

The Influence of Korean Wave, E-WOM, and Brand Awareness on Purchase Interest of Korean Skincare Products Brand Innisfree Among Gen Z

Rohadatul Aisy¹, Akhmad Saufi²

^{1,2} Management, Faculty of Economics and Business, University of Mataram, West Nusa Tenggara, Indonesia

E-mail: rhdatlaisy@gmail.com, akhmad.saufi@unram.ac.id

Abstract

Keywords:

Brand Awareness, E-WOM, Korean Wave, Purchase Interest, Innisfree

The skincare industry in Indonesia is growing rapidly driven by Gen Z's interest in K-Beauty due to the influence of the Korean Wave, but Innisfree experienced a decline in sales after its 2024 rebranding due to intense competition. This study aims to analyze the influence of the Korean Wave, Electronic Word-of-Mouth (E-WOM), and Brand Awareness on the purchase interest of Innisfree skincare products among Gen Z in Mataram City. Using a causal associative quantitative approach, primary data were collected through an online Likert-scale questionnaire from 100 Gen Z respondents (aged 17-28) with purposive sampling, analyzed by SPSS multiple linear regression after testing validity, reliability, and classical assumptions. The results show that the Korean Wave ($\beta = 0.249, p = 0.036$) and E-WOM ($\beta = 0.634, p = 0.000$) have a positive and significant effect on purchase interest, while Brand Awareness ($\beta = 5.650, p = 0.087$) has a positive but insignificant effect; simultaneously explained 74.9% of the variation (Adj. $R^2=0.749$). In conclusion, E-WOM was the most dominant, so Innisfree needs to prioritize digital reviews and cultural endorsements for market recovery.

INTRODUCTION

The development of the beauty industry in Indonesia shows significant growth along with increasing public awareness of self-care, advances in digital technology, and high social media usage, especially among the younger generation (Al Hafizi & Ali, 2021). Skincare products are no longer seen as basic necessities, but rather as part of a modern lifestyle, with Statista data (2024) reflecting an increasing beauty and personal care market in Indonesia (Harahap, 2025). The Korean Wave or Hallyu phenomenon has become a global cultural factor influencing Indonesian consumer behavior, encompassing K-pop, K-dramas, films, and the Korean lifestyle that has spread since the 1990s (Prasanti & Dewi, 2020; Rahmadani, 2021).

Figure 1. Global annual revenue trend of Innisfree brand

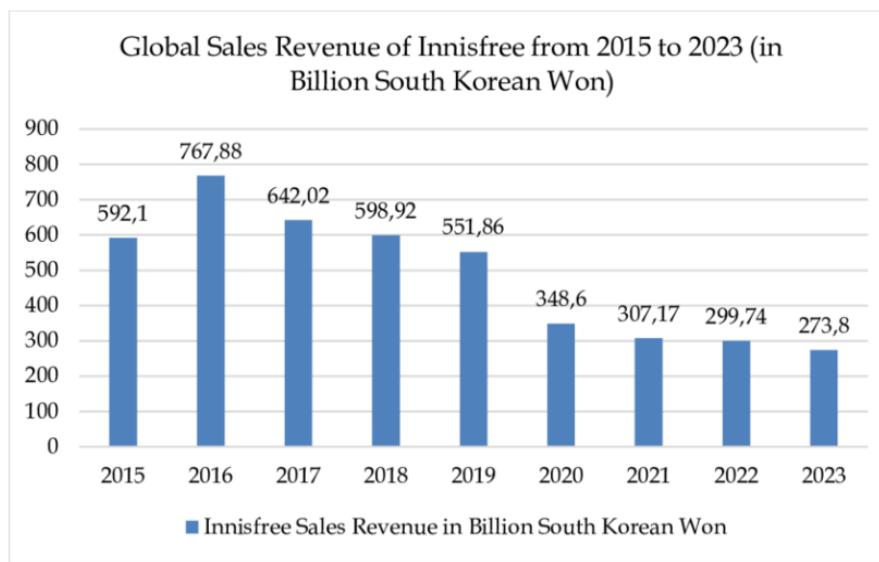


Figure 1. Global annual revenue trend of Innisfree brand

Source: statista.com (2024)

Indonesia's beauty market is driven by a young, trend-conscious population, with Korean cosmetic imports expected to reach USD 56.7 million by 2024, making it the second-largest supplier (Hadiwidjaja, 2025). The Korean Wave is shaping Gen Z's preference for K-Beauty, with 87% of consumers starting to use products after exposure to K-pop idols or Korean dramas (Harahap, 2025). The popularity of Korean culture is driving interest in Korean skincare through positive images that build consumer emotions (Putri et al., 2023).

