

The Effect of Influencer Marketing, Electronic Word of Mouth (E-WOM), and Social Media Marketing On Purchase Decisions for Wardah Glasting Liquid Lip Product (A Study of Active Female Undergraduate Students at UPN “Veteran” East Java)

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Abstract

This study discusses the influence of digital marketing strategies, namely influencer marketing, electronic word of mouth (E-WOM), and social media marketing, on purchase decisions for Wardah Glasting Liquid Lip products. The purpose of this study is to analyze the simultaneous and partial effects of these variables on purchase decisions among active female undergraduate students at UPN “Veteran” East Java. This research uses a quantitative approach with primary data collected through questionnaires distributed to 150 respondents selected using purposive sampling. Data were analyzed using IBM SPSS Statistics 26 through validity, reliability, classical assumption, multiple linear regression, t-test, F-test, and coefficient of determination (R²) analysis. The results show that influencer marketing, electronic word of mouth (E-WOM), and social media marketing simultaneously and partially have a positive and significant effect on purchase decisions. These findings indicate that digital marketing strategies play an important role in influencing consumer purchasing decisions for local cosmetic products.

INTRODUCTION

The development of digital technology in the era of globalization has brought significant changes to communication patterns, consumer behavior, and corporate marketing strategies. Marketing activities today no longer rely solely on conventional media, but have shifted toward utilizing digital platforms that can reach consumers more widely, quickly, and interactively. According to Sari and Yuliana (2024), technological developments are encouraging companies to utilize digital media as an effective marketing tool to reach consumers. In the beauty industry, changes in consumer behavior are increasingly evident through the increasing use of social media as a primary source of information before purchasing cosmetic products. The cosmetics industry in Indonesia has experienced rapid growth in recent years. Data from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia (2024) shows that the number of national cosmetics companies increased from 913 in 2022 to 1,010 in mid-2023. This growth is supported by increasing public awareness of self-care and the development of digital transactions through e-commerce and social media. This phenomenon indicates that beauty products are no longer viewed as secondary needs but have become part of people's lifestyles, especially among the younger generation.

One local cosmetic brand that has successfully maintained its presence is Wardah. As a pioneer of halal cosmetics in Indonesia, Wardah continues to innovate in presenting products that meet consumer needs and actively utilizes digital media as a marketing tool. One product that is quite popular is Wardah, a lip tint with a lightweight formulation, a natural look, and an affordable price. This product is increasingly popular among teenagers and female students because it is considered to suit the needs of young consumers who actively use social media and follow digital beauty trends. According to Kotler et al. (2021), a purchasing decision is the process by which consumers make a choice regarding a product based on an assessment of its benefits, price, and the information they obtain. During this process, consumers go through several stages, including need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. In the digital era, information seeking is often conducted through social media and online platforms that provide various product reviews and recommendations.

The development of social media platforms like Instagram, TikTok, and YouTube has transformed the way consumers discover, evaluate, and decide to purchase beauty products. Consumers no longer rely solely on traditional advertising but are increasingly influenced by digital content such as product reviews, makeup tutorials, user testimonials, and influencer recommendations. According to Putri (2024), digital marketing strategies through social media can build engagement and two-way communication between companies and consumers, thus influencing purchasing decisions. Influencer marketing has become one of the most widely used strategies by cosmetics companies to build rapport with their audiences. According to Pratiwi (2022), influencer marketing is a trust-based promotional strategy where influencers act as opinion leaders in conveying marketing messages to their audiences. Influencers are considered to have credibility, appeal, and communication skills that can influence consumer perception of a product. In the context of beauty products, consumers tend to be interested in trying a product after seeing the results of product use displayed by influencers through visual content such as reviews, swatches, or makeup tutorials. Besides influencer marketing, electronic word of mouth (E-WOM) is also a crucial factor in influencing consumer purchasing decisions. According to Liana (2021), word of mouth is a communication process between consumers that provides recommendations based on their experience using a product. Meanwhile, Mehyar et al. (2020) explain that electronic word of mouth is a form of digital communication in the form of information or reviews disseminated via the internet and beyond the company's control. Consumers tend to read reviews and other users' experiences before purchasing cosmetic products to reduce the risk of dissatisfaction with the product they intend to purchase.

