, the t-statistic is 5.798 > ZA Table (1.96) and the p-value is 0.000 < 0.05. Thus, Hypothesis 3 in this study, which states " product quality has a positive and significant effect on purchasing decisions," is accepted. This indicates that improving product quality can be achieved by strengthening product advantages to match consumer expectations. When product quality improves, consumers tend to provide positive reviews, which can encourage decisions to purchase Facetology skincare products. Thus, higher product quality contributes to influencing purchasing decisions for Facetology skincare products. This study supports research by Amelia et al. (2024) and Montolalu et al. (2021) which state that product quality has a positive and significant effect on purchasing decisions.

5. Conclusion

Based on the results, the conclusion of this study shows that the decision to purchase Facetology skincare products is significantly influenced by three main factors, namely word of mouth, brand image, and product quality. The results of this study indicate that word of mouth and product quality have a positive and significant influence on purchasing decisions, which means that positive reviews from previous consumers and good product quality can encourage consumers to purchase the product. In contrast, brand image is not proven to have a significant influence on purchasing decisions, although it is important in building consumer trust. Although the results of this study provide important insights for companies, there are limitations in this study, such as the sample only includes consumers who have purchased Facetology products and does not consider other external variables that can influence purchasing decisions. Therefore, further research with a wider sample and additional variables is needed to deepen the understanding of purchasing decisions in the beauty industry.

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