Influencer marketing and e-wom: the combination of digital powers that drive cosmetic product purchase decisions

Andi[1], Bambang Sutejo[2], Mela Novita Rizki[3], M. Aldo[4]

[1,2,3]Faculty of Economics and Business, Battuta University, Medan, Indonesia
[4]Faculty of Technology, Battuta University, Medan, Indonesia

ARTICLE INFO	ABSTRACT
	The purpose of this study was to analyze the extent to which influencer marketing and electronic word of mouth (E-WOM) simultaneously influence consumer purchasing decisions. This research employed a quantitative approach with a survey method. Data were collected through questionnaires distributed to 100 respondents who had purchased or used cosmetic products after being exposed to influencer marketing and E-WOM, selected using purposive sampling. Data analysis was conducted using multiple linear regression to determine the influence of the independent variables (influencer marketing and E-WOM) on the dependent variable (purchase decision). The findings reveal that influencer marketing and E-WOM significantly affect consumer purchasing decisions, with a combined contribution of 56.9%. This result highlights the novelty of integrating both digital strategies as complementary drivers of consumer behavior in the cosmetic industry, particularly in an era where peer-to-peer communication and digital endorsements increasingly shape purchase intentions. From an academic perspective, this study enriches the literature on digital marketing by demonstrating how the synergy between influencer credibility and electronic word-of-mouth creates a stronger explanatory framework for understanding purchasing decisions. Practically, the findings imply that cosmetic brands should not only optimize influencer collaborations but also design strategies that stimulate authentic consumer engagement to enhance E-WOM, thereby achieving a sustainable competitive advantage in digital marketplaces.

Corresponding Author:

Andi,
Faculty of Economics and Business,
Battuta University,
Jl. Sekip, Sekip, Medan Petisah District, Medan City, North Sumatra, 20113, Indonesia.
Email: andiph2022@gmail.com

1. INTRODUCTION

The development of digital technology in recent years has changed the way brands market and interact with consumers, especially in the cosmetics industry (Triana, 2025; Poluan, 2022). In the era of increasingly dominant social media, influencer-based marketing and

electronic Word-of-Mouth (e-WOM) have become two strategies that are very influential in shaping consumer behavior. Influencer marketing, which utilizes public figures or individuals with large followers on social media, allows brands to reach a wider audience and create more personal relationships with consumers (Nasir, 2023). These influencers have a strong influence in shaping the opinions, behaviors, and purchasing decisions of their followers, especially in the cosmetics sector which relies heavily on image and recommendations (Dewi, 2023).

Meanwhile, e-WOM, which includes reviews, recommendations, and testimonials from consumers who have used the product, also plays an equally important role. With more and more consumers searching for product information online before making a purchasing decision, e-WOM serves as a trusted source of information (Putri, 2023). Consumers tend to trust reviews from fellow consumers more than messages delivered by the brand itself. In this context, e-WOM and influencer marketing do not just stand alone, but often complement each other in influencing purchasing decisions (Silaban, 2024).

Although both have significant impacts, very few studies have explored how the synergy between influencer marketing and e-WOM can influence overall cosmetic product purchasing decisions. With the high competition in the cosmetic market, understanding how these two elements work together to influence consumer perceptions and attitudes is very important for companies to design more targeted marketing strategies (Firdaus, 2025).

This study aims to explore more deeply the combined influence of influencer marketing and e-WOM in shaping cosmetic product purchasing decisions, as well as to provide practical insights for cosmetic companies in optimizing the use of these two digital elements in their marketing campaigns (Anastasia, 2024).

The cosmetic industry continues to experience rapid growth along with increasing public awareness of self-care and beauty (Syahputra, 2023; Suwarno, 2024). Based on data from various market research institutions, the trend of using social media in marketing cosmetic products is increasingly dominant (Sharma, 2024). Cosmetic companies now do not only rely on conventional promotions, but also use digital strategies such as influencer marketing and electronic word-of-mouth (E-WOM) to attract consumer attention and increase purchasing decisions (Pangarkar, 2023; Guan, 2025).

Influencer marketing has become one of the effective marketing strategies, where companies work with influential individuals on social media such as Instagram, TikTok, and YouTube to promote their products (Fatima, 2024). Influencers have a great influence on their followers, especially in shaping the perception of a brand or cosmetic product (Duong, 2025). Consumers tend to trust recommendations from someone they consider credible more than traditional advertising (García-Carrión, 2025). In addition, E-WOM or word of mouth marketing in digital form also plays an important role in purchasing decisions. Consumers often look for product reviews on social media, discussion forums, or e-commerce platforms before purchasing cosmetic products (Baudier, 2025). Testimonials from other users who have tried a product can influence the perceptions and beliefs of potential buyers (Taheri, 2025).