On the other hand, social media marketing has become a strategic tool for companies to build interactive communication with consumers. Narottama and Moniaga (2022) stated that advances in internet technology help companies utilize social media as an effective means of promoting products and services. Furthermore, Firdiansyah (2022) explains that social media marketing is a form of marketing that utilizes social media to create closer communication and relationships with consumers. Wardah actively utilizes social media through various digital campaigns, collaborations with beauty influencers, and creative content that follows social media trends to increase brand engagement.

Several previous studies have shown that influencer marketing, e-WOM, and social media marketing have a positive influence on consumer purchasing decisions. Research conducted by Aldi Taufik Darmawan and Mulyo Budi Setiawan (2024) showed that influencer marketing, electronic word of mouth, and social media marketing have a positive influence on purchasing

decisions for fashion products. Another study by Dhiany Nurhasanah Hanifa, Fayza Nandika Fitriyani, and May Dedu (2025) also showed that these three variables significantly influence purchasing decisions for skincare products. However, there are still limitations in research that specifically examines the influence of these three variables simultaneously on local cosmetic products, especially lip tint or liquid lip products.

Active undergraduate students at UPN "Veteran" East Java's Undergraduate Program were selected as research subjects because they are a young generation with high social media usage and considerable exposure to digital content related to beauty products. This group also tends to actively follow cosmetic trends, view influencer reviews, read online reviews, and purchase beauty products based on digital recommendations. Therefore, it is important to determine the extent to which influencer marketing, electronic word of mouth (e-WOM), and social media marketing influence purchasing decisions among active undergraduate students at UPN "Veteran" East Java.

Based on this description, this study was conducted to analyze the influence of influencer marketing, electronic word of mouth (e-WOM), and social media marketing on product purchasing decisions among active undergraduate students at UPN "Veteran" East Java. This research is expected to contribute to the development of digital marketing and consumer behavior, as well as provide input for companies in designing more effective marketing strategies in the digital era.

METHODS

Types and Approaches to Research

This study employs a quantitative approach using a questionnaire. The quantitative approach is used to objectively measure the influence of influencer marketing, electronic word of mouth (E-WOM), and social media marketing on purchasing decisions through numerical data and statistical analysis.

Data Types and Source

The types of data used in this study are primary and secondary data. Primary data were collected directly through the distribution of questionnaires to respondents, while secondary data were obtained from journals, books, articles, and other relevant literature sources.

Research Object

The subject of this study is a research project focusing on the influence of influencer marketing, electronic word of mouth (E-WOM), and social media marketing on purchasing decisions regarding this product among female students currently enrolled in the Bachelor's Degree Program at UPN "Veteran" East Java.

Population and Sampling Techniques

The population for this study consists of current female undergraduate students at UPN "Veteran" East Java who have purchased and used Wardah Glasting Liquid Lip products. The sampling technique employed was purposive sampling, with the criteria for respondents being current female students who are familiar with, have purchased, and use Wardah Glasting Liquid Lip products. The sample size for this study was 150 respondents.

Data Collection Technique

Data collection was conducted by distributing an online questionnaire using a 1–5 Likert scale. The questionnaire was used to measure respondents' reactions to the variables of influencer marketing, electronic word of mouth (E-WOM), social media marketing, and purchase decisions.

Data Analysis Technique

The data analysis technique used in this study was the IBM SPSS Statistics 26 software. The analysis was conducted to determine the influence of influencer marketing, electronic word of mouth (E-WOM), and social media marketing on purchasing decisions.

The analysis stages included validity and reliability tests to assess the suitability of the research instruments, classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests, as well as multiple linear regression analysis. Subsequently, a coefficient of determination (R^2) test, a t-test (partial), and an F-test (simultaneous) were conducted to determine the effect of each independent variable on the dependent variable.

RESULTS AND DISCUSSION

Results

Validity Test

The questionnaire used in this study consisted of 32 items, including 8 items for the Influencer Marketing variable, 8 items for the Electronic Word of Mouth variable, 8 items for the Social Media Marketing variable, and 8 items for the Purchase Decision variable. This test was conducted by comparing the calculated r value with the table r value and the significance probability. The validity test was deemed valid if the calculated $r >$ table r or the significance probability (p-value) < 0.05

