Title

The Influence of Influencer Credibility, Social Media Marketing, and E-Wom on Brand Image and Its Impact on Intention to Purchase Local Skincare Among Gen Z (Study on Somethinc Local Skincare)

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Abstract

This research aims to gain new knowledge and analyze the influence of influencer credibility, social media marketing, and E-WoM on brand image and its impact on intention to purchase local skincare among Gen Z with a study on local skincare Somethinc. This type of research is quantitative research using a survey method via questionnaires distributed online, with the population used being Gen Z who live in DKI Jakarta. The sampling technique used in this research was a purposive sampling technique with a sample size of 200 respondents. The analysis technique used to process the collected data is validity and reliability testing, using AMOS software and hypothesis testing using Structural Equation Modeling (SEM) with AMOS software.

Keyword: influencer credibility, social media marketing, e-wom, brand image, purchase intention, local skincare

1. Introduction

Rapid technological developments and science and technology have changed the perspective and perspective of consumer behavior, especially Generation Z (Gen Z) born in 1997 – 2012 (Safitri & Andriyani, 2020). Gen Z are consumers who grew up with the development of social media such as Tiktok, Instagram, X, Facebook, and others. Currently, social media can be used as a platform to share informative content such as videos, photos, and writings to the general public (Liah et al., 2023).

In recent years, social media has also been used as a means of promoting a product or service. Promotion through social media can also be done by "Influencers"(Sari Dewi et al., 2020). Influencers are people who have many followers on their social media accounts such as Tiktok, Instagram, or X. A brand entrusts an Influencer to promote a product because the Influencer already has an audience from his social media followers.

It is estimated that the skin care sector in Indonesia has significant growth potential. One local skincare product that uses social media as a promotional platform is Somethingnc (Komara & Kusumawardhani, 2023). In 2019, Somethinc created a campaign through social media Influencers (Tiktok & Instagram) to promote its newest products so that they could be known to the wider public.

Consumers will first find out information about a product before buying it. The information sought can be in the form of reviews from influencers or reviews provided by consumers on social networking platforms. This phenomenon is referred to as Electronic Word of Mouth (E-WoM) (Komara & Kusumawardhani, 2023). People will tend to see reviews via social media as a reference in looking for recommendations for a product.

2. Literature Review

2.1 Theory

Consumer Behavior Theory is a concept that studies the actions of individuals, organizations and groups in purchasing, selecting and using products, services and ideas to meet their needs and desires.Consumer behavior reflects an ongoing process, starting before the purchase, during the purchase, and after the purchase is made (Kotler & Keller, 2016).

2.2.1 Influencer Credibility

Influencer credibility is the extent to which consumers view influencers as reliable experts regarding a product or service(Janssen et al., 2022). When influencers add value to a brand, product, or service, influencer credibility is considered to be the most important factor in advertising effectiveness (Lee & Kim, 2020). Influencer credibility can be assessed from how they present themselves through their lifestyle and daily activities to their followers with the aim of expanding social networks, gaining recognition, and building closer relationships with their audiences (Karouw & Worang, 2019). Dimensions of influencer credibility include attractive, trustworthiness, and expertise

2.2.2 Social Media Marketing

Social Media Marketing is the process of promoting using websites, products, and online social channel services as a means of communication (Ellitan et al., 2022). Social Media Marketing is also defined as a form of marketing used to create awareness, recognition, memory, and even action towards a brand, product, business, individual or group either directly or indirectly using web tools such as blogging, social networking, social bookmarking, and content sharing (Nawangsari & Kusumawati, 2023). Dimensions of social media marketing include entertainment, interaction, trendliness, and advertisement.

2.2.3 Electronic Word of Mouth (e-WOM)

According to Jesslyn & Loisa, (2019) Electronic Word of Mouth (e-WOM) is defined as the delivery of personal information by word of mouth about a product or service through social networks. E-WOM refers to the activity of sharing information about a product, service, or brand that generally comes from the consumer's personal experience

at the post-purchase stage (Hafizah & Kussudyarsana, 2024). In line with Setiawan & Setiawan & Safitri, (2023) who stated that e-WOM is a positive and negative statement about a product that is conveyed through potential consumers, real consumers, and former consumers of a product where the statement can be accessed via the internet. Dimensions of electronic word of mouth include intensity, content, and opinions.