Despite this, Innisfree experienced a downward trend in global sales from KRW 767.88 billion in 2016 to KRW 273.8 billion in 2023, with a 17.97% decline in 2024 and an 84.15% drop in operating profit due to a rebranding that failed to adapt to trends (Statista, 2024; The Monodist, 2025). In Indonesia, Innisfree sales declined amidst stiff competition from other K-Beauty brands such as Anua and COSRX, which were more adaptive to minimalism and clinical trust post-pandemic (Detail Digest, 2025). E-WOM and brand awareness factors are crucial, as digital reviews on Instagram influence 50% of purchasing interest in Korean beauty products (Saffanah, 2025; Hapsari, n.d.).

This study aims to analyze the influence of Korean Wave, E-WOM, and brand awareness on purchasing interest in Innisfree skincare products among Gen Z in Mataram City using multiple linear regression. The urgency of this research lies in the need for an effective marketing strategy to reverse Innisfree's decline in developing markets like Indonesia, where Gen Z dominates skincare consumption (Rahmadani, 2021). The novelty of this study is the simultaneous integration of these three variables in the specific context of Innisfree post-rebranding in 2024, with previously unexplored primary data from 2025 (Saffanah, 2025).

METHODS

This study uses a quantitative approach with a causal associative research type to examine the influence of the Korean Wave, Electronic Word of Mouth (E-WOM), and brand awareness

on the purchase interest of Korean skincare products brand Innisfree among Generation Z in Mataram City (Sugiyono, 2021). This approach was chosen because it allows for the numerical measurement of variables through statistically testable hypotheses, in accordance with the principles of quantitative research design that emphasize objectivity and generalization (Creswell & Creswell, 2023; Sudaryono, 2021). Causal analysis supports the exploration of cause-and-effect relationships between independent and dependent variables, as applied in similar consumer behavior studies (Al Hafizi & Ali, 2021).

The research instrument was an online questionnaire with a 5-point Likert scale, developed based on indicators from related literature, such as understanding, attitude, perception, and imitation for the Korean Wave; intensity, valence, and content for E-WOM; and recall, recognition, purchase, and consumption for brand awareness (Putri et al., 2023; Prasanti & Dewi, 2020). Data collection techniques were carried out through Google Forms distributed via WhatsApp and Instagram in November 2025, with validity testing (r count $>$ r table 0.196) and reliability (Cronbach's Alpha $>$ 0.60) using SPSS version 26 (Sugiyono, 2021; Emzir, 2022). Data analysis includes classical assumption tests (Kolmogorov-Smirnov normality, multicollinearity VIF $<$ 10), multiple linear regression, t-test, F-test, and coefficient of determination to test the hypothesis (Sudaryono, 2021; Sitanggang Nanda, 2018).

The study population comprised all Gen Z in Mataram City who were aware of and interested in purchasing Innisfree skincare products. A sample of 100 respondents was selected through purposive sampling based on age criteria of 17-28 years and social media exposure (Santoso et al., 2019). The sample size was determined using the Slovin formula at a 5% error rate, ensuring adequate representativeness and statistical power (Sugiyono, 2021; Creswell & Creswell, 2023). This approach aligns with nonprobability sampling practices in quantitative marketing management studies (Emzir, 2022).

The research procedure began with a literature review to formulate a conceptual framework, followed by instrument development and pilot testing on 30 pilot respondents for validation. Then, primary data collection was conducted online for one month (November 2025) with a 100% response rate (Statista, 2024). Data were edited, coded, and analyzed in stages using SPSS, culminating in interpretation of the results and recommendations for managerial implications (Sudaryono, 2021; Al Hafizi & Ali, 2021). The entire process adhered to research ethics, including informed consent from respondents, to ensure the credibility of the findings (Creswell & Creswell, 2023).

