

THE EFFECT OF DIGITALIZATION AND SOCIAL MEDIA: GENERATION Z'S PURCHASE INTENTIONS FOR SOMETHINC SKINCARE PRODUCTS IN INDONESIA

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ABSTRACT

Background: Generation Z, as increasingly dominant consumers with unique shopping behavior characteristics, plays a vital role in the e-commerce market. Therefore, it is essential to evaluate how marketing factors such as brand image, brand credibility, brand advocacy, and electronic word of mouth (eWOM) influence their purchasing decisions, especially in skincare.

Purpose: This study aims to analyze the Influence of brand image, brand credibility, brand advocacy, and electronic word of mouth (eWOM) on Generation Z's purchase intention for Somethinc skincare products in Indonesia.

Design/methodology/approach: This study uses a quantitative approach and distributes questionnaires online to 260 Generation Z respondents. Samples were taken using the purposive sampling technique with a Likert Scale. Data analysis was carried out using SmartPLS.

Findings/Results: The results showed that brand image and advocacy significantly influence Generation Z's intention to purchase skincare in Indonesia. In contrast, brand credibility and electronic word of mouth do not significantly positively influence Generation Z's purchase intention for skin care.

Conclusion: The study's results show that digitalization and social media significantly influence company activities, especially in marketing. Referring to the research findings, companies should strengthen the brand image and advocacy through marketing campaigns highlighting the brand's unique value and encouraging customers to share positive experiences, such as loyalty programs or customer communities. On the other hand, strategies related to brand credibility and eWOM need to be re-evaluated to increase their effectiveness or shift to more impactful efforts. Thus, companies can prioritize resources on aspects that significantly drive consumer purchase intention.

Originality/value (State of the art): This study's results provide insight into the effectiveness of marketing strategies in influencing Generation Z's purchasing behavior and explain the inconsistency of previous research findings.

Keywords: brand image, brand credibility, brand advocacy, electronic word of mouth, purchase intention

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INTRODUCTION

In recent years, the skincare industry in Indonesia has experienced rapid growth, supported by increasing public awareness of the importance of skincare. Facial skin care is the main focus of efforts to obtain healthy, fresh, and aesthetic skin. (Hertina & Dwiyaniti, 2013). The increase in this beauty trend is in line with the development of digital technology and the role of social media, making skincare marketing more focused on direct interaction with consumers through various online platforms. Generation Z (or Gen Z) is included in the young age profile in the consumer segment, representing 1996 and onwards. One of the most diverse generations is Generation Z. They have a high level of education, digital nativism, and high social and cultural awareness and tend to be more inclusive and expressive in expressing themselves. Generation Z has different expectations and purchasing responses because they constantly seek rapid change and innovation. (Utamanyu & Darmastuti, 2022). Generation Z's life preferences that coexist with digitalization are far different from those of previous generations, where the purchasing culture of this generation spends most of its time on the Internet, which affects its consumption patterns. (Weimann & Masri, 2021).

According to APJII (2024), Indonesian internet users will reach more than 221.563 million people, which means 79.5% of the total population of Indonesia uses the Internet. Internet user penetration has increased by 1.17% from Indonesia's population of 278.696 million people, with 139 million active social media users this year. Based on a *compas.co.id* survey, the beauty product pairing in Indonesian e-commerce in the first semester of 2024 showed that the facial care category dominated with 36.8%. This is followed by several body care categories of 14.6% and others covering 25.6%. This data illustrates the high demand for facial care products compared to other categories and shows the diversity of consumer preferences on e-commerce platforms such as Shopee, Tokopedia, Blibli, Lazada, and TikTok Shop.

Based on a Populix survey involving respondents aged 18 to 55 years throughout Indonesia, it shows that 45% of respondents buy essential skincare once a month, 23% less than once a month, and 12% every day. Other purchase frequencies include 8% as much as 2-3 times per month, 5% as much as 2-3 times per week, 4% once a week, and 3% as much as 4-6 times per week.

This shows that Indonesian consumers are increasingly accustomed to making purchases of skincare products with regular frequency, reflecting the large and growing needs in the beauty care market and the diversity of consumer preferences for these products.