2.2.4 Brand Image

Brand image is defined as the perception of a brand, as expressed by brand associations stored in the minds of buyers (Dam & Dam, 2021). In addition, according to Miati, (2020) Brand image is an association in the minds of consumers towards a brand. Consumer experience and information obtained by consumers have a strong relationship with consumer interest in a brand.

Brand Image is also considered one of the most important intangible assets that impacts consumer perception in a company (Agmeka et al., 2019). Therefore, a good brand image will also affect the products sold, the better the brand image, the higher the consumer's purchasing decision for the product. Dimensions of brand image include strength of brand association, favorability of brand, and uniqueness of brand association.

2.2.5 Purchase Intention

Purchase intention refers to the possibility of consumers planning or being willing to buy a particular product (Chetioui et al., 2020). In addition, according to Dapas et al., (2019) stated that Purchase intention means a consumer's cognitive plan or desire for a particular item or brand. Purchase intention can be measured by asking about the possibility of buying a promoted product. Purchase intention depends on consumer beliefs, which influence their perceptions and can direct them towards certain choices (Costa et al., 2021). Dimensions of purchase intention include transactional intention, referential intention, preference intention, and exploratory intention.

2.2 Theoretical Framework and Hypothesis Development

2.2.1 The Influence of Influencer Credibility on Brand Image

When influencers post something related to a brand, it will significantly affect the brand image of the brand (Tamara et al., 2021). The higher the consumer perception, the higher the brand image of the product marketed by the influencer. Likewise, according to Hermanda et al., (2019) marketing through social media influencers will result in a positive relationship with brand image(Novierra, 2023).

H_1: *Influencer credibility* has a positif effect on *brand image*.

2.2.2 The Influence of Social Media Marketing on Brand Image

social media has become important for building brand image by attracting visitors to visit a brand's official website(Ellitan et al., 2022). Marketing through social media may have a significant influence on brand image in the eyes of customers and can instill a positive image in the minds of consumers (Suwandi et al., 2023). In other words, social media marketing is not only used as a communication tool, but also plays an important role in shaping consumer perceptions of brand image (Ohanna & Kesumahati, 2024).

H_2: *Social media marketing has a positive effect on brand image.*

2.2.3 The Influence of E-WOM on Brand Image

Previous research has shown that electronic word of mouth has an effect on brand image, this is in line with research (Komara & Kusumawardhani, 2023) which found that electronic word of mouth (e-WOM) has a positive effect on brand image. Hafizah & Kussudyarsana, (2024) also stated that quality, quantity, credibility, and useful information have a significant effect on brand image. Therefore, building a positive brand image can encourage customers to seek more information related to the product (Setiawan & Safitri, 2023).

H_3: *e-WOM has a positive effect on brand image.*

2.2.4 The Influence of Influencer Credibility on Purchase Intention

The better the level of consumer trust in an influencer, the more influence it has on the purchase intention of a product (Tamara et al., 2021). In line with Novierra, (2023) which explains that explanations and promotions from influencers who are considered to have credibility have a positive influence on the purchase intention of a cosmetic product. Likewise, the assessment Utami & Praswati, (2024) that source credibility, which includes authenticity, leads to consumer purchase intention towards a brand.

H_4: *influencer credibility has a positive effect on purchase intention*

2.2.5 The Influence of Social Media Marketing on Purchase Intention

Suwandi et al., (2023) which states that social media marketing has an influence on customers or consumer purchase intention. In line with Putri & Dan Anggarawati, (2022) which states that purchase intention is influenced by social media marketing. purchase intention of Indonesian consumers can be influenced through marketing activities on social media (Mahardita & Muthohar, 2023).