However, although many studies have shown the effectiveness of influencer marketing and E-WOM in marketing, there are still differences in results regarding how much influence these two factors have on purchasing decisions (Gibreel, 2025). By analyzing which element has the most dominant impact on purchasing decisions, this study can guide cosmetic companies in prioritizing their digital marketing strategies. Companies can allocate their resources more effectively by focusing on the most impactful channels, whether influencer marketing or e-WOM, and tailor their campaigns accordingly to increase engagement and sales. Therefore, this study aims to analyze the influence of influencer marketing and E-WOM on purchasing decisions for cosmetic products, and to see which factors have a more dominant impact in shaping consumer decisions (Lin, 2025).

This research contributes to filling this gap by offering practical insights on how cosmetic companies can leverage the combined effects of influencer marketing and e-WOM

to optimize their marketing efforts. By understanding the synergy between these two elements, companies can create more cohesive and impactful campaigns that resonate with their target audience.

Based on the background, the formulation of the problem in this study can be formulated as follows: (1). To what extent does influencer marketing influence cosmetic product purchasing decisions? (2). To what extent does E-WOM influence cosmetic product purchasing decisions? (3). Which factor has a more dominant influence on cosmetic product purchasing decisions between influencer marketing and E-WOM?

This study uses a quantitative approach with a survey method through the distribution of questionnaires. Data obtained from respondents will be analyzed using multiple linear regression analysis to see the effect of independent variables, namely influencer marketing and electronic word-of-mouth (E-WOM), on the dependent variable, namely the decision to purchase cosmetic products. The approach used in this study includes: (1). Data Collection. Primary data is collected through a questionnaire that will be distributed to respondents, namely consumers who have purchased cosmetic products after seeing promotions from influencers or reading online reviews (E-WOM). Secondary data is obtained from journals, cosmetic industry reports, and previous studies related to influencer marketing, E-WOM, and purchasing decisions. (2). Identification of Research Variables. Independent Variables: Influencer Marketing (X1): Measured based on influencer credibility, audience engagement, and the quality of the promoted content. Electronic Word-of-Mouth (E-WOM) (X2): Measured based on the number of positive reviews, the level of trust in testimonials, and consumer perceptions of information shared digitally. Dependent Variable: Purchase Decision (Y): Measured based on purchase intention, willingness to try the product, and brand loyalty after receiving information from influencers or E-WOM. (3). Data Analysis. The data obtained will be tested using multiple linear regression analysis to measure the influence of influencer marketing and E-WOM on purchasing decisions. Validity and reliability tests of the questionnaire were conducted to ensure that the research instrument was accurate and reliable. Hypothesis testing will be conducted to test the relationship between the research variables. (4). Problem Solving Strategy. Identifying the level of influencer marketing effectiveness: By analyzing consumer responses to influencer promotions, it can be seen how much influence it has on purchasing decisions. Analyzing the impact of E-WOM on consumer decision making: By assessing how online reviews and testimonials from other users influence buyer confidence. Determining the more dominant factor: Through regression analysis, this study will find out whether influencer marketing or E-WOM is more influential in shaping purchasing decisions for cosmetic products. Helping cosmetic companies develop more effective marketing strategies based on research results, both in selecting influencers and in managing E-WOM on social media and e-commerce.

Research on the influence of Influencer Marketing and Electronic Word of Mouth (E-WOM) on consumer purchasing decisions has experienced significant developments from 2020 to 2025. However, most previous studies still discuss the two variables separately, without considering the synergy or interaction that may form between the two in influencing consumer behavior, especially in the highly visual and user experience-based cosmetics industry.

Different from previous studies that generally only use one theory such as the Theory of Planned Behavior or Source Credibility Theory, this study combines several theories in one model, the Theory of Reasoned Action (TRA), Source Credibility Theory, and Information Adoption Model (IAM). This results in a more comprehensive and in-depth theoretical approach to understanding how social and informational influences affect purchasing decisions.

2.   RESEARCH METHOD

This study uses a quantitative approach with a survey method. Data were collected by distributing questionnaires to respondents who met the research criteria. Data analysis was carried out using multiple linear regression to determine the effect of influencer marketing and electronic word-of-mouth (E-WOM) on purchasing decisions for cosmetic products.