Somethinc is one of the five best-selling skincare brands in e-commerce. Founded in March 2019, the brand was inspired by consumers looking for halal-certified and high-quality skincare products for their active lifestyles. Somethinc aims to meet the needs of the innovative and critical young generation in choosing high-quality products at affordable prices. To meet this demand, Somethinc launched skincare products with clean, safe, halal ingredients and provided local skincare products with international standards and low prices (Indiemarket.news, 2020). In 2023, Somethinc, known as the local version of The Ordinary, won the Brand Choice Award for health and beauty from Inforbrand.id. Meanwhile, in 2024 Somethinc again showed its excellence by winning the Tiktok Best Performance Campaign award.

Purchase intention is essential to understanding the purchasing decision process, especially in the context of Somethinc skincare products marketed through digital platforms. Purchase Intention does not only arise from desire but also develops through various factors that shape consumer perceptions before finally leading to a purchasing decision. In Generation Z in Indonesia, purchase intentions for certain skincare products can be influenced by brand image, brand credibility, brand advocacy, and electronic word of mouth (eWOM). This study is essential to explore more deeply how these factors influence the purchase intention of Generation Z, considering that digitalization and social media are increasingly dominant in everyday life and shape their consumption patterns. A deeper understanding of the relationship between these factors and purchase intention can provide insights for skincare brands such as Somethinc to design more effective marketing strategies for reaching and influencing Generation Z.

Thus, in this study, the theory of planned behavior (TPB) is used to develop the theory of reasoned action (TRA) proposed by Fishbein and Ajzen in 1975. The theory of planned behavior (TPB) is the leading theory explaining the factors influencing a person to take a specific action or behavior. The Theory of Planned Behavior (TPB) has been successfully used to describe and predict behavior. The direct antecedent of an action

in TPB is the intention to act. The stronger the intention, the more likely the behavior will occur (Ajzen, 2020). According to this theory, a person's intention to do or not do an action is influenced by attitudes (attitude towards behavior) and social influences, namely subjective norms and also Perceived Behavior Control (PBC), which are factors in TRA. (Ajzen, 1991). This theory is the basis for testing the effect of brand image, brand credibility, brand advocacy, and electronic word of mouth (eWOM) on the generation's purchase intention on some skincare products in Indonesia.

In marketing, brand image is a consumer's perception of a brand based on associations formed in their minds. This perception includes a collection of attributes, benefits, and values from the brand obtained through direct or indirect experiences. Brand image is all the impressions that arise in the minds of people associated with it, such as brand memories. (Sanita et al. 2019). Brand Image influences customer value perceptions, credibility, and direct purchase intentions. (Yi et al. 2018).

Brand Credibility is a consumer's perception of a brand's trustworthiness and reliability in fulfilling promises and expectations. Thus, brand credibility focuses more on the level of trust in the characteristics of the information conveyed by a product (Purnama & Samuel, 2018). (Lee & Kim, 2020) Brand credibility may be essential in satisfying consumers' intentions to process advertising messages critically. Therefore, consumers will maintain a positive attitude towards promotional posts despite persuasive intentions if a brand is considered highly trustworthy.

Brand Advocacy is the act of customers voluntarily recommending and promoting a brand to others based on positive experiences, trust, and emotional connections with the brand. This advocacy enhances brand reputation and fosters positive perceptions, ultimately influencing potential buyers to choose products or services supported by sincere and enthusiastic recommendations. (Bilro et al. 2019). Brand advocacy is believed to influence product purchase interest and attract customers with new and quality products. (Lee & Kim, 2020).

Electronic word of mouth (eWOM) is informal communication between consumers through digital media, such as online reviews, social media, or forums, which discuss experiences or opinions related to

products, services, or brands. According to (Oktariana & Wijaya, 2019). The right marketing strategy requires marketers to know their consumers better because consumer desires and needs can change. One of the factors that triggers impulsive buying is eWOM. Consumers use social media to find information about the specifications of the products they seek. Through social media, word of mouth between consumers can spread worldwide.