H_5: *social media marketing has a positive effect on purchase intention*

2.2.6 The Influence of E-WOM on Purchase Intention

The rapid and easy technological advances in finding information on a product or company, especially those that rely on the internet, prove that e-WOM has an important role for consumer purchase intention (Sylvia & Ramli, 2024). In line with (Hafizah & Kussudyarsana, 2024) which states that experienced consumer evaluations can also reduce doubts and perceived risks. Therefore Mahardita & Muthohar, (2023) states that there is a significant positive relationship between e-WOM and purchase intention because Word of Mouth is one of the most influential marketing tools in today's era.

H_6: *EWOM has a positive effect on purchase intention*

2.2.7 The Influence of Brand Image on Purchase Intention

Conversely, if a product is considered to have a negative image, then the consumer's purchase intention for the product will be low (Hafizah & Kussudyarsana, 2024). There is a positive or unidirectional relationship between the brand image variable and the purchase intention variable (Sari et al., 2024). In line with Novierra, (2023) stated that a positive brand image will have a positive effect on increasing the purchase intention of a product.

H_7: *Brand Image has a positive effect on purchase intention*

2.2.8 The Influence of Influencer Credibility on Purchase Intention Through Brand Image

With good promotion from influencers, it will affect the brand image of the promoted product, and this will also have an impact on the purchase intention of consumers who have

assessed the brand image of Somethinc products well (Hafizah & Kussudyarsana, 2024). With a good brand image from promotions carried out by credible influencers, it can indirectly affect consumers' purchase intention in buying Somethinc products (Alghiffari et al., 2022).

H_8: *Influencer credibility has a positive and significant effect on purchase intention mediated by brand image*

2.2.9 The Influence of Social Media Marketing on Purchase Intention Through Brand Image

Social media marketing is a new tool or media used to create awareness, memory, and action towards brands, companies, products, individuals, or other entities (Laksono & Suryadi, 2020). In line with Soefhwan & Kurniawati, (2022) stated that consumers with a positive perception of a brand will be more likely to make a purchase.

H_9: *Social media marketing has a positive and significant effect on purchase intention mediated by brand image*

2.2.10 The Influence of E-WOM on Purchase Intention Through Brand Image

purchase intention can be strengthened by positive and significant mediation from brand image and EWOM (Wisnu Wardhana et al., 2021). Consumer purchasing interest will increase with the stronger brand image of the product (Adriana et al., 2022). This is in line with Hafizah & Kussudyarsana, (2024) who stated that there is a positive and significant relationship between EWOM and purchase intention which is mediated by brand image.

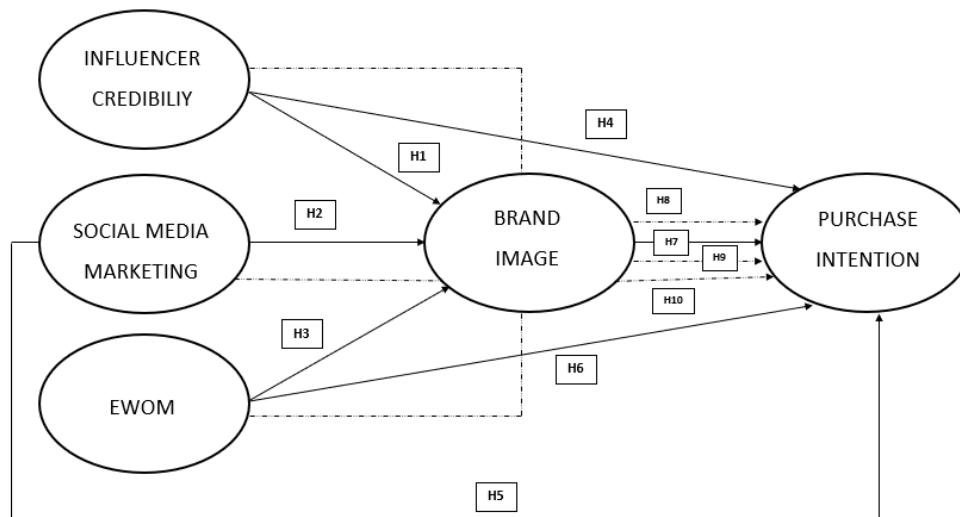H_{10}: *EWOM has a positive and significant effect on purchase intention mediated by brand image*