RESULT AND DISCUSSION

Research Instrument Testing

Validity Test

Table 1. Results of the Validity Test of the Korean Wave Variable (X1)

No	Statement	R count	R table	Information
Understanding				
1	I know that the K-Beauty trend has an impact on the popularity of skincare products like Innisfree.	0.713	0.196	Valid

2	I know that Innisfree is a skincare brand from Korea.	0.704	0.196	Valid
Attitude and Behavior				
1	I have a positive attitude towards Korean skincare products, including the Innisfree brand.	0.792	0.196	Valid
2	Seeing the K-beauty trend made me interested in trying innisfree products.	0.763	0.196	Valid
Perception				
1.	I think that Korean culture makes skincare products like Innisfree look more attractive.	0.716	0.196	Valid
2	I feel that Korean culture has a big influence on Innisfree's popularity among Gen Z.	0.749	0.196	Valid
Imitation				
1	I follow the Korean skincare routine because I am interested in using Innisfree products.	0.693	0.196	Valid
2	Korean skincare routine makes me more confident to try Innisfree products.	0.752	0.196	Valid

Source: Primary Data processed 2025

Table 2. Results of the Validity Test of the E-WOM Variable (X2)

No	Statement	R count	R table	Information
Intensity				
1	I often search for or read reviews about Innisfree skincare products on social media	0.762	0.196	Valid
2	I often see other people discussing and commenting on Innisfree products on social media.	0.808	0.196	Valid
Valence of Opinion				
1	I often see positive reviews about innisfree products	0.800	0.196	Valid
2	Positive reviews from other people made me more interested in trying Innisfree products.	0.848	0.196	Valid
Content				
1.	The reviews regarding the Innisfree product information that I read were clear and easy to understand.	0.814	0.196	Valid

2	The content of other users' reviews helps me feel confident when I want to buy innisfree products.	0.823	0.196	Valid
---	--	-------	-------	-------

Source: Primary Data processed 2025

Table 3. Results of the Validity Test of the Brand Awareness Variable (X3)

No	Statement	R count	R table	Information
Brand Recall				
1	I can remember the innisfree brand without having to see the logo or packaging.	0.723	0.196	Valid
2	Innisfree is one of the skincare brands that I remember when discussing beauty products.	0.749	0.196	Valid
Brand Recognition				
1	I can easily recognize Innisfree products when I see the logo or packaging.	0.701	0.196	Valid
2	I can differentiate the Innisfree brand from other skincare brands just by looking at its appearance.	0.715	0.196	Valid
Purchase				
1.	I consider the Innisfree brand when I want to buy skincare products.	0.706	0.196	Valid
2	Innisfree is one of the skincare brands that I want to buy.	0.734	0.196	Valid
Consumption				
1	I recognize Innisfree products when I use them or see others using them.	0.779	0.196	Valid
2	I realize that the products I use or compare are Innisfree brand.	0.778	0.196	Valid

Source: Primary Data processed 2025

Table 4. Results of the Validity Test of the Purchase Interest Variable (Y)

No	Statement	R count	R table	Information
Transactional Interest				
1	I have a desire to buy Innisfree brand skincare products	0.749	0.196	Valid
2	I am planning to buy Innisfree products in the near future.	0.851	0.196	Valid
Reference Interest				
1	I am willing to recommend innisfree products to others.	0.831	0.196	Valid
2	I tend to invite or encourage people close to me to try Innisfree products.	0.819	0.196	Valid
Preferential Interest				

1.	I prefer Innisfree brand products compared to other Korean skincare brands.	0.751	0.196	Valid
2	Innisfree is one of the main brands that I consider buying skincare from	0.811	0.196	Valid
Exploratory Interest				
1	I am interested in finding out more information about Innisfree brand skincare products.	0.773	0.196	Valid
2	I often read reviews about innisfree products	0.775	0.196	Valid

Source: Primary Data processed 2025

Based on the data in the table which includes 30 statement items for each variable, namely Korean Wave (X1), E-WOM (X2), Brand Awareness (X3), and Purchase Interest (Y), the results obtained are that all calculated r values are $> r$ table (0.196). Thus, all statement items are valid and can be used for further research.