Table 1. Validity Test

Variable	R_{value}	r_{table}	Sig.	Description
Influencer Marketing (X1)	0,615	0,160	0.01 < 0.05	Valid
	0,592	0,160	0.01 < 0.05	Valid
	0,622	0,160	0.01 < 0.05	Valid
	0,580	0,160	0.01 < 0.05	Valid
	0,486	0,160	0.01 < 0.05	Valid
	0,547	0,160	0.01 < 0.05	Valid
	0,665	0,160	0.01 < 0.05	Valid
	0,550	0,160	0.01 < 0.05	Valid
Electronic Word of Mouth (X2)	0,639	0,160	0.01 < 0.05	Valid
	0,654	0,160	0.01 < 0.05	Valid
	0,588	0,160	0.01 < 0.05	Valid
	0,609	0,160	0.01 < 0.05	Valid
	0,544	0,160	0.01 < 0.05	Valid
	0,706	0,160	0.01 < 0.05	Valid
	0,622	0,160	0.01 < 0.05	Valid
	0,654	0,160	0.01 < 0.05	Valid
Social Media Marketing (X3)	0,697	0,160	0.01 < 0.05	Valid
	0,619	0,160	0.01 < 0.05	Valid
	0,580	0,160	0.01 < 0.05	Valid
	0,654	0,160	0.01 < 0.05	Valid
	0,746	0,160	0.01 < 0.05	Valid
	0,631	0,160	0.01 < 0.05	Valid
	0,697	0,160	0.01 < 0.05	Valid
	0,703	0,160	0.01 < 0.05	Valid
	0,573	0,160	0.01 < 0.05	Valid

Purchase	0,566	0,160	0.01 < 0.05	Valid
Decision (Y)	0,516	0,160	0.01 < 0.05	Valid
	0,456	0,160	0.01 < 0.05	Valid
	0,608	0,160	0.01 < 0.05	Valid
	0,397	0,160	0.01 < 0.05	Valid
	0,512	0,160	0.01 < 0.05	Valid
	0,631	0,160	0.01 < 0.05	Valid

Source: Processed data by the Author, 2026

Based on the results shown in the table above, it is evident that all the statements have a calculated r value greater than the critical r value (0.160), therefore, in this study, all the statements meet the validity criteria, meaning that all of them are valid.

Reliability Test

A reliability test is used to determine the extent to which a measurement can be trusted; if measurements of the same object yield the same results with good measurement consistency, the test is considered reliable. If the Cronbach's Alpha coefficient ≥ 0.60 , all research variables are deemed reliable.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Cross Of Value	Description
Influencer Marketing (X1)	0,721	$\geq 0,60$	Reliabel
Electronic Word Of Mouth (X2)	0,778	$\geq 0,60$	Reliabel
Social Media Marketing (X3)	0,818	$\geq 0,60$	Reliabel
Keputusan Pembelian (Y)	0,640	$\geq 0,60$	Reliabel

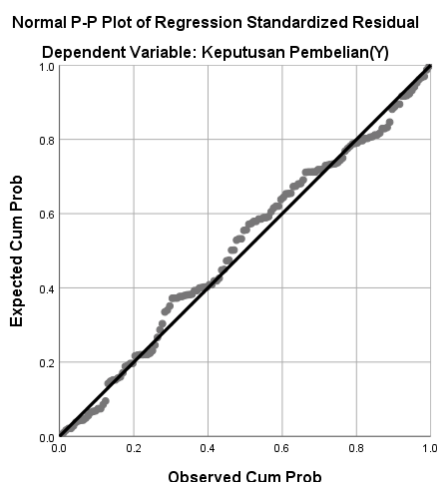
Source: Processed data by the Author, 2026

Based on the table above, the Cronbach's alpha values for each variable are greater than 0.60, indicating that all variables are reliable. Since the criteria for validity and reliability have been met, the tested instrument can be effectively used for further data collection.

Classical Assumption Tests

Normality Test

The purpose of a normality test is to determine whether the dependent variable, the independent variable, or both are normally distributed in a regression model. A good regression model has a normal or near-normal distribution. To perform a normality test on the data, one can use the results of the Kolmogorov-Smirnov test with a significance level (sig) of 0.05. If significant value > 0.05 , the data is considered normally distributed, if the significant value < 0.05 , the data distribution is not normal.