Figure 1. Theoretical Framework
Source: Primary Data by Researcher (2024)

3 Material and Method
3.2 Desain Study

The analysis conducted in this study uses a quantitative type. By using the data that has been collected, the analysis is carried out to validate the influence of the formulated hypothesis. The main data used are the results of a questionnaire compiled by the researcher and given randomly to respondents who meet the requirements. Through this questionnaire, the researcher obtains the data needed for analysis. This study aims to reveal the influence of influencer credibility, social media marketing, and e-WOM on brand image and its impact on local skincare purchase intentions. The variables to be tested are influencer credibility, social media marketing, e-WOM, brand image, and purchase intentions. The research tool used to test these variables uses SmartPLS.

3.3 Population and Sample

3.3.1 Populasi

According to Sugiyono, (2018), population is an area that generally consists of objects or subjects that have a specific quantity and characteristics determined by researchers to be studied to produce conclusions. The population in this study is Gen Z. Meanwhile, the population reached is Gen Z in the DKI Jakarta area.

3.3.2 Sample

The researcher used the purposive sampling method in this study which is included in the non-probability sampling category. Sugiyono (2019) stated that the purposive sampling technique is a method of determining samples that involves selecting respondents based on certain criteria. Researchers use purposive sampling techniques to ensure that the selected respondents are in accordance with the established criteria. In this study, the criteria used to select the sample are:

1. Respondents are generation Z aged 17-25 years.
2. Respondents are in the DKI Jakarta area.
3. Respondents have seen promotions for local skincare Somethinc through influencers, social media, and other social networks for the past 6 months.

3.4 Data Anaysis

The data analysis technique used in this study is using Structural Equation Modeling (SEM). This SEM technique is a combination of statistical methods of psychological/psychometric or sociological development factor analysis and econometric development statistical methods in a simultaneous equation model (Sudaryono, 2017). In addition, as stated by Santoso (2012), SEM is a multivariate analytical approach that combines factor analysis and regression analysis (correlation) to find correlations between variables to produce information that is closer to the truth. Data was evaluated using SEM (Structural Equation Modeling) and the SmartPLS tool.

4 Result

Based on the result of collecting online questionnaires from 210 respondents. The following data was found

1. Respondent Characteristic

Table 4.1. Respondent Characteristics

Respondent Characteristics		Frequency	Percentage (%)
Age	14 – 17	7	3.3%
	18 – 22	168	80%
	> 22	35	16.7%
Education	SMP	9	4.3%
	SMA/SMK	131	62.4%
	D3	2	1%
	D4/S1	67	31.9%
	S2	1	0.5%
Job	Pelajar	13	6.2%
	Mahasiswa	180	85.7%
	Karyawan Swasta	9	4.3%
	Wirausahawan	3	1.4%
	Lainnya	5	2.4%
Domicile	Jakarta Barat	20	9.5%
	Jakarta Pusat	20	9.5%
	Jakarta Selatan	66	31.4%
	Jakarta Timur	77	36.7%
	Jakarta Utara	22	10.5%
	Kepulauan Seribu	5	2.4%
Income	Rp0 - Rp1.000.000	109	51.9%
	Rp1.000.001 - Rp5.000.000	92	43.8%
	Rp5.000.001 - Rp10.000.000	6	2.9%
	> Rp10.000.000	3	1.4%
Gender	Perempuan	187	89%
	Laki - Laki	23	11%

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

Based on the data above, the respondents are mostly aged 18-22 years old as many as 168 respondents (80%). Then for the level of education, the most are from high school/vocational school as many as 131 respondents 62.4%. Furthermore, the most jobs are students as many as 180 respondents (85.7%). Then the most domicile is in East Jakarta as many as 77 respondents (36.7%). With the largest income of Rp0 - Rp1,000,000 as many as 109 respondents (51.9%). And the most filled by women as many as 187 respondents (89%).