Previous studies have shown inconsistencies in findings related to the Influence of brand image and brand credibility on purchase intention. According to research by Agmeka et al. (2019), brand image significantly influences purchase intention. However, these results differ from research conducted by Febriyantoro (2020), which states that brand image does not affect purchase intention. Furthermore, research on brand credibility has a positive and significant influence on purchase intention. Research (Jeng, 2016) stated that brand credibility does not influence purchase intention. Based on the differences in the results of previous studies, the researcher is interested in further studying the relationship or Influence of brand image, brand credibility, brand advocacy, and electronic word of mouth (eWOM) on purchase intention. This study aims to bridge the existing gap by exploring the relationship between these variables. Using a broader population than previous studies, this study can provide a deeper understanding of the factors influencing purchase intention. In addition, adding the brand advocacy variable is expected to enrich the consumer behavior model and provide practical guidance for marketers in developing more effective strategies for the Generation Z market. In addition, this study can provide theoretical and managerial contributions to developing consumer behavior models in the online shopping environment. This is the novelty of this research: It focuses on Generation Z consumers in Indonesia who buy Something in skincare products, so this study offers a new perspective on consumer behaviour in the skincare market.

METHODS

This research uses quantitative research methods. The data source used in this research is primary data. The population studied in this study was all Generation Z people who knew some skincare products. The formula used (J. Hair et al. 2010) States that the minimum

sample size must be multiplied by 5, and a maximum of 10 indicators are available for each parameter estimate. There are 26 indicators in this study, so the number of samples needed is $(26 \times 10) = 260$ respondents. Sampling using a purposive sampling technique, namely selecting respondents based on specific criteria, is based on the objectives of this study. These criteria are generation consumers aged 17 to 27 years who know something about skincare products.

This study collected primary data through an online questionnaire distributed through Google Forms. The questionnaire was distributed digitally through various social media platforms, including WhatsApp, Instagram, TikTok Shop, X (Twitter), and other applications, to reach respondents who fit the research criteria. A Likert scale was used to measure the variables, with a range of values from one to five, representing the respondents' level of agreement, ranging from "strongly disagree" to "strongly agree." This method allows for broader and more efficient data collection while ensuring that the responses more accurately reflect the opinions and preferences of the target population.

This study uses the Structural Equation Modeling (SEM) technique to test the relationship of variables, using Smart PLS software version 4.0 for data analysis. Furthermore, an outer model evaluation analysis is carried out, which includes a measurement model and an inner model evaluation, which consists of a structural model. Construct validity and reliability tests and SEM analysis of intervening variables are used to test hypotheses and assess the extent to which these variables are related. The measurement and structural models were evaluated using several criteria, including Convergence Validity, Composite Reliability, Discriminant Validity, Average Extracted Variance, Variance Inflation Factor, R-square, and hypothesis testing conducted through the Bootstrapping method.

Purchase Intention is consumers' tendency to buy a product or service. This means that purchase intention also includes other aspects where consumers decide to buy a product after the evaluation process (Younus et al. 2015). Purchase intention refers to the predicted or intended behavior of consumers and potential consumers, where their ideas and actions are expected to be influenced to provide a specific response (McLean et al. 2020). According to Shahid et al. (2017), a consumer's purchase intention is strongly influenced by the extent of the level of satisfaction expected

and received. If the brand succeeds in satisfying consumers, then these consumers tend to become loyal buyers. Conversely, if expectations are not met, these consumers may engage in negative marketing against the brand.

In the modern marketing world, brand image is one of the key elements that determines the success of a brand in the market. According to (Laksono & Suryadi, 2020). Brand image is a guide for consumers to evaluate a product without sufficient knowledge. According to (Prihananto et al. 2024). Brand image is one of the important things that companies need to pay attention to because brand image can influence consumers to buy or not buy these products. Brand image is a positive and negative assumption in customers' minds regarding the product or service's value (Wati et al. 2020). In addition, several studies conducted by (Benhardy et al. 2020, Isyanto et al. 2020, Purwianti & Niawati, 2022) State that Brand Image positively and significantly influences Purchase Intention. From the description above, it is suspected that there is a hypothesis that :

H1: It is suspected that Brand image influences Purchase Intention.