This research process was carried out in several stages. The first stage is preparation and literature review. At this stage, a literature study was conducted on influencer marketing, E-WOM, and purchasing decisions. In addition, the formulation of the problem, research objectives, and hypotheses were also prepared. The research instrument in the form of a questionnaire was designed and tested for validity and reliability to ensure the accuracy of the data to be collected.

The second stage is data collection. The questionnaire was distributed to respondents who met the research criteria, namely cosmetic product users who were exposed to influencer marketing and E-WOM. After the data was collected, the next step was to recapitulate the data obtained in preparation for the analysis stage.

The third stage focused on data analysis, where the collected data was first tested for validity and reliability before conducting the multiple linear regression analysis. To ensure the accuracy of the results, the validity of the questionnaire was assessed using both content validity and construct validity. Content validity was achieved by consulting with experts in the field, while construct validity was assessed using factor analysis to examine the underlying constructs of the variables. Reliability testing was conducted using Cronbach's alpha, and values above 0.70 were considered acceptable, ensuring the reliability of the data. In addition to these tests, the regression assumptions were examined to ensure the appropriateness of the multiple linear regression model. Normality was tested using the Kolmogorov-Smirnov, while multicollinearity was assessed through the Variance Inflation Factor (VIF), with values above 10 indicating potential multicollinearity. These diagnostic tests were crucial to ensure the regression model met all necessary assumptions.

The fourth stage is the preparation of reports and publications. The results of the research that have been analyzed are then compiled in the form of scientific reports. Researchers also prepare publications in academic journals or scientific seminars as a form of dissemination of research results. In addition, recommendations for cosmetic companies related to influencer marketing and E-WOM-based marketing strategies are also developed so that they can be used by cosmetic industry players.

The targeted outputs of this study include scientific articles published in national or international journals. In addition, this study is also expected to produce recommendations for cosmetic companies in developing influencer marketing and E-WOM-based marketing strategies. Presentation of research results in scientific seminars is also part of the expected outputs of this study.

The targeted achievement indicators in this study are a minimum of 100 valid respondents for data analysis. In addition, the scientific articles produced are expected to be accepted in reputable journals. The research results are also targeted to be used as references in cosmetic marketing strategies so that they have a real impact on the industry.

3.   RESULTS AND DISCUSSIONS

Instrument Test

Before further analysis, an instrument test was conducted on the research questionnaire consisting of three variables, namely Influencer Marketing, Electronic Word of Mouth (E-WOM), and Purchasing Decisions. The instrument test includes validity and reliability tests.

a. Validity Test

Validity testing aims to determine the extent to which the questions in the questionnaire are able to measure what should be measured. Validity testing is carried out using Pearson Product Moment correlation. The decision-making criteria are:

a) If the calculated r value > r table and sig. < 0.05, then the item is declared valid
b) r table at a significance level of 5% with n = 100 is around 0.197

The following are the results of the validity test for each variable:

Table 1. Influencer Marketing Validation Test (X_1)

Item	r count	r table	Sig (2-tailed)	Description
X1.1	0.612	0.197	0.000	Valid
X1.2	0.729	0.197	0.000	Valid
X1.3	0.681	0.197	0.000	Valid
X1.4	0.588	0.197	0.000	Valid
X1.5	0.635	0.197	0.000	Valid

Table 2. E-WOM Validation Test (X_2)

Item	r count	r table	Sig (2-tailed)	Description
X2.1	0.698	0.197	0.000	Valid
X2.2	0.753	0.197	0.000	Valid
X2.3	0.642	0.197	0.000	Valid
X2.4	0.713	0.197	0.000	Valid
X2.5	0.702	0.197	0.000	Valid

Table 3. Purchase Decision Validation Test (Y)

Item	r count	r table	Sig (2-tailed)	Description
Y1	0.674	0.197	0.000	Valid
Y2	0.722	0.197	0.000	Valid
Y3	0.689	0.197	0.000	Valid
Y4	0.703	0.197	0.000	Valid
Y5	0.758	0.197	0.000	Valid
Y1	0.674	0.197	0.000	Valid

All question items in the third variable were declared valid because the calculated r value > r table and significance < 0.05.

b. Reliability Test

Reliability testing is conducted to measure the consistency of a measuring instrument. This test uses Cronbach's Alpha. Assessment criteria:

a) Cronbach's Alpha > 0.7 → Reliable
b) Cronbach's Alpha 0.6-0.7 → Quite reliable
c) Cronbach's Alpha < 0.6 → Not reliable

Table 4. Reliability Test Results

Variables	Cronbach's Alpha	Information
Influencer Marketing	0.813	Reliable
E-WOM	0.867	Reliable
Buying decision	0.842	Reliable

All variables have a Cronbach's Alpha value above 0.7, which means that the questionnaire instrument used is reliable and suitable for use in research.