2. Variable Descriptive Analysis

Table 4.2. Variable Descriptive Analysis

Variable	Item	Mean	Percentage (%)
Influencer Credibility	IC1	4.71	4.71%
	IC2	4.66	4.66%
	IC3	4.77	4.77%
	IC4	4.71	4.71%

Social Media Marketing	SMM1	4.93	4.93%
	SMM2	4.91	4.91%
	SMM3	5.08	5.08%
	SMM4	5.16	5.16%
	SMM5	4.99	4.99%
EWOM	E-WOM1	5.08	5.08%
	E-WOM2	5.20	5.20%
	E-WOM3	5.10	5.10%
	E-WOM4	5.06	5.06%
Brand Image	BI1	5.04	5.04%
	BI2	5.08	5.08%
	BI3	4.99	4.99%
	BI4	4.75	4.75%
	BI5	5.16	5.16%
Purchase Intention	PI1	5.01	5.01%
	PI2	4.96	4.96%
	PI3	4.91	4.91%
	PI4	4.58	4.58%
	PI5	5.04	5.04%

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

Based on the table above, it can be concluded that from the influencer credibility variable, item IC3 has the largest average of 4.77. Then for the Social Media Marketing variable, item SMM4 has the largest average of 5.16. For the EWOM variable, item EWOM2 has the largest average of 5.20. Furthermore, for the brand image variable, item B5 has the largest average of 5.16. And finally, the purchase intention variable, item PI5 has the largest average of 5.04.

Analysis and Hypothesis

1. Outer Model

   Outer model Outer model refers to the stage where the relationship between latent variables (constructs) and the indicators that measure the constructs are analyzed and tested. This testing aims to ensure that the selected indicators effectively construct the latent variables they represent and measure them accurately. Thus, this stage helps in testing and validating the conceptual structure proposed in the research model (Hair et al., 2010).

   a) Convergent Validity

      The results of the outer loading value (factor loading) and the AVE value are part of the convergent validity test for indicators with reflective properties. An indicator is considered valid if the outer loading value is greater than 0.70, while the requirement to meet convergent validity is an AVE value greater than 0.50.

      Table 4.3. Convergent Validity Result

Variabel	Indikator	Outer Loading	AVE	Keterangan
Influencer Credibility	CI1	0.642	0.629	Tidak Valid
	CI2	0.672		Tidak Valid
	CI3	0.772		Valid

	CI4	0.827		Valid
	CI5	0.613		Tidak Valid
	CI6	0.828		Valid
	CI7	0.740		Valid
Social Media Marketing	SMM1	0.749	0.534	Valid
	SMM2	0.513		Tidak Valid
	SMM3	0.701		Valid
	SMM4	0.733		Valid
	SMM5	0.758		Valid
	SMM6	0.710		Valid
	SMM7	0.635		Tidak Valid
Electronic Word of Mouth	E-WOM1	0.602	0.570	Tidak Valid
	E-WOM2	0.816		Valid
	E-WOM3	0.702		Valid
	E-WOM4	0.748		Valid
	E-WOM5	0.750		Valid
	E-WOM6	0.595		Tidak Valid
	E-WOM7	0.664		Tidak Valid
Brand Image	BI1	0.796	0.569	Valid
	BI2	0.764		Valid
	BI3	0.751		Valid
	BI4	0.737		Valid
	BI5	0.723		Valid
	BI6	0.650		Tidak Valid
	BI7	0.676		Tidak Valid
Purchase Intention	PI1	0.739	0.591	Valid
	PI2	0.698		Tidak Valid
	PI3	0.785		Valid
	PI4	0.765		Valid
	PI5	0.752		Valid
	PI6	0.800		Valid
	PI7	0.562		Tidak Valid

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

Table 4.3. shows that there are indicators that are not valid, an indicator is said to be invalid if the outer loading <0.70, then the indicator must be deleted. Invalid indicators include CI1, CI2, CI5, SMM2, SMM7, E-WOM1, E-WOM6, E-WOM7, BI6, BI7, PI2, and PI7. While other indicators can be said to be valid because the outer loading value is > 0.70. Furthermore, for the AVE value, all variables have a value > 0.50, which means that the latent variable can be explained in the factor test.