Source: Questionnaire Result (Processed by the Researcher, 2026)

Based on the results of the Normal P–P Plot, it can be seen that the residual points are scattered around the diagonal line and follow its direction. This indicates that the residual data are normally distributed, thus fulfilling the assumption of normality in the regression model.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.10850414
Most Extreme Differences	Absolute	.071
	Positive	.052
	Negative	-.071
Test Statistic		.071
Asymp. Sig. (2-tailed)		.064 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Questionnaire Result (Processed by the Researcher, 2026)

The results of the normality test show a significance value of 0.064, which is greater than 0.05. This indicates that the data are normally distributed. Thus, the assumption of normality in the regression model has been met. The data are suitable for further analysis.

Multicollinearity Test

Multicollinearity tests are used in multiple regression analysis involving two or more independent variables. To identify the presence of multicollinearity, the Variance

Inflation Factor (VIF) is used. If the VIF value is less than 10 for all variables and the tolerance value is 0.10, it can be concluded that there is no multicollinearity in the multiple linear regression model.

Table 3. Multicollinearity Test

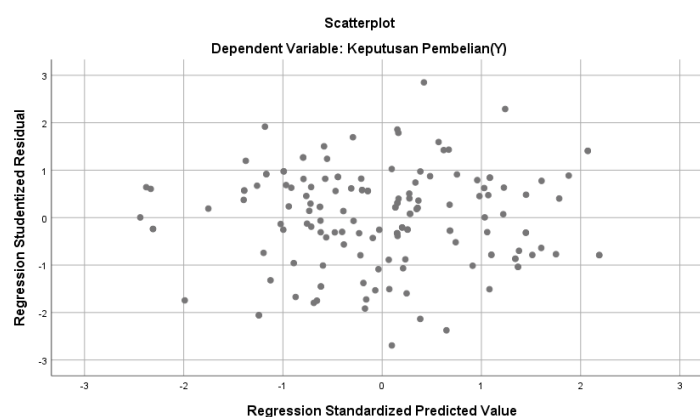
Variable	Tolerance	VIF
Influencer Marketing (X1)	0,753	1,329
Electronic Word of Mouth (X2)	0,771	1,297
Social Media Marketing (X3)	0,877	1,140

Source: Processed data by the Author, 2026

Based on the table above, it can be seen that the tolerance values for Influencer Marketing are 0.753, for E-WOM are 0.771, and for Social Media Marketing are 0.877, all of which are greater than 0.10. Meanwhile, the VIF values are 1.329, 1.297, and 1.140, respectively, which are all less than 10. This indicates that there is no multicollinearity. In other words, the independent variables are not highly correlated with one another.

Heteroscedasticity Test

A heteroscedasticity test was conducted to evaluate the uneven variability of the absolute values of the unstandardized residuals from the regression related to the independent variables Influencer Marketing, E-WOM, and Social Media Marketing. The results of this test are considered significant if the value is above 0.05, indicating that there is no heteroscedasticity, and vice versa. The following are the results of the heteroscedasticity test using the Glejser test.



Source: Questionnaire Result (Processed by the Researcher, 2026)

Based on the results above, it can be seen that the significance values are 0.185 for Influencer Marketing, 0.748 for E-WOM, and 0.524 for Social Media Marketing. All of these values are > 0.05 , indicating that there is no

heteroscedasticity. This suggests that the residual variance is constant. The regression model satisfies the assumption of homoscedasticity.

Multiple Linear Regression Analysis

The purpose of multiple linear regression analysis is to determine the effect of on purchasing decisions and to test the validity of the hypotheses used in this study.

Table 4. Multiple Linear Regression Analysis

Variables	Coefficient (B)	t Count	Sig.	Description
(Constant)	1.754	5.167	0.000	-
Influencer Marketing	0.345	3.489	0.030	Significant
E-WOM	0.357	4.040	0.018	Significant
Social Media Marketing	0.321	3.897	0.008	Significant

Source: Questionnaire Results (Processed by the Researcher, 2026)

Based on the analysis results, the regression equation is:

$$Y = 1,754 + 0,345X_1 + 0,357X_2 + 0,321X_3$$

The regression equation indicates that:

1. The Influencer Marketing variable (X1) has a positive and significant effect on purchase decisions, with a coefficient of 0.345 and a p-value of $0.030 < 0.05$.
2. The E-WOM variable (X2) has a positive and significant effect on purchase decisions with a coefficient value of 0.357 and a significance level of $0.018 < 0.05$.
3. The Social Media Marketing variable (X3) has a positive and significant effect on purchasing decisions with a coefficient value of 0.321 and a significance level of $0.008 < 0.05$.