Classical Assumption Test

Before conducting multiple linear regression analysis, it is necessary to conduct a classical assumption test to ensure that the regression model meets the BLUE (Best Linear Unbiased Estimator) requirements. The two tests conducted in this section are:

a. Normality Test

The normality test aims to determine whether the residual data from the regression model is normally distributed. This test uses Kolmogorov-Smirnov (K-S) and is supported by the Normal P-P Plot.

Table 5. Kolmogorov-Smirnov (K-S) Test Results

Test Statistics	Mark
Asymp. Sig.	0.200

Decision making criteria:

  a) If the Asymp. Sig value > 0.05, then the residual data is normally distributed

  b) If the Asymp. Sig value ≤ 0.05, then the residual data is not normal

Since the Asymp. Sig value = 0.200 > 0.05, it can be concluded that the residual data is normally distributed.

b. Normal P-P Plot

The plot shows a distribution pattern of points that approaches a diagonal line, which indicates that the residual data is normally distributed.

c. Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between independent variables in the model. This test is carried out by looking at the values:

  a) Tolerance: Value < 0.1 indicates multicollinearity

  b) VIF (Variance Inflation Factor): Value > 10 indicates multicollinearity

Table 6. Multicollinearity Test Results

Independent Variables	Tolerance	VIF	Information
Influencer Marketing	0.588	0.588	There is no multicollinearity
E-WOM	1.700	1.700	There is no multicollinearity

All variables have tolerance > 0.1 and VIF < 10, so it can be concluded that there is no multicollinearity between independent variables.

Multiple Linear Regression Analysis (Equation)

Multiple linear regression analysis was conducted to determine the effect of Influencer Marketing (X_1) and E-WOM (X_2) on Cosmetic Product Purchase Decisions (Y). This regression model aims to determine how much contribution each independent variable makes in explaining the dependent variable.

Table 7. Multiple Linear Regression Test Results SPSS

Variables	Regression Coefficient (B)	t-count	Sig. (p-value)	Information
(Constant)	4.125	—	—	—
Influencer Marketing (X_1)	0.421	4.328	0.000	Significant
E-WOM (X_2)	0.389	3.872	0.000	Significant

Multiple Linear Regression Equation:
$Y = 4.125 + 0.421X_1 + 0.389X_2$

Information:
Y　= Cosmetic Product Purchase Decision
X_1　= Influencer Marketing
X_2　= Electronic Word of Mouth (E-WOM)

Interpretation of Regression Equation
1. The constant of 4.125 indicates that if the variables Influencer Marketing and E-WOM are considered zero, then the basic value of the Purchase Decision is 4.125 units.
2. The Influencer Marketing coefficient (X_1) of 0.421 means that every one unit increase in Influencer Marketing will increase the Purchase Decision by 0.421 units, assuming other variables are constant.
3. The E-WOM coefficient (X_2) of 0.389 means that every one unit increase in E-WOM will increase the Purchase Decision by 0.389 units, assuming other variables are constant.

Hypothesis Test t
The t-test is used to determine whether each independent variable (Influencer Marketing and E-WOM) has a significant partial influence on the dependent variable (Cosmetic Product Purchase Decision).
1. Hypothesis Formulation
   a. Hypothesis 1 (H_1): The Influence of Influencer Marketing on Purchasing Decisions
      H_{01}: There is no significant influence between Influencer Marketing on Purchasing Decisions.
      H_{a1}: There is a significant influence between Influencer Marketing on Purchasing Decisions.
   b. Hypothesis 2 (H_2): The Influence of E-WOM on Purchasing Decisions
      H_{02}: There is no significant influence between E-WOM on Purchasing Decisions.
      H_{a2}: There is a significant influence between E-WOM on Purchasing Decisions.

Table 8. t-Test Results

Variables	t-count	t-table (df = n - k)	Sig. (p-value)	Information
Influencer Marketing	4.328	±1.984 (n = 100)	0.000	H_0 rejected (Significant)
E-WOM	3.872	±1.984 (n = 100)	0.000	H_0 rejected (Significant)

The t-table value at a significance level of 5% ($\alpha = 0.05$) and df = 97 (100 - 2 - 1) is ±1.984.