b) Discriminant Validity (Cross Loading)

Table 4.4. Cross Loading Result

	BI	E-WOM	IC	PI	SMM
BI1	0.796	0.570	0.428	0.547	0.611
BI2	0.764	0.550	0.507	0.517	0.638
BI3	0.751	0.538	0.445	0.568	0.527
BI4	0.737	0.517	0.524	0.621	0.508
BI5	0.723	0.498	0.360	0.533	0.514
E-WOM2	0.566	0.816	0.454	0.556	0.535

E-WOM3	0.446	0.702	0.352	0.408	0.538
E-WOM4	0.568	0.748	0.346	0.458	0.472
E-WOM5	0.551	0.750	0.383	0.474	0.492
IC3	0.461	0.419	0.772	0.478	0.366
IC4	0.454	0.397	0.827	0.486	0.460
IC6	0.496	0.419	0.829	0.482	0.457
IC7	0.497	0.381	0.740	0.460	0.496
PI1	0.566	0.522	0.403	0.739	0.475
PI3	0.546	0.452	0.456	0.785	0.504
PI4	0.502	0.430	0.442	0.765	0.481
PI5	0.554	0.422	0.508	0.752	0.383
PI6	0.655	0.584	0.497	0.800	0.548
SMM1	0.561	0.444	0.433	0.519	0.750
SMM3	0.510	0.479	0.385	0.462	0.701
SMM4	0.499	0.576	0.387	0.440	0.733
SMM5	0.611	0.467	0.383	0.371	0.758
SMM6	0.526	0.493	0.459	0.483	0.710

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

It can be seen in table 20 that the correlation value of the latent variable indicator is higher than other variables. So, it can be concluded that the indicator of the latent variable can determine the size of the block and is better than other variables.

Table 4.5. Heterotrait-Monotrait (HTMT) Result

	BI	E-WOM	IC	PI	SMM
BI					
E-WOM	0.805				
IC	0.744	0.655			
PI	0.897	0.792	0.737		
SMM	0.731	0.885	0.708	0.772	

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

In table 21 it can be seen that the results of HTMT from each variable are none > 0.9. The HTMT value can be said to be valid if the value is > 0.9.

c) Reliability Test

To produce reliability testing on each indicator, a Cronbach's Alpha test is needed. The value of Cronbach's Alpha can be said to be valid if it has a value > 0.70.

Table 4.6. Cronbach's Alpha Result

Variabel	Cronbach's Alpha
Influencer Credibility (IC)	0.802
Social Media Marketing (SMM)	0.781
Electronic Word of Mouth (E-WOM)	0.749
Brand Image (BI)	0.811

Purchase Intention (PI)	0.827

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

In table 20 it can be seen that the test results with a value > 0.70, it can be concluded that all indicators have met the reliability test.

2. Structural Model Evaluation (Inner Model)
   a) R-Suare

   R-Square is a statistical parameter commonly used in regression analysis to measure the extent to which the regression model fits the data being studied. R-Square has a value range between 0-1, the higher the value, the better the regression model is in explaining variations in the data.

Table 4.7. R-Square Result

Variabel	R-Square
Brand Image (BI)	0.660
Purchase Intention (PI)	0.602

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

In table 21, it can be seen that the R-Square value has a value of 0.660 and 0.602, so it can be concluded that the independent variable has an effect on the related variable of 66% for Brand Image and 60% for Purchase Intention.

   b) Variance Inflation Factor (VIF) Test

   This test is used to determine whether there is a relationship between independent variables (multicorrelation). According to Sarstedt & Christian M. Ringle, (2017) to determine whether or not there is multicorrelation between variables is if VIF <5.