Reliability Test

Table 5. Reliability Test Results

No	Research Variables	Number of Items	Cronbach's Alpha	Standard	Information
1	Korean Wave (X1)	8	0.877	0.60	Reliable
2	E-WOM (X2)	6	0.893	0.60	Reliable
3	Brand Awareness (X3)	8	0.877	0.60	Reliable
4	Purchase Interest (Y)	8	0.919	0.60	Reliable

Source: Primary Data processed 2025

Based on the reliability test results in the table above, all research variables consisting of Korean Wave (X1), E-WOM (X2), Brand Awareness (X3) and Purchase Interest (Y) have Cronbach's Alpha values exceeding the minimum required limit of 0.60. Thus, it can be concluded that all statement instruments tested show reliable results and are suitable for use in further research.

Classical Assumption Test

Normality Test

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandar dized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Standard	2.77192946
	Deviation	
Most Extreme	Absolute	.066
Differences	Positive	.050
	Negative	-.066
Test Statistics		.066
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Primary Data processed 2025

The results of the normality test using the One-Sample Kolmogorov-Smirnov test showed an Asymp. Sig. (2-tailed) value of 0.200, which means that the significance level is greater than 0.05. This indicates that the residuals in the regression model are normally distributed, thus the normality assumption has been met.

Multicollinearity Test

Table 7. Multicollinearity Test Results
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	TX1	.210	4,753
	TX2	.296	3,379
	LN_TX	.188	5,330
3			

a. Dependent Variable: TY

Source: Primary Data processed 2025

Based on the results of the multicollinearity test indicated by the Tolerance and Variance Inflation Factor (VIF) values, it is known that the Korean Wave variable (X1) has a tolerance value of 0.210 with a VIF of 4.753, the E-WOM variable (X2) has a tolerance value of 0.296 with a VIF of 3.379, and the Brand Awareness variable (X3) has a tolerance value of 0.188 with a VIF of

5.330. All independent variables have a tolerance value of > 0.10 and a VIF < 10 , so it can be concluded that there is no multicollinearity in the regression model.

Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Test Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1	(Constant)	-11,140	7,840	-1,421	.159
	TX1	.249	.117	.234	2,130
	TX2	.634	.121	.487	5,261
	LN_TX3	5,650	3,272	.201	.087

a. Dependent Variable: TY

Source: Primary Data processed 2025

Based on the data in the table of results of the multiple linear regression analysis, the following regression equation is obtained:

$$Y = -11,140 + 0.249X1 + 0.634X2 + 5,650X3$$

Information:

Y = Purchase Interest

X₁ = Korean Wave

X₂ = E-WOM

X₃ = Brand Awareness

Based on the regression equation, several analyses can be carried out as follows:

1. The constant value of -11.140 indicates that if all independent variables (Korean Wave, E-WOM, and Brand Awareness) are zero, then consumer purchase interest is predicted to be -11.140. However, because this value is negative, it indicates that in this condition, purchase interest is unrealistic to occur without the influence of these three variables.
2. The Korean Wave coefficient value (X1) of 0.249 indicates that for every one unit increase in the Korean Wave variable, the interest in purchasing Korean skincare products of the Innisfree brand among Generation Z will increase by 0.249, assuming that other variables do not change or remain constant.
3. The E-WOM coefficient value (X2) of 0.634 indicates that for every one unit increase in the E-WOM variable, the interest in purchasing Korean skincare products of the Innisfree brand among Generation Z will increase by 0.634, assuming other variables remain constant.
4. The Brand Awareness coefficient value (X3) of 5.650 indicates that for every one unit increase in the Brand Awareness variable, the interest in purchasing Korean skincare products of the Innisfree brand among Gen Z will increase by 5.650, assuming other variables are constant.