Coefficient of Determination (R²) Test

Table 5. Results of the Coefficient of Determination (R²) Tset

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Wats on
1	.723 ^a	.589	.579	1.11983	2.090

a. Predictors: (Constant), Social Media Marketing(X3), E-WOM(X2), Influencer Marketing(X1)

b. Dependent Variable: Purchase Decision

Source: Questionnaire Results (Processed by the Researcher, 2026)

The R-squared value is 0.589, or 58.9%, which means that the variables Influencer Marketing, E-WOM, and Social Media Marketing account for 58.9% of the variation in Purchase Decision. The remaining 41.1% is influenced by other variables outside the scope of this study. This indicates that the model has a fairly strong explanatory power.

Hypothesis Testing

F-Test (Simultaneous)

Tabel 6. Results of the F-Test (Simultaneous)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	116.442	3	38.814	30.951	.000 ^b
Residual	183.088	146	1.254		
Total	299.530	149			

Dependent Variable: Purchase Decision (Y)

a. Predictors: (Constant), Social Media Marketing(X3), E-WOM(X2), Influencer Marketing(X1)

Source: Questionnaire Results (Processed by the Researcher, 2026)

Based on the table above, the significance value is $0.000 < 0.05$ and the calculated F-value is 30.951. This indicates that Influencer Marketing, E-WOM, and Social Media Marketing collectively have a significant effect on Purchase Decisions. Therefore, the regression model is appropriate for use. At a significance level of 5% (0.05), the critical F-value can be found in the F-statistic table. For $df_2 = 146$, the critical F-value is 2.67.

The results of the table above indicate that H4: Influencer Marketing, E-WOM, and Social Media Marketing have a simultaneous effect on the decision to purchase Wardah Glasting Liquid Lip. The calculation results show that the calculated F-value is 30.951 and the significance level is 0.000. Since the calculated F-value is greater than the critical F-value and the significance level is less than 0.05, H4 is accepted. Thus, it is concluded that the variables Influencer Marketing (X1), E-WOM (X2), and Social Media Marketing (X3) simultaneously have a significant influence on the Purchase Decision (Y) for the Wardah Glasting Liquid Lip product.

t-Test (Partial)

This partial hypothesis test, also known as the t-test, is used to determine the individual effect of each independent variable on the dependent variable. If the calculated t-value is $>$ the critical t-value or α (the significance level) is > 0.05 , then H_0 is rejected, indicating that there is no significant effect.

Tabel 7. T-Test (Partial)

Model	Coefficients ^a				t.	Sig.
	Unstandarized Coefficients		Standarized Coefficients			
	B	Std.Error	Beta			
1 (Constant)	1.754	.339			5.167	.000
Influencer Marketing(X1)	.345	.099	.260		3.489	.030
E-WOM(X2)	.357	.088	.298		4.040	.018
Social Media Marketing(X3)	.321	.082	.269		3.897	.008

a. Dependet Variable: Purchase Decision (Y)

Source: Questionnaire Results (Processed by the Researcher, 2026)

Based on the results of the t-test, with a critical t-value of 1.976 and a significance level of 5% (0.05), all research variables have a significant influence on the decision to purchase Wardah Glasting Liquid Lip. The Influencer Marketing variable (X1) obtained a calculated t-value of 3.489 with a significance level of 0.030, the E-WOM variable (X2) obtained a calculated t-value of 4.040 with a significance level of 0.018, and the Social Media Marketing variable (X3) obtained a calculated t-value of 3.897 with a significance level of 0.008. Since all t-calculated values are greater than the t-table value and the significance levels are less than 0.05, H1, H2, and H3 are accepted. Thus, these three variables have a significant partial effect on the purchase decision.