Table 4.8. Variance Inflation Factor (VIF) Result

Indicators	VIF
BI1	1.793
BI2	1.644
BI3	1.615
BI4	1.481
BI5	1.499
E-WOM2	1.617
E-WOM3	1.353
E-WOM4	1.415
E-WOM5	1.423
IC3	1.605
IC4	1.882
IC6	1.825
IC7	1.433
PI1	1.601

PI3	1.783
PI4	1.739
PI5	1.679
PI6	1.839
SMM1	1.472
SMM3	1.381
SMM4	1.504
SMM5	1.564
SMM6	1.387

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

In table 24 it can be seen that the VIF test has a value of <5, so it can be concluded that there is no multicorrelation between each variable.

3. Hypothesis Testing
   a) Path Coefficient
      Path Coefficient estimation is a statistical technique used in path analysis to measure the strength of the relationship between independent variables and dependent variables in a model. This process produces a path coefficient that shows the strength and direction of the relationship between these variables (Soleh et al., 2015).

Table 4.9. Path Coefficient Result

Hipotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Value
BI -> PI	0.450	0.450	0.089	5.035	0.000
E-WOM -> BI	0.334	0.338	0.068	4.874	0.000
E-WOM -> PI	0.164	0.159	0.110	1.481	0.139
IC -> BI	0.206	0.209	0.055	3.733	0.000
IC -> PI	0.212	0.215	0.066	3.195	0.000
SMM -> BI	0.403	0.399	0.071	5.686	0.000
SMM -> PI	0.062	0.067	0.095	0.647	0.518

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

Table 23 shows that the results of the research hypothesis test using SmartPLS with the bootstrapping method on the path coefficient, the hypothesis can be declared accepted if the t-statistics value is (>1.96) and the p-values are (<0.05).

1) The influencer credibility variable on brand image has a t-statistics value of 3.733 (t-statistics > 1.96) and a p-value of 0.000 (p-value < 0.05), which means that there is a significant influence between the influencer credibility variable and brand image. Therefore, the hypothesis that influencer credibility will have a positive and significant effect on brand image can be accepted. This hypothesis is in line with research (Hermanda et al., 2019); (Novierra, 2023); (Tamara et al., 2021) which also states that influencer credibility has a positive and significant effect on brand image.

2) he social media marketing variable on brand image has a t-statistics value of 5.686 (t-statistics> 1.96) and a p-value of 0.000 (p-value <0.05), which means that there is a significant influence between the social media marketing variable and brand image. Therefore, the hypothesis that social media marketing will have a positive and significant effect on brand image can be accepted. This hypothesis is in line with research (Ellitan et al., 2022); (Suwandi et al., 2023); (Ohanna & Kesumahati, 2024) which also states that social media marketing has a positive and significant effect on brand image.

3) he E-WOM variable on brand image has a t-statistics value of 4.874 (t-statistics > 1.96) and a p-value of 0.000 (p-value <0.05), which means that there is a significant influence between the E-WOM variable and brand image. Therefore, the hypothesis that E-WOM will have a positive and significant effect on brand image can be accepted. This hypothesis is in line with research (Komara & Kusumawardhani, 2023); (Hafizah & Kussudyarsana, 2024); (Setiawan & Safitri, 2023) which also states that E-WOM has a positive and significant effect on brand image.

4) he influencer credibility variable on purchase intention has a t-statistics value of 3.195 (t-statistics> 1.96) and a p-value of 0.001 (p-value <0.05), which means that there is a significant influence between the influencer credibility variable on purchase intention. So, the hypothesis that influencer credibility will have a positive and significant effect on purchase intention can be accepted. This hypothesis is in line with research (Tamara et al., 2021); (Novierra, 2023); (Utami & Praswati, 2024) which also states that influencer credibility has a positive and significant effect on purchase intention.

5) The social media marketing variable on purchase intention has a t-statistics value of 0.647 (t-statistics > 1.96) and a p-value of 0.518 (p-value <0.05), which means that there is no direct influence between the social media marketing variable and purchase intention. Therefore, the hypothesis stating that social media marketing will have a positive and significant effect on purchase intention can be rejected. This hypothesis is not in line with (Suwandi et al., 2023); (Putri & Dan Anggarawati, 2022); (Mahardita & Muthohar, 2023) which states that social media marketing has a positive and significant effect on purchase intention.

