

The Influence of Influencer Marketing, e-WoM, and Brand Image on The Purchase Intention of Viva Cosmetics Products on Tiktok Shop Consumers in Depok City

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Abstract

The development of social commerce (s-commerce) through TikTok Shop encourages cosmetics companies to optimize digital marketing strategies to increase purchase intention. This study aims to analyze the influence of influencer marketing, electronic word of mouth (e-WOM), and brand image on the purchase intention of Viva Cosmetics products on TikTok Shop consumers in Depok City, both partially and simultaneously. This study uses an associative quantitative approach with a survey method of 110 respondents selected through purposive sampling techniques. Data were collected using questionnaires and analyzed by multiple linear regression using SPSS version 31. The results of the study show that influencer marketing, e-WOM, and brand image partially or simultaneously affect purchase intention. An Adjusted R² value of 0.677 indicates that all three variables are able to explain 67.7% of the variation in purchase intention. The results indicate that influencer-based marketing strategies, consumer reviews, and strong brand image contributes an important role in increasing purchase intention on TikTok Shop.

INTRODUCTION

The rise of social commerce (s-commerce) through TikTok Shop has transformed consumer behavior, encouraging cosmetics brands to optimize digital marketing strategies to maintain their market edge. This shift aligns with the broader digital transformation trends have increasingly become primary channels for introducing products and services to the public, making proficiency in digital promotion an essential capability for businesses navigating today's marketplace (Hertin et al., 2024). Based on data from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia (2024), the national cosmetics industry grew by 21.9%, from 913 companies in 2022 to 1,010 by mid-2023, with an export value of USD 770.8 million. This growth has been driven by increasing public awareness of appearance and self-image (Hassanah et al., 2023; Sholikhah et al., 2025), which has motivated industry participants to leverage digital platforms as primary marketing channels.

PT Vitapharm, established in 1962, launched Viva Cosmetics as a local Indonesian beauty brand that has remained one of the country's leading cosmetics labels for over six decades (Nofiana et al., 2024). The brand offers a wide range of skincare, body care, and cosmetic products targeting middle- and lower-income segments (Ulhaq et al., 2023). Viva Cosmetics has a consistent brand strength, earning the Indonesia Best Brand Award for 23 consecutive years and recognition as Indonesia Living Legend Brand 2022 by SWA Magazine.

Since 2021, the brand has expanded its digital presence through TikTok Shop, with approximately 590,000 followers and 7.2 million likes.

Although Viva Cosmetics has established a strong foundation, it still encounters obstacles in the intensely competitive social commerce landscape. Recent sales data indicate that Viva Cosmetics in TikTok Shop recorded approximately 170,300 units sold with revenue of IDR 2.41 billion, considerably lower than competitor Purbasari, which achieved approximately 469.5 thousand units sold and IDR 10.65 billion in revenue during the same period. Moreover, its store rating of 4.2 out of 5.0 is lower than competitors like Purbasari and Mustika Ratu. The analysis suggest that Viva Cosmetics has not fully optimized its digital marketing performance on TikTok Shop.

Table 1. TikTok Shop Performance Comparison of Viva Cosmetics and Its Competitors

No	Brand	Sold Products	Estimated Revenue	TikTok Shop Store Rating
1.	Purbasari	6.0M	Rp10.65M	5.0 / 5.0
2.	Mustika Ratu	645.3K	Rp1.02M	5.0 / 5.0
3.	Viva Cosmetics	170.3K	Rp2.41M	4.2 / 5.0

Source: Secondary data, processed by researchers (2026)

Accessed on: January 2026

Purchase intention refers to consumers' willingness or tendency to purchase a product before making an actual buying decision and is considered as a key indicator of future buying behavior (Saputra et al., 2024). According to Ferdinand (2014), purchase intention consists of transactional, referential, preferential, and exploratory intentions. Within social commerce, the Theory of Planned Behavior (TPB) explains that purchase intention is influenced by consumers' attitudes, subjective norms, and perceived behavioral control (Rumangkit et al., 2022). Therefore, understanding the factors that shape purchase intention is essential for improving marketing effectiveness on digital platforms.