DISCUSSION

The Effect of Influencer Marketing on Purchase Decisions

The results of the first hypothesis test (H1) indicate that the Influencer Marketing variable (X1) has a positive and significant effect on the purchase decision for Wardah Glasting Liquid Lip among undergraduate students at UPN “Veteran” East Java. A calculated t-value of 3.489 and a significance level of < 0.030 indicate that, statistically, the influence of influencer marketing on purchasing decisions is very strong and scientifically valid. Therefore, hypothesis H1 is accepted. Theoretically, these findings align with modern marketing concepts that emphasize the importance of influencers in shaping consumer decisions. According to Philip Kotler (2021), in the evolution of digital marketing, consumers today are more likely to trust recommendations from individuals they perceive as relevant and authentic rather than conventional advertisements. Influencers act as opinion leaders capable of influencing perceptions, attitudes, and even purchasing decisions through the content they share on social media. Additionally, recent research by Lou & Yuan (2020) indicates that the effectiveness of influencer marketing is influenced by the level of credibility, authenticity, and the closeness of the relationship between the influencer and their followers. When consumers feel that influencers provide honest reviews that align with real-life experiences, trust in the product increases, which ultimately drives purchasing decisions. These findings are also supported by research conducted by Sokolova & Kefi (2020), which found that

social media influencers have a significant influence on purchase intentions and decisions, primarily due to their ability to build parasocial relationships with their audience.

Thus, it can be concluded that in the context of the Wardah Glasting Liquid Lip product, the appropriate and credible use of influencer marketing can increase consumer trust, thereby directly impacting an increase in purchase decisions.

The Effect of Electronic Word of Mouth (E-WOM) on Purchase Decisions

The results of the first hypothesis test (H2) indicate that the Electronic Word of Mouth (E-WOM) variable (X2) has a positive and significant influence on the purchase decision for Wardah Glasting Liquid Lip among undergraduate students at UPN “Veteran” East Java. A calculated t-value of 4.040 and a significance level of < 0.018 indicate that, statistically, the influence of Electronic Word of Mouth (E-WOM) on purchasing decisions is very strong and scientifically valid. Therefore, hypothesis H2 is accepted. Theoretically, the results of this study are consistent with the concept of digital consumer behavior, which states that Electronic Word of Mouth (e-WOM) is a key factor influencing purchase decisions. According to Philip Kotler (2021), in the digital era, consumers tend to seek and trust information from fellow users through online reviews rather than one-way marketing communications. This is because e-WOM is considered more objective, honest, and based on real-life experiences. Additionally, research by Cheung & Thadani (2020) shows that e-WOM has a significant influence on purchasing decisions because it reduces consumer uncertainty regarding a product. Positive reviews from other users can boost trust, while the quantity and quality of available information also reinforce consumers' confidence in choosing a product. Other recent studies, such as that conducted by Filieri et al. (2021), also found that the credibility of information, the quality of reviews, and the valence (positive/negative) of e-WOM play a crucial role in shaping consumers' purchasing decisions on digital platforms. Thus, it can be concluded that the more positive and trustworthy the information disseminated through e-WOM regarding the Wardah Glasting Liquid Lip product, the greater its influence in encouraging consumers, particularly female college students, to make a purchase decision.

The effect of Social Media Marketing on Purchase Decisions

The results of the first hypothesis test (H3) indicate that the Social Media Marketing variable (X3) has a positive and significant influence on the purchase decision for Wardah Glasting Liquid Lip among undergraduate students at UPN “Veteran” East Java. A calculated t-value of 3.897 and a significance level of < 0.008 indicate that, statistically, the influence of social media marketing on purchasing decisions is very strong and scientifically valid. Therefore, hypothesis H3 is accepted. Theoretically, these findings align with digital marketing concepts that emphasize social media marketing as an effective strategy for influencing consumer behavior, particularly in the decision-making process. According to Philip Kotler (2021), social media allows companies to interact directly with consumers, build closer relationships, and convey product information quickly and engagingly. Additionally, research by Yadav & Rahman (2020) states that social media marketing has a significant effect on purchasing decisions because it can increase brand awareness, engagement, and consumer trust through interactive and relevant content. Consumers tend to be more interested in products that frequently appear on social media with visually appealing content and are supported by active brand communication. Other recent studies, such as the one conducted by Bilgin (2022), have also found that social media marketing activities have a positive

influence on consumer purchasing behavior, primarily due to their ability to create engaging digital experiences and make it easier for consumers to access product information. Thus, it can be concluded that the more effective Wardah's social media marketing strategy is through creative, informative, and interactive content the greater its influence in encouraging consumers, particularly female college students, to make the decision to purchase Wardah Glasting Liquid Lip.