Credibility is the ability to trust an entity's intentions at a given time. (Vidyanata et al. 2018). Brand Credibility is essential in determining a company's overall image. (Martín-Consuegra et al. 2018). Because high credibility reflects higher quality, more excellent value, and higher value product suitability, higher value leads to a more positive attitude among consumers. (Chin et al. 2020). This agrees with (Khrisnanda & Dirgantara, 2021) That brand credibility positively and significantly affects purchase intention. The more credible the product brand is, the better the performance of a product in presenting product information and the quality of its performance, the more likely consumers are to trust it, or not consumers or potential consumers will have a higher level of trust in the product brand which will have a level of product purchase intention. From the explanation above, it is suspected that there is a hypothesis that :

H2: It is suspected that Brand Credibility influences Purchase Intention.

Brand Advocacy is the result of actively recommending their favorite brand to others and using its products or services by telling them positive information about its features, benefits, and values (Rahmawati & Riyanto, 2023). According to (Hendika & Riorini, 2014) Brand

Advocacy is a situation where customers provide support for a product through word-of-mouth (WOM) communication, passing comments and messages to potential customers to attract their interest in buying a particular brand. Thus, Brand Advocacy is the support and promotion provided by loyal customers, encouraging others to choose and trust the brand. From the explanation above, it is hypothesized that :

H3: It is suspected that Brand Advocacy influences Purchase Intention.

Electronic Word of Mouth is the process of sharing information about products and services among individuals who communicate with each other through social media in the virtual world. (Sulthana & Vasantha, 2019). According to (Suharyono et al. 2016) An Electronic Word of Mouth (E-WOM) is a consumer's willingness to voluntarily provide advice or recommendations to others to buy or use products from a company through online media. Electronic Word of Mouth (E-WOM) is a unique communication medium between consumers who do not know each other directly, such as through customer reviews, blogs on websites, and comments (Blondeel & Bb, 2021). E-Wom is a marketing strategy that relies on consumer recommendations to convey their experiences, opinions, or reviews to others directly or through social media or other platforms. Several studies conducted by Purwianti (2021) and Romadhoni et al. (2023) stated and showed a positive and significant effect of e-WOM on purchase intention. From the description above, it is hypothesized that:

H4: Electronic Word of Mouth (E-WOM) is suspected to influence Purchase Intention.

The diagram in Figure 1 illustrates the relationship between the reciprocity between four key elements to Purchase Intention on Somethinc skincare products in Indonesia for Generation Z. Brand Image and Brand Credibility play a role in shaping consumer perceptions and trust in brands, which can drive purchase intentions. Brand Advocacy reflects how satisfied customers are to recommend the brand to others. At the same time, eWOM becomes an external factor that reinforces purchasing decisions through digital reviews and testimonials. These four independent variables are assumed to relate to Purchase Intention directly. This model tests four hypotheses that explore the Influence of these factors in increasing Generation Z's purchase intention towards Somethinc products.

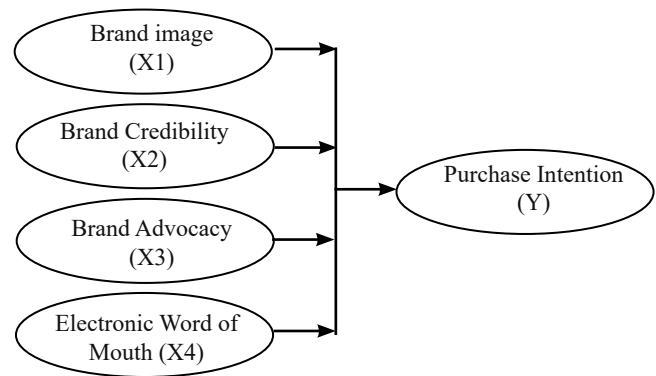


Figure 1. Conceptual framework

RESULTS

In this study, questionnaires were distributed by contacting respondents via direct messages on social media platforms such as Facebook, WhatsApp, Instagram, X (formerly Twitter), and TikTok. Of the 265 successfully collected respondents, the initial screening process found five responses that did not meet the established criteria, leaving 260 respondents eligible for analysis. Based on demographic analysis, most respondents were female, 165 people (63%), with a dominant age range of 21-23 years, 170 people (65.3%). Most respondents had a high school education, 161 people (61.5%), and earned a monthly income of IDR1.000.001–IDR1.500.000, 121 people (46%). More detailed information regarding the characteristics of the respondents can be seen in Table 1.