Among the factors affecting purchase intention, such as Influencer Marketing, Electronic Word-of-Mouth (e-WOM), and Brand Image have been examined in prior research. Influencer marketing refers to the utilization of influencers' credibility, expertise, and attractiveness to enhance marketing communication effectiveness (Leung et al., 2022). Viva Cosmetics has collaborated with several macro and mega influencers, including Shenina Cinnamon as its brand ambassador and various TikTok creators. However, the brand's sales figures remain relatively modest, indicating that influencer exposure has not yet converted into optimal purchase intention.

Table 2. TikTok Influencers Promoting Viva Cosmetics

No	TikTok Account	Influencer Type	Followers	Video Link
1.	@tasyafarasya	Mega	4,5M	https://vt.tiktok.com/ZS5xmyTwn/
2.	@aymanalts	Mega	2M	https://vt.tiktok.com/ZS5xaGojk/
3.	@maharajasp8	Mega	1,8M	https://vt.tiktok.com/ZS5xmYbSG/
4.	@shenacinnamon	Macro	960,2K	https://vt.tiktok.com/ZS5x92JMU/
5.	@doctor.incognito_99	Macro	667,7	https://vt.tiktok.com/ZS5xueaA9/
6.	@ojan_0	Macro	514,5	https://vt.tiktok.com/ZS5xmCWjQ/

Source: Secondary data, processed by researchers (2025)

Accessed on: December 2025

Electronic Word-of-Mouth (e-WOM) refers to positive or negative information shared by consumers regarding products or services through digital platforms (Yulindasari & Fikriyah, 2022). In online purchasing decisions, e-WOM reduces uncertainty and increases consumers' confidence before making purchases. Although Viva Cosmetics has approximately 590 thousand TikTok followers, Viva Cosmetics experiences significantly lower engagement from hashtag content compared to rival brands, indicating relatively weak consumer interaction.

Table 3. Legendary Local Cosmetics On TikTok

No	Account Name	Year Account Created	Followers	Number of Hashtag Content
1.	@purbasari indonesia	2020	335K	374.1K
2.	@vivacosmetics	2021	590.5K	174.4K
3.	@mustikaratuind	2020	104.1K	63.4K

Source: Secondary data, processed by researchers (2025)

Accessed on: December 2025

Brand image represents consumers' perceptions and associations toward a brand stored in their memory, influencing purchasing decisions and long-term brand preference (Haryanto & Harsono, 2022). A strong brand image contributes to higher consumer trust and purchase intention. However, the Top Brand Index (TBI) for Viva Cosmetics showed a declining trend across several product categories between 2020 and 2025, suggesting that consumers' perceptions of the brand have gradually weakened.

Table 4. Viva Cosmetics Ranking on the Top Brand Index

Products	2020	2021	2022	2023	2024	2025
Eye Brow Pencil	35,0%	37,3%	33,4%	32,7%	-	22,3%
Loose Powder	6,6%	5,5%	4,7%	5,2%	3,5%	5,4%
Lipstick	4,1%	3,3%	2,4%	1,5%	1,8%	-
Mean	15,23%	15,37%	13,50%	13,13%	1,77%	9,23%

Source: Secondary data, processed by researchers (2025)

This study was conducted in Depok City, which recorded the highest percentage of online shoppers in Indonesia, reaching 35.12% of the population according to the March 2024 National Socio-Economic Survey (Susenas). Previous research in Depok found that digital marketing positively affects sales volume among micro and small enterprises, indicating the growing importance of digital platforms in the local business environment (Dewi, 2023). Despite this favorable market potential, Google Trends data over the last three years indicate that searches for "Viva Cosmetics" in Depok ranked only 58th among cities in West Java, reflecting relatively low consumer interest despite high online shopping activity.

Previous studies have examined these variables partially or in different contexts. Ichtiar et al. (2025) found that influencer marketing significantly affected purchase intention, while e-WOM and brand image did not, in the context of Jennskin Deodorant on TikTok Shop in Jakarta. Hapany (2024) verified the impact of influencer marketing and e-WOM on the purchasing interest in Viva Cosmetics but excluded brand image and limited the sample to Generation Z in Jakarta. Azizah (2024) showed how brand image influences purchase intention for Viva Cosmetics but did not examine TikTok Shop or the other two variables. These inconsistencies highlight a research gap: no study has simultaneously examined the effects of

all three variables, influencer marketing, e-WOM, and brand image on Viva Cosmetics' purchase intention specifically among TikTok Shop consumers in Depok City.