The effect of Influencer Marketing, Electronic Word of Mouth (E-WOM), and Social Media Marketing on Purchase Decisions

Based on the results of the F-test (simultaneous), it was found that the three independent variables—influencer marketing (X1), E-WOM (X2), and social media marketing (X3)—collectively have a positive influence on the purchase decision (Y) of Wardah Glasting Liquid Lip products among female undergraduate students at UPN “Veteran” East Java. This is evidenced by the calculated F-value of 30.951, which is significantly larger than the critical F-value, as well as a p-value of < 0.000 , which is far below the 0.05 threshold. Thus, the fourth hypothesis (H4) is accepted, and it can be concluded that, simultaneously, these three variables influence consumers' purchase decisions regarding the Wardah Glasting Liquid Lip product. The power of this combined influence reflects the synergy among the three key elements of the digital marketing strategy implemented for the Wardah Glasting Liquid Lip product: influencer marketing, electronic word of mouth (e-WOM), and social media marketing. Influencer marketing plays a role in building appeal and trust through public figures who are credible in the eyes of the audience. E-WOM exerts influence through reviews, recommendations, and the experiences of other consumers that are widely shared across digital platforms. Meanwhile, social media marketing serves as the primary channel for delivering marketing messages in a creative and interactive manner, while reaching a broader target market.

When these three variables work together, consumers are not only visually drawn to the content presented but also gain confidence through influencer recommendations and reviews from other users. This creates a stronger impetus in the purchase decision-making process, as consumers perceive the product as not only appealing but also trustworthy and relevant to their needs. Theoretically, these findings support the concept of integrated marketing, which states that various elements within a marketing strategy do not operate in isolation but rather complement one another in influencing consumer behavior. The combination of effective influencer marketing, positive e-WOM, and engaging social media marketing will form a strong and comprehensive perception, thereby enhancing consumers' purchasing decisions.

The findings of this study are also consistent with previous research indicating that influencer marketing, e-WOM, and social media marketing simultaneously have a significant influence on purchasing decisions. In this context, Wardah has successfully leveraged these three aspects optimally in its marketing strategy, particularly through digital platforms widely used by female college students. This not only enhances purchasing decisions but also strengthens Wardah's brand image as a relevant and trusted beauty product among the younger generation. Overall, it can be concluded that to enhance purchasing decisions, companies need to manage and integrate influencer marketing, e-WOM, and social media marketing strategies effectively, consistently, and adaptively in response to evolving digital trends and consumer behavior.

CONCLUSION

The results of the study indicate that Influencer Marketing (X1), Electronic Word of Mouth (E-WOM) (X2), and Social Media Marketing (X3) simultaneously have a positive and significant influence on the purchase decision of Wardah Glasting Liquid Lip among active female undergraduate students at UPN “Veteran” East Java. This is evidenced by the results of the F-test with a calculated F-value of $30.951 > 2.67$ and a significance level of $0.000 < 0.05$, thus accepting the fourth hypothesis (H4). Partially, Influencer Marketing has a significant effect on purchase decisions with a t-calculated value of 3.489 and a significance level of $0.030 < 0.05$, so H1 is accepted. E-WOM also has a significant effect with a t-calculated value of 4.040 and a significance level of $0.018 < 0.05$, so H2 is accepted. Furthermore, Social Media Marketing has a significant influence with a t-value of 3.897 and a significance level of $0.008 < 0.05$, so H3 is accepted. These results indicate that the better the strategies for Influencer Marketing, E-WOM, and Social Media Marketing, the higher the consumers’ purchase decisions regarding the Wardah Glasting Liquid Lip product.

The findings of this study indicate that influencer marketing, electronic word of mouth (E-WOM), and social media marketing have a positive and significant effect on purchase decisions for Wardah Glasting Liquid Lip products among active female undergraduate students at UPN “Veteran” East Java. Both simultaneous and partial tests show that these three independent variables contribute significantly to shaping consumer purchasing decisions.

Among the three variables, E-WOM shows the strongest influence, indicating that online reviews and recommendations from other consumers play an important role in increasing trust and encouraging purchase decisions. In addition, influencer marketing and social media marketing also contribute positively by creating attractive product exposure and interactive communication between the brand and consumers.

Based on these findings, companies are recommended to strengthen their digital marketing strategies by collaborating with credible influencers, maintaining positive online reviews, and creating engaging social media content. For future research, it is suggested to include other variables such as brand image, price perception, or purchase intention to provide a broader understanding of consumer purchasing behavior in the cosmetic industry.

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