Outer Model Analysis

Based on Table 2, the measurement model testing was carried out by analyzing the outer loading value, which must be > 0.70 , and the Average Variance Extracted (AVE) value > 0.50 (Hair et al. 2019). All outer loading weight values are > 0.7 , and the AVE value is > 0.5 , indicating that all indicators in the variable can be valid. The Composite Reliability and Cronbach's Alpha values must be > 0.7 (Hair et al. 2019). It can be seen in the table that the Composite Reliability and Cronbach's Alpha values are all also > 0.7 , indicating that all indicators in each variable are reliable. With the validity and reliability met, the indicator effectively measures the concept or variable in question accurately and consistently.

Table 1. Respondent Characteristics

Item	Component	Frequency	Percentage
Gender	Male	95	37%
	Female	165	63%
Age	18 - 20	51	19.6%
	21 - 23	170	65.3%
	24 - 27	39	15.1%
Education	SMA/Sederajat	161	61.5%
	Diploma	20	7.5%
	Bachelor's Degree	63	24.9%
	Master	16	6%
Income	< IDR1.000.000	44	17.4%
	IDR1.000.001 – IDR1.500.000	121	46%
	IDR1.500.001 - IDR2.000.000	28	10.6%
	IDR2.000.000 – IDR2.500.000	15	5.7%
	IDR2.500.001 – IDR3.000.000	21	8.3%
	>IDR3.000.001	31	12.1%
Do you know the Somethinc skincare product?	Yes	260	98%

Table 2. Results of Construct Validity And Reliability Test

Variable	Indicator	Loading Range	Cronbach's Alpha	Rho-A	Composite Reliability	AVE
Brand Image (BI)	BI1	0.847	0.905	0.96	0.926	0.677
	BI 2	0.788				
	BI 3	0.798				
	BI 4	0.822				
	BI 6	0.841				
	BI 7	0.840				
Brand Credibility (BC)	BC 1	0.847	0.874	0.909	0.909	0.666
	0.909	0.666				
	BC 2	0.822				
	BC 3	0.848				
	BC 4	0.735				
	BC 5	0.823				
Brand Advocacy (BA)	BA 1	0.791	0.875	0.878	0.909	0.666
	BA 2	0.802				
	BA 3	0.837				
	BA 4	0.808				
	BA 5	0.841				
Electronic Word Of Mouth (EWOM)	EWOM 1	0.866	0.903	0.905	0.925	0.675
	EWOM 2	0.837				
	EWOM 3	0.787				
	EWOM 4	0.848				
	EWOM 5	0.751				
	EWOM 6	0.834				
Purchase Intention (PI)	PI 1	0.859	0.849	0.850	0.909	0.768
	PI 2	0.882				
	PI 3	0.888				

Based on Table 3, the R-squared value for the purchase intention variable is 0.743. Referring to the criteria set by (Hair Jr et al. 2021). Hair 2021, where the R-square value above 0.75 is considered strong, 0.50 is moderate, and 0.25 is considered weak. So this shows that brand image, brand credibility, brand advocacy, and e-wom together affect purchase intention by 74.3%. Therefore, the effect of the independent variable on the dependent variable has a reasonably strong influence. Meanwhile, other variables not included in this study affect the remaining 25.7%.

Table 3. Results of R-squared Test

	R-Square	R-Square Adjusted
Y_ Purchase Intention	0.743	0.739

Hypothesis Test

Hypothesis testing is carried out using the bootstrapping method through SmartPLS 4.0 software. The data used in this test has gone through the validation process and reliability testing, so it is considered valid and reliable. This hypothesis testing is included in the structural model section, which aims to determine whether a hypothesis can be accepted or rejected while analyzing the direction and significance of the relationship between variables. The testing process is carried out by comparing the previous t-statistic values. A hypothesis is accepted if the t-statistic value exceeds 1.96 with a significance level of 0.05. The test results are presented in the following table:

The Relationship between Brand Image and Purchase Intention

In Table 4, researchers found that brand image significantly positively affects purchase intention. This can happen because the brand image can cause a perception for consumers to buy or not buy goods. When the brand image is in a high position, the margin obtained will tend to be greater (Kremer & Viot, 2018). In addition, brand image is essential when consumers want to purchase an item. Stores with a high brand image can increase consumer intention to buy goods (Martínez et al. 2014).