This research aims to analyze the influence of influencer marketing, e-WOM, and brand image, both partially and simultaneously, on the purchase intention of Viva Cosmetics products among TikTok Shop consumers in Depok City. The results are expected to enhance the literature on consumer behavior in social commerce and offer practical insights for companies in developing more effective digital marketing strategies.

METHOD

Research Design

This study employed a quantitative associative research design using a survey method to examine the influence of Influencer Marketing (X_1), e-WOM (X_2), and Brand Image (X_3) on Purchase Intention (Y) toward Viva Cosmetics products on TikTok Shop. The research was conducted in Depok City, which was selected as the study area because it recorded the highest percentage of online shopping activity in Indonesia based on the March 2024 National Socio-Economic Survey (Susenas).

Population and Sample

The population of this study consisted of TikTok Shop consumers in Depok City. The sample was selected using a purposive sampling technique based on the following criteria: (1) having purchased products through TikTok Shop, (2) residing in Depok City, (3) aged 18–64 years, (4) being familiar with Viva Cosmetics, and (5) having viewed Viva Cosmetics content on TikTok.

The sample size formula proposed by Green (1991), as cited in Tabachnick and Fidell (2013), the minimum required sample size was calculated as $n \geq 104 + m$, where m is the number of independent variables. With three independent variables, the minimum required sample size was 107 respondents. To exceed the minimum requirement and facilitate data analysis, the sample size was rounded up to 110 respondents in this study.

Research Instrument

The research instrument consisted of a structured questionnaire developed from previous studies. The questionnaire measured the variables of Influencer Marketing, e-WOM, Brand Image, and Purchase Intention using a five-point Likert scale, with responses ranging from 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), to 5 (Strongly Agree).

Table 5. Variable Measurement Instruments

Variable	Definition	Indicators
Influencer Marketing (X₁)	The use of influencers' networks, content, and credibility to enhance marketing communication effectiveness (Leung et al., 2022).	1. Trustworthiness 2. Expertise 3. Attractiveness (Ohanian, 1990)
Electronic Word of Mouth (X₂)	Positive or negative consumer communication about products or services shared through digital platforms (Yulindasari & Fikriyah, 2022).	1. Intensity 2. Valence of Opinion 3. Content (Goyette et al., 2010)
Brand Image (X₃)	Consumers' perceptions of a brand formed through brand associations stored in memory (Haryanto & Harsono, 2022).	1. Corporate Image 2. Product Image 3. User Image (Keller, 1993)
Purchase Intention (Y)	A consumer's intention or willingness to purchase a product in response to marketing stimuli (Dindasari & Sukawati, 2022).	1. Transactional Intention 2. Referential Intention 3. Preferential Intention 4. Exploratory Intention (Ferdinand, 2014)

Data Collection and Analysis Techniques

Primary data were collected through an online questionnaire using a five-point Likert scale, while secondary data were obtained from books, scientific journals, and official publications issued by Statistics Indonesia (BPS). Prior to data analysis, the research instrument was tested for validity and reliability. The collected data were then analyzed using IBM SPSS Statistics version 31, including classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, partial hypothesis testing (t-test), simultaneous hypothesis testing (F-test), and the coefficient of determination (R^2) to evaluate the explanatory power of the independent variables on purchase intention.

RESULTS AND DISCUSSION

Instrument Testing

The instrument test was conducted using responses from 30 respondents, and the data were analyzed using IBM SPSS Statistics version 31.

Validity Test

The validity test was performed using the Pearson Product Moment correlation method. The critical value of the correlation coefficient was determined based on the formula $df = n - 2$, resulting in $df = 28$ with a sample size of 30 respondents. At a significance level of 5% ($\alpha = 0.05$), the r-table value was 0.374. An item was considered valid if the calculated correlation coefficient (r-count) exceeded the r-table value (Sugiyono, 2023).