Hypothesis Testing

Significance Test (t-Test)

Table 9. T-Test Results

Model	Coefficients ^a				
	B	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
1	(Constant)	-11,140	7,840	-1,421	.159
	TX1	.249	.117	.234	2,130
	TX2	.634	.121	.487	5,261
	LN_TX3	5,650	3,272	.201	1,727

a. Dependent Variable: TY

Source: Primary Data processed 2025

1. Korean Wave Variable (X1). Based on the table, the calculated t value is 2.130 > 1.984 t table value. In addition, the significance value of 0.036, which is smaller than 0.05, indicates that H0 is rejected and H1 is accepted. Therefore, the hypothesis obtained is that the Korean wave (X1) has a positive and significant effect on Purchase Interest (Y).
2. E-WOM Variable (X2). Based on the table, the calculated t value is 5.261, which is greater than the t table of 1.984. In addition, the significance value of 0.000, which is less than 0.05, indicates that H0 is rejected and H2 is accepted. Therefore, the hypothesis obtained is that E-WOM (X2) has a positive and significant effect on Purchase Interest (Y).
3. Brand Awareness Variable (X3). Based on the table, the calculated t value of 1.727 is smaller than the t table of 1.984. In addition, the significance value of 0.087 is greater than 0.05, indicating that H0 is accepted and H3 is rejected. Therefore, the hypothesis obtained is that Brand Awareness has a positive but insignificant effect on Purchase Interest (Y).

Correlation Test (F Test)

Table 10. F Test Results

Model	ANOVA					
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2368,084	3	789,361	99,620	.000b
	Residual	760,676	96	7,924		
	Total	3128,760	99			

a. Dependent Variable: TY

b. Predictors: (Constant), LN_TX3, TX2, TX1

Source: Primary Data processed 2025

Based on the table, the F test results show that the calculated F value of 99.620 is greater than the F table value of 2.70, with a significance level of 0.000 which is smaller than 0.05. This indicates that the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. Thus, the study aimed at determining the effect of Korean Wave (X1), E-WOM (X2), and Brand Awareness (X3) on Purchase Interest (Y) of Korean skincare products brand innisfree among Gen Z in Mataram City can be said to be feasible. The regression model used has met the feasibility

assumption as a research model, where the independent variables namely Korean wave, E-WOM, and Brand Awareness simultaneously have a significant influence on the dependent variable namely Purchase Intention.

Coefficient of Determination Test

Table 11. Results of the Determination Coefficient

Model Summary				
Model	R	R Square	Standard	
			Adjusted R Square	Error of the Estimate
1	.870a	.757	.749	2,815

a. Predictors: (Constant), LN_TX3, TX2, TX1

Source: Primary Data processed 2025

Based on the data in the table, the coefficient of determination value was obtained from the results of the regression analysis of the research data. Because this study involved more than one independent variable, the value that was considered was the Adjusted R Square. The table shows that the Adjusted R Square value was 0.749. If converted into a coefficient of determination (R^2), then 0.749 multiplied by 100% produces 74.9%. This means that the influence of the independent variables, namely the Korean Wave (X1), E-WOM (X2), and Brand Awareness (X3) on the dependent variable, namely purchase interest (Y) was 74.9%. Meanwhile, the remaining 25.1% was explained by other factors outside the variables studied or other variables not included in this research model.

Based on the results of data analysis carried out using the variables studied, the calculation results were obtained which can be explained as follows:

The Influence of the Korean Wave (X1) on Purchase Interest (Y)

Based on the results of this study, it was found that the Korean wave has a positive and significant effect on the purchase interest of Innisfree Korean skincare products among Gen Z. This was obtained from the results of the t test with a calculated t value of $2.130 > 1.984$ t table value. In addition, the significance value is 0.036, which is smaller than 0.05, so it can be concluded that the Korean wave has a real effect on the Purchase Interest of Innisfree Korean skincare among Gen Z. The results of the regression analysis show that the regression coefficient of the Korean Wave variable is 0.249, which means that every one unit increase in the Korean Wave variable will increase the purchase interest of Innisfree skincare products by 0.249 units, assuming other variables are constant. This finding indicates that the stronger the exposure to the Korean Wave received by respondents, the higher the purchase interest in Innisfree products.