Furthermore, (Khan et al. 2014) explain that the development of brand image leads to the formation of a perception related to a brand that is reflected in brand associations and contains meaning in consumer memory. If the brand image is formed positively in consumer

memory, it will give rise to a positive consumer attitude towards the brand. The deeper the consumer's memory that the brand is positive, the better the impact will be because a positive brand image is related to consumers' views on the quality and value of the product, which ultimately affects purchase intention (Lee & Lee, 2018). Therefore, it is essential to form a good brand image. A widely known brand image is considered unique in the market (Febriyantor, 2020).

The Relationship between Brand Credibility and Purchase Intention

Researchers found that brand credibility did not significantly affect purchase intention. This could be due to the many external factors affecting the relationship between brand credibility and consumer purchase intention. External factors, including market conditions, changes in consumer behavior, and socioeconomic influences, play an essential role in shaping purchasing decisions, often overshadowing brand credibility. For example, when companies leverage their corporate image to enter new markets, perceptions of innovation can significantly affect consumer evaluations. Research shows that consumers tend to favor the service extensions of firms with a late-mover image, especially in related markets, because they are perceived to provide higher expected service quality than pioneers (De Ruyter & Wetzels, 2000). This suggests that contextual and situational attributes may be more important determinants of purchase behavior than the credibility of the established brand itself. Furthermore, economic variables such as disposable income, competition, and marketing activity may also distort the relationship between brand credibility and purchase intention, causing potential buyers to prioritize immediate benefits over long-term brand loyalty (De Ruyter & Wetzels, 2000).

In addition, social media and influencer marketing dynamics have also played a role in the relationship between brand credibility and purchase intention. These dynamics have changed the way consumers perceive brand credibility. In some cases, the credibility of social media influencers can overshadow traditional brand credibility, leading to a situation where the perceived popularity and trustworthiness of the influencer become more important than the brand's inherent credibility (Coutinho et al. 2023). This shift suggests that consumers rely more on the social context and attributes of influencers than on brand credibility when making purchase decisions.

This result is in line with the research conducted by (Jeng, 2016), which found that brand credibility cannot significantly affect purchase intention. In this case, brand credibility requires other factors to bridge its Influence on purchase intention to be substantial. Thus, brand credibility can significantly affect purchase intention if measured through indirect Influence.

The Relationship between Brand Advocacy and Purchase Intention

Brand advocacy was found to have a significant positive effect on purchase intention. Thus, trust is fundamental in brand advocacy, influencing consumers' willingness to recommend and support a brand. When consumers perceive a brand as trustworthy, their psychological commitment to the brand is strengthened, leading to increased advocacy intention. Higher levels of trust result in stronger brand attachment, encouraging consumers to advocate for the brand even in adverse situations, such as brand infringement (Shimul et al. 2024). Furthermore, influencer credibility significantly shapes purchase intention in the digital age, especially among younger demographics. Research shows that Gen Z consumers are mainly influenced by their trust in social media influencers, suggesting that trust directly impacts their purchase behavior (Nguyen et al. 2024). Consequently, fostering trust in brand communications directly and through influencer partnerships is critical to increasing brand advocacy and, in turn, positively impacting purchase intention.

Furthermore, according to (Madupu & Cooley, 2010) There are specific rules for how people interact and create content online. Thus, the exclusivity of 'sender' and 'receiver' roles does not occur. Those who participate online are often 'senders' and 'receivers'. Online brand advocates are more likely to provide insight into their

previous purchasing experiences and insights into their intentions to purchase the advocated brand. Thus, the more consumers voice their brand relationships, the more they become brand spokespersons, even in an online community. This will ultimately strengthen their relationship with the brand and their repeat purchasing behavior (Sanz-Blas et al. 2021).