6) The E-WOM variable on purchase intention has a t-statistics value of 1.481 (t-statistics > 1.96) and a p-value of 0.139 (p-value < 0.05), which means that there is no direct influence between the social media marketing variable and purchase intention. Therefore, the hypothesis stating that E-WOM will have a positive and significant effect on purchase intention can be rejected. This hypothesis is not in line with (Sylvia & Ramli, 2024); (Hafizah & Kussudyarsana, 2024); (Mahardita & Muthohar, 2023) which also states that E-WOM has a positive and significant effect on purchase intention.

7) The brand image variable on purchase intention has a t-statistics value of 5.035 (t-statistics > 1.96) and a p-value of 0.001 (p-value <0.05), which means that there is a significant influence between the brand image variable and purchase intention. So, the hypothesis that brand image will have a positive and significant effect on purchase intention can be accepted. This hypothesis is in line with research

(Hafizah & Kussudyarsana, 2024); (Sari et al., 2024); (Novierra, 2023) which also states that brand image has a positive and significant effect on purchase intention.

b) Indirect Effect

Table 4.9. Indirect Effect Result

Hipotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Value
IC -> BI -> PI	0.093	0.095	0.033	2.784	0.004
SMM -> BI -> PI	0.181	0.180	0.048	3.780	0.000
E-WOM -> BI -> PI	0.150	0.151	0.041	3.631	0.000

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

Table 24 shows that the results of the research hypothesis test using SmartPLS with the bootstrapping method on the path coefficient, the hypothesis can be declared accepted if the t-statistics value is (>1.96) and the p-values are (<0.05).

1) The brand image variable significantly mediates the influence of influencer credibility on purchase intention with a mediation path coefficient resulting in acceptance. This is due to the p-value of 0.004 and the t-statistics value of 2.784. It can be concluded that the hypothesis of the influencer credibility variable has a positive and significant effect on purchase intention through brand image.

2) The brand image variable significantly mediates the influence of social media marketing on purchase intention with a mediation path coefficient resulting in acceptance. This is due to the p-value of 0.000 and the t-statistics value of 3.780. It can be concluded that the hypothesis of the social media marketing variable has a positive and significant effect on purchase intention through brand image.

3) The brand image variable significantly mediates the influence of E-WOM on purchase intention with a mediation path coefficient resulting in acceptance. This is due to the p-value of 0.000 and the t-statistics value of 3.631. It can be concluded that the hypothesis of the E-WOM variable has a positive and significant influence on purchase intention through brand image.

5 Conclusion, Implication, and Recommendation

5.1 Conclusion

The conclusion that can be obtained from this study is that the researcher has collected 210 respondent data who are Gen Z in DKI Jakarta. Of the ten research hypotheses that have been tested using the SEM method and SmartPLS 3 software, there are eight accepted hypotheses, namely H1, H2, H3, H4, H7, H8, H9, and H10, and there are two rejected hypotheses, namely H5 and H6.

5.2 Implication and Recommendation

This study is expected to provide contributions and developments in research related to the variables of influencer credentials, social media marketing, and EWOM on brand image and its influence on the purchase intention of Somethinc products among Gen Z.

In further research, it is expected to find out other factors that can influence brand image and purchase interest in Somethinc local skincare among Gen Z.

Can expand the conceptual framework by adding other variables such as product quality, service quality, and price quality to measure brand image and its impact on the purchase intention of Somethinc local skincare.

5.3 Limitation

The population covered by this study is very limited, namely Gen Z people aged 75-22 years domiciled in DKI Jakarta who have seen Somethinc promotions through influencers, social media, and other social networks. Therefore, the population generated by the researcher can only be applied to the same type of population and cannot be used for different contexts.

This study only focuses on Gen Z people aged 75-22 years domiciled in DKI Jakarta who have seen Somethinc local skincase promotions. Therefore, the objects in this study cannot be used for different research objects such as other types of local skincare or different regions.

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