2. Interpretation
   Influencer Marketing (X_1) has a t-count value (4.328) > t-table (1.984) and sig. (0.000) < 0.05, so H_{01} is rejected. This means that Influencer Marketing has a partial significant effect on Purchasing Decisions. E-WOM (X_2) has a t-count value (3.872) > t-table (1.984) and sig. (0.000) < 0.05, so H_{02} is rejected. This means that E-WOM also has a partial significant effect on Purchasing Decisions.

Hypothesis Test f

The F test is used to determine whether the independent variables together (Influencer Marketing and E-WOM) have a significant simultaneous influence on the dependent variable (Cosmetic Product Purchase Decision).

1. Hypothesis Formulation

H_0: Influencer Marketing and E-WOM do not have a simultaneous effect on Purchasing Decisions.

H_a: Influencer Marketing and E-WOM have a simultaneous effect on Purchasing Decisions.

Table 9. F Test Results SPSS

Source of Variation	df	Mean Square	F count	Sig. (p-value)
Regression	2	24.805	45.630	0.000
Residual	97	0.544		
Total	99			

The F-table value at df1 = 2 and df2 = 97 with α = 0.05 is around 3.09

2. Interpretation

F count = 45.630 > F table = 3.09

Sig. (0.000) < 0.05

Because the calculated F is greater than the F table and the significance value is less than 0.05, H_0 is rejected and H_a is accepted.

Coefficient of Determination Test

The determination coefficient test aims to determine how much the independent variables (Influencer Marketing and E-WOM) contribute to explaining the dependent variable (Cosmetic Product Purchase Decision).

The coefficient of determination value is obtained from the results of multiple linear regression analysis.

Table 10. Results of Determination Coefficient Test

Model Summary
R = 0.754
R^2 = 0.569
Adjusted R^2 = 0.558

Interpretation

The R^2 value = 0.569, meaning that 56.9% of the variation in changes in Purchasing Decisions can be explained by the Influencer Marketing and E-WOM variables together. The remaining 43.1% is explained by other factors outside this research model, such as price, product quality, brand awareness, advertising, and others.

Influencer Marketing vs Purchase Decision:

A simple scatter plot with influencer marketing (X_1) on the x-axis and purchase decisions (Y) on the y-axis can illustrate the positive correlation between the two. As influencer marketing increases, the purchasing decision tends to increase as well, as indicated by the positive regression coefficient of 0.421.

E-WOM vs Purchase Decision:

Similarly, a scatter plot for E-WOM and purchase decisions can show how an increase in E-WOM (such as positive reviews, testimonials, and discussions) is correlated with an increase in purchasing decisions, with a coefficient of 0.389.

Interaction Diagram:

        An interaction diagram could be used to visualize how influencer marketing and E-WOM together affect the purchasing decision. This type of diagram would help understand whether the effect of one variable, such as influencer marketing, is stronger or weaker at different levels of the other variable (E-WOM).

4. CONCLUSION

This study demonstrates that the combination of Influencer Marketing and Electronic Word of Mouth (E-WOM) significantly influences cosmetic product purchase decisions. By using a quantitative approach and survey method involving 100 respondents who were exposed to influencer content and digital reviews, the multiple linear regression analysis revealed that these two independent variables contribute 56.9% to the variance in purchase decisions. This indicates that over half of consumer buying behavior is shaped by the synergy between these two digital strategies. Influencer marketing plays a crucial role in creating emotional appeal and credibility through relatable personas and engaging content, while E-WOM strengthens purchasing intentions through the perceived authenticity and objectivity of peer reviews. The combination of these factors builds positive perceptions, enhances trust, and accelerates the decision-making process, making it an effective approach in the cosmetics industry, where consumer perception and experience are key drivers. However, there are several limitations to this study. First, the sample size of 100 respondents may not be fully representative of the broader population of cosmetic product users, and future research could involve a larger and more diverse sample. Second, the study's focus on the cosmetic industry means that the results may not be applicable to other sectors, suggesting that cross-industry comparisons could offer more comprehensive insights. Additionally, the reliance on self-reported data through surveys introduces potential response bias, and future studies could incorporate behavioral data or observational research. Lastly, this study did not control for other factors like product quality, price sensitivity, or brand loyalty, which could also affect purchasing decisions. Future research could address these variables to provide a more nuanced understanding of the influences on consumer behavior.

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