The Relationship between Electronic Word of Mouth and Purchase Intention

In Table 4, it was found that electronic word of mouth (eWOM) did not significantly affect purchase intention. This is due to the characteristics of eWOM itself. For example, conflicting eWOM can cause confusion among consumers. This confusion will lead to a decrease in the persuasive power of eWOM (Yang, 2022). The trust issue among consumers further exacerbates this. Consumers are willing to participate in eWOM if there is a good level of trust in the source (Gharib et al. 2019). If the source is untrustworthy, consumers will unlikely be deeply involved in eWOM. Thus, the information available in eWOM is not processed by consumers, so it does not impact purchase intention. This shows that the existence of eWOM, nature, and the context in which it is presented are essential in shaping consumer attitudes and intentions. In addition, demographic factors and individual differences among consumers can influence how eWOM is perceived and its subsequent Influence on purchase intention. Research shows that specific consumer segments, such as college students, may respond differently to eWOM compared to other demographics, who are often less influenced by the quality and authenticity of eWOM (Fan & Li, 2021). This variability suggests that eWOM may not affect all consumer groups uniformly, reducing the overall impact on purchase intentions.

Table 4. The Results of Bootstrapping and Hypothesis Test

Hypothesis	Original Sample	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (IO/STDEV)	P Values	Decisions
BI → PI	0.292	0.293	0.109	2.685	0.007	significant
BC→PI	0.083	0.084	0.107	0.775	0.439	Not significant
BA→PI	0.468	0.466	0.078	5.962	0.000	significant
EWOM →PI	0.093	0.091	0.094	0.992	0.321	Not significant

Note: Brand Image (BI); Brand Credibility (BC); Brand Advocacy (BA);Electronic Word Of Mouth (EWOM); Purchase Intention (PI)

Managerial Implications

Based on practical implications, the findings of this study provide valuable insights for companies that a strong brand image and brand advocacy from loyal customers can increase the trust and appeal of a product among young consumers. Therefore, Somethinc can strengthen its marketing strategy by presenting a consistent and authentic brand narrative through storytelling marketing and utilizing its loyal user community to drive brand advocacy. Strategies such as interactive social media campaigns, collaborations with beauty influencers, and customer experience-based loyalty programs can further strengthen Generation Z's purchase intention, which is highly influenced by social trends and recommendations.

Based on the theoretical implications of this research, brand credibility and electronic word of mouth are no longer the main factors in purchase intention. This is likely due to changing trends, where this study indicates that other factors influence Generation Z, namely the role of influencers in improving brand image. This finding aligns with the study's results, which show that variable X1 (brand image) significantly influences purchase intention. This study has limitations because it only focuses on one skincare brand, somethinc, so the findings may not be generalizable to other brands.

CONCLUSION AND RECOMMENDATIONS

Conclusion

This study aims to bridge the gap in previous studies on the Influence of brand image, brand credibility, brand advocacy, and electronic word of mouth (eWOM) on purchase intention. In this case, an exploration of the relationship between these variables was carried out using SmartPLS software. The results obtained showed that brand image and brand advocacy have a significant positive effect on purchase intention. However, on the contrary, brand credibility and electronic word of mouth do not significantly affect purchase intention. The study shows that digitalization and social media significantly influence company activities, especially in marketing. Referring to the research findings, companies should strengthen the brand image and advocacy through marketing campaigns highlighting the brand's unique value and encouraging customers to share positive experiences, such as loyalty programs or

customer communities. On the other hand, strategies related to brand credibility and eWOM need to be re-evaluated to increase their effectiveness or shift to more impactful efforts. Thus, companies can prioritize resources on aspects that significantly drive consumer purchase intention.

Recommendations

Based on the research results, which show the direct Influence of the four independent variables on the dependent variable, the researcher recommends that further research consider adding moderating or mediating variables. Moderating variables can help identify specific conditions or factors that strengthen or weaken the relationship between independent and dependent variables. In contrast, mediating variables can explain the mechanisms or processes that link the two. With the addition of these variables, it is hoped that future research can provide a deeper and more comprehensive understanding of the relationships between variables and increase the theoretical and practical value of the resulting findings.

Furthermore, this research looks at the direct Influence of four independent variables on the dependent variable in Generation Z society. Researchers recommend further research by comparing generations, such as Generation X, Generation Y (Millennials), and Baby Boomers. This comparison is essential to identify differences in influence patterns that may arise due to the unique characteristics of each generation, such as values, preferences, or lifestyle. By conducting comparative analysis, it is hoped that future research can provide more comprehensive insight into the dynamics of relationships between variables in an intergenerational context and produce more practically relevant findings for various segments of society.

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