The results of this study are not entirely in line with several previous studies. In this study Puspitasari et al., (2023) A study on the influence of the Korean Wave on purchasing interest found that the Korean Wave variable did not show a significant influence on purchasing interest. This finding indicates that the Korean Wave phenomenon has not been able to directly drive consumer purchasing interest. Although the Korean Wave can increase interest in Korean culture and create an emotional closeness to brands, this influence is not immediately followed by a decision or interest to purchase a product. In line with this, research conducted by Sevtiani & Hermana, (2024) also stated that the Korean Wave had no significant partial influence on purchase intention. The study revealed that the Korean Wave played a greater role in shaping consumer

interest and awareness of Korean culture, but was not strong enough to directly drive purchase intention.

The differences in the research results may be caused by differences in the context of the research object, the characteristics of the respondents, and the types of products studied. In this study, the Korean Wave was proven to have a positive and significant influence on the purchase interest of Korean skincare products brand Innisfree among Gen Z, as indicated by the results of the t-test with a calculated t value of 2.130 which is greater than the t-table of 1.984, and a significance value of $0.036 < 0.05$. The results of the regression analysis also showed that the regression coefficient of the Korean Wave variable was 0.249, which indicates that every one unit increase in exposure to the Korean Wave will increase the purchase interest of Innisfree products by 0.249 units, assuming other variables are constant. These findings indicate that in the context of Korean skincare products, the Korean Wave phenomenon has a fairly strong role in influencing purchase interest, especially because Gen Z tends to have a high interest in Korean popular culture, such as K-pop, K-drama, and Korean public figures who are often associated with skincare products.

The Influence of E-WOM (X2) on Purchase Interest (Y)

Based on the results of this study, it was found that Electronic Word of Mouth (E-WOM) has a positive and significant influence on the purchase interest of Innisfree brand Korean skincare products among Gen Z in Mataram City. This finding is supported by the acquisition of a t-value of 5.261, which is greater than the t-table of 1.984. In addition, the significance value is 0.000, which is smaller than 0.05, so it can be concluded that E-WOM has a real effect on the Purchase Interest of Innisfree brand Korean skincare among Gen Z. The results of the regression analysis show that the regression coefficient of the E-WOM variable is 0.634, which means that every one unit increase in the E-WOM variable will increase the purchase interest of Innisfree brand Korean skincare products among Generation Z by 0.634 units, assuming the Korean Wave and Brand Awareness variables remain constant. This coefficient value is greater than the coefficient of the Korean Wave variable of 0.249, but smaller than the coefficient of the Brand Awareness variable of 5.650, thus indicating that E-WOM has a fairly strong influence on purchasing interest, although it is not the most dominant variable.

However, the results of this study are not entirely in line with several previous studies. In this study Ukasyah et al., (2025) regarding the influence of Electronic Word of Mouth (E-WOM) on consumer purchasing interest of Pizza Hut Indonesia with Brand Image as a mediating variable. The study shows that E-WOM can have a negative influence on consumer purchasing interest due to the development of social and geopolitical issues that impact brand image. In contrast to these findings, this study found that E-WOM has a positive and significant effect on purchasing interest of Korean skincare products brand Innisfree. The difference in the results of this study indicates that the influence of E-WOM on purchasing interest is contextual, depending on the type of product studied, the characteristics of the respondents, and external environmental conditions.

In addition, research conducted by Wijaya & Yulita, (2022) showed different findings from the results of this study regarding the influence of E-WOM on purchase intention. The study found that E-WOM did not have a positive and significant effect on purchase intention of Mother of Pearl cosmetic products. This finding indicates that E-WOM is not necessarily able to influence purchase intention directly without the support of other factors. The difference in the results of this study shows that the influence of E-WOM on purchase intention is contextual and influenced

by product characteristics, social media used, and consumer perception of the brand. In the context of this study, the developing E-WOM tends to be positive and relevant to consumers, so it can have a direct influence on increasing purchase intention of Korean skincare products brand Innisfree.

The Influence of Brand Awareness (X3) on Purchase Interest (Y)

Based on the results of this study, it was found that Brand Awareness has a positive influence on the purchase interest of Korean skincare products brand Innisfree among Gen Z in Mataram City. This finding is supported by the acquisition of a calculated t value of 1.727 which is smaller than the t table of 1.984. In addition, the significance value of 0.087 is greater than 0.05, so it can be concluded that Brand Awareness has a positive but insignificant effect on Purchase Interest (Y). In addition, the regression results show that the regression coefficient of brand awareness can increase the purchase interest variable by 5.650. These results indicate that every one unit increase in Brand Awareness will increase consumer purchase interest by 5.650 units, assuming other independent variables are considered constant. This indicates that the higher the level of consumer awareness of the Innisfree brand, the greater the tendency of consumers, especially Generation Z in Mataram City, to have an interest in purchasing the Innisfree brand skincare products.

However, the results of this study are not entirely in line with several previous studies. In Simamora's (2022) study on the influence of brand awareness on purchasing interest in MS Glow skincare products among millennials in Lubuk Pakam, the study found that brand awareness has a positive and significant influence on purchasing interest, indicating that a strong level of brand awareness can encourage consumers to make purchases. In contrast to these findings, this study shows that brand awareness has a positive but not yet significant influence on purchasing interest in Korean skincare products, the Innisfree brand. The difference in the results of this study indicates that the influence of brand awareness on purchasing interest is contextual, influenced by the research object, respondent characteristics, and market conditions surrounding each study. In addition, previous research conducted by Nurlaela & Basrizal, (2024), Prasetyo et al., (2022), And Yani et al., (2023) showed the same results, indicating that brand awareness had a positive and significant effect on purchase interest. This difference in results indicates that for Gen Z in Mataram City, simply recognizing or remembering the Innisfree brand is not strong enough to trigger a real purchase interest.

Thus, although previous research has shown that brand awareness has a positive and significant effect on purchase interest, the results of this study confirm that the influence of brand awareness is contextual. In the context of the Korean skincare product brand Innisfree and the characteristics of Generation Z consumers in Mataram City, brand awareness has not yet fully become a major factor in driving real purchase interest. This indicates that the match between the level of brand recognition, product characteristics, and consumer preferences is an important factor in strengthening the influence of brand awareness on purchase interest.

CONCLUSION

This study found that Korean Wave and Electronic Word of Mouth (E-WOM) have a positive and significant influence on the purchase interest of Innisfree skincare products among Gen Z in Mataram City, with regression coefficients of 0.249 (sig. 0.036) and 0.634 (sig. 0.000), respectively, while Brand Awareness has a positive but insignificant influence (coefficient 5.650;

sig. 0.087). Simultaneously, these three variables explain 74.9% of the variation in purchase intention, confirming the dominant role of E-WOM and Korean Wave in shaping young consumer preferences amidst the K-Beauty trend. These findings are relevant for Innisfree's recovery strategy post-rebranding, where exposure to Korean culture and digital reviews are the main drivers.

However, limitations of the study include a limited sample size (100 Gen Z respondents via purposive sampling), a geographic coverage limited to Mataram City, and reliance on primary self-report data that is susceptible to social bias. Practical implications: Innisfree is advised to intensify collaborations with Korean influencers, positive E-WOM campaigns on Instagram, and brand communications that build emotional bonds to increase purchase conversions. For future research, suggestions include adding moderating variables such as price or trust, expanding the sample across age groups and regions, and employing mixed-methods approaches for stronger validation and better generalizability.

SUGGESTION

Based on the research results, Innisfree is advised to continue optimizing its marketing strategy related to the Korean Wave, considering that this variable has been proven to have a significant influence on purchasing interest. Utilizing Korean public figures, promotional content with Korean cultural nuances, and digital campaigns relevant to the Generation Z lifestyle can be effective strategies to increase consumer interest. Furthermore, the company also needs to strengthen Electronic Word of Mouth (E-WOM) management by encouraging consumers to provide honest and positive reviews, and increasing interaction with consumers on social media. Good and trustworthy E-WOM can significantly increase trust and encourage consumer purchasing interest. Regarding Brand Awareness, although the effect is positive but not yet significant, the company is advised to improve the quality of brand communication so that it is not only recognized but also able to create emotional attachments and stronger purchasing reasons. This can be done through consistent communication of product advantages, education on product benefits, and clearer brand differentiation compared to competitors.

Future researchers are advised to expand this study by adding other relevant variables, as there are other factors beyond the studied variables that could potentially influence consumer purchasing interest. Furthermore, future research is also advised to expand the scope of the study by involving respondents from various age groups and regions to ensure more representative results and greater generalizability.

REFERENCE

Al Hafizi, N., & Ali, H. (2021). Determinants of purchase intention and purchasing decision of cosmetic products. *International Journal of Research in Business and Social Science*, 10(2), 106–118. <https://doi.org/10.20525/ijrbs.v10i2.1045>

Creswell, J. W., & Creswell, J. D. (2023). *Research design: Qualitative, quantitative, and mixed methods approaches* (6th ed.). SAGE Publications.

Detail Digest. (2025). Post-pandemic trends in K-beauty brand competition in Indonesia.

Emzir. (2022). *Quantitative and qualitative research methodology*. Rajawali Pers.

Hadiwidjaja, RD (2025). South Korean cosmetic imports and their impact on the Indonesian beauty industry. *Indonesian Journal of Economics and Business*, 40(1), 55–68.

Hapsari, R. (nd). The influence of Instagram social media on interest in purchasing beauty products. *Journal of Marketing Management*.

Harahap, AS (2025). Generation Z's consumption behavior towards K-beauty products in Indonesia. *Journal of Management Science*, 13(1), 22–35.

Nurlaela, S., & Basrizal. (2024). The influence of brand awareness and brand image on purchasing interest in skincare products. *Journal of Management and Business*, 9(2), 145–156.

Prasanti, D., & Dewi, R. (2020). Korean Wave as South Korea's soft power strategy. *Journal of Global Communication*, 9(1), 1–14.

Prasetyo, A., Nugroho, B., & Lestari, S. (2022). Brand awareness and purchase interest of local cosmetic products. *Journal of Management Research*, 11(3), 210–220.

Puspitasari, N., Ramadhani, A., & Putra, F. (2023). The influence of the Korean Wave on purchasing interest in Korean cosmetic products. *Journal of Marketing Management*, 17(2), 98–109. <https://doi.org/10.9744/pemasaran.17.2.98-109>

Putri, AR, Lestari, D., & Wulandari, N. (2023). Korean Wave and its influence on consumer behavior of generation Z. *Journal of Social Sciences and Humanities*, 12(1), 45–58.

Rahmadani, S. (2021). Consumption of Korean popular culture in Indonesia. *Journal of Reflective Sociology*, 15(2), 233–247.

Saffanah, N. (2025). The role of electronic word of mouth in shaping purchasing interest in Korean beauty products. *Journal of Digital Management*, 5(1), 33–44.

Santoso, S., Widodo, T., & Kurniawan, A. (2019). Non-probability sampling techniques in marketing research. *Journal of Research Methodology*, 4(2), 89–98.

Sevtiani, A., & Hermana, B. (2024). The influence of the Korean Wave on consumer purchasing interest in cosmetic products. *Journal of Business and Management*, 18(1), 66–77.

Simamora, D. (2022). The influence of brand awareness on purchasing interest in MS Glow skincare products. *Journal of Economics and Business*, 7(2), 101–110.

Sitanggang Nanda, F. (2018). Regression analysis in management research. Deepublish.

Statista. (2024). Annual revenue of Innisfree worldwide.

Sudaryono. (2021). Quantitative, qualitative, and mixed method research methodology (3rd ed.). RajaGrafindo Persada.

Sugiyono. (2021). Quantitative, qualitative, and R&D research methods. Alfabeta.

The Monodists. (2025). Innisfree rebranding strategy and market performance.

Ukasyah, F., Ramli, A., & Hidayat, R. (2025). Electronic word of mouth and consumer purchasing interest with geopolitical issues as an external factor. *Journal of Marketing Management*, 19(1), 55–67.

Wijaya, R., & Yulita, H. (2022). The influence of e-WOM on purchasing interest in cosmetic products. *Journal of Management and Entrepreneurship*, 24(2), 130–140.

Yani, M., Putra, D., & Lestari, F. (2023). Brand awareness and skincare product purchasing decisions. *Journal of Management Science*, 11(2), 189–201.