Table 6. Validity Test Results

Variable	Item	R Count	R Table	Description
Influencer Marketing (X₁)	X.1.1.1	0,672	0,374	Valid
	X.1.1.2	0,661		
	X.1.1.3	0,573		
	X.1.2.1	0,522		
	X.1.2.2	0,556		
	X.1.2.3	0,631		
	X.1.3.1	0,704		
	X.1.3.2	0,509		
	X.1.3.3	0,636		
Electronic Word of Mouth (X₂)	X.2.1.1	0,700	0,374	Valid
	X.2.1.2	0,675		
	X.2.1.3	0,786		
	X.2.2.1	0,576		
	X.2.2.2	0,710		
	X.2.2.3	0,745		
	X.2.3.1	0,542		
	X.2.3.2	0,618		
	X.2.3.3	0,586		
Brand Image (X₃)	X.3.1.1	0,432	0,374	Valid
	X.3.1.2	0,647		
	X.3.1.3	0,866		
	X.3.2.1	0,685		
	X.3.2.2	0,554		
	X.3.2.3	0,791		
	X.3.3.1	0,550		
	X.3.3.2	0,580		
	X.3.3.3	0,620		
Purchase Intention (Y)	Y.1.1	0,847	0,374	Valid
	Y.1.2	0,533		
	Y.2.1	0,841		
	Y.2.2	0,791		
	Y.3.1	0,604		
	Y.3.2	0,773		
	Y.4.1	0,721		
	Y.4.2	0,786		

Source: Primary data, processed SPSS (2026)

Since all correlation coefficients exceeded the r-table value of 0.374, every questionnaire item met the validity criterion. Therefore, all questionnaire items were confirmed to be valid and appropriate for measuring the variables in this study.

Reliability Test

The reliability test was conducted using Cronbach's Alpha. A research instrument was considered reliable if the Cronbach's Alpha coefficient was at least 0.70 (Sugiyono, 2023).

Table 7. Reliability Test Results

Variable	Cronbach's Alpha	Description
Influencer Marketing (X ₁)	0,786	Reliable
Electronic Word of Mouth (X ₂)	0,837	
Brand Image (X ₃)	0,824	
Purchase Intention (Y)	0,882	

Source: Primary data, processed SPSS (2026)

All values exceeded the minimum threshold of 0.70, indicating satisfactory internal consistency. Therefore, all research instruments were considered reliable, demonstrating consistent and dependable measurements of the constructs examined in this study.

Classic Assumption Test

Table 8. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		110
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	2.06955
Most Extreme Differences	Absolute	.113
	Positive	.052
	Negative	-.113
Kolmogorov-Smirnov Z		1.186
Asymp. Sig. (2-tailed)		.120
a. Test distribution is Normal.		
b. User-Specified		

Source: Primary data, processed SPSS (2026)

Based on Table 8, the results of the Kolmogorov-Smirnov test show a significance value of 0.120 which is greater than 0.05 ($0.120 > 0.05$). This shows that the residual data is normally distributed (Sugiyono, 2023), so that the assumption of normality in the multiple linear regression model is met.

Table 9. Multicollinearity Test Results

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-17.336	3.488		-4.971	<,001		
	Influencer Marketing	.639	.097	.433	6.619	<,001	.695	1.439
	eWOM	.272	.078	.218	3.500	<,001	.767	1.305
	Brand Image	.417	.074	.373	5.665	<,001	.684	1.463

a. Dependent Variable: Purchase Intention

Source: Primary data, processed SPSS (2026)

Based on the test results, the Influencer Marketing (X₁) variable has a Tolerance value of 0.695, the e-WOM (X₂) variable of 0.767, and the Brand Image (X₃) variable of 0.684, all of which are greater than 0.1. Meanwhile, the VIF value in the Influencer Marketing (X₁) variable was 1,439, the e-WOM variable (X₂) was 1,305, and the Brand Image (X₃) variable

was 1,463, all of which were less than 10. Thus, it can be concluded that the regression model does not experience multicollinearity and is suitable for further analysis (Ghozali, 2021).

Table 10. Heteroscedasticity Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	7.735	2.157		3.586	<,001
	Influencer Marketing	-.053	.060	-.099	-.888	.376
	eWOM	-.078	.048	-.173	-1.626	.107
	Brand Image	-.030	.045	-.073	-.651	.516

a. Dependent Variable: Abs_RES

Source: Primary data, processed SPSS (2026)

Based on Table 10, the Influencer Marketing variable (X_1) has a significance value of 0.376, the e-WOM variable (X_2) of 0.107, and the Brand Image (X_3) variable of 0.516, where all of these significance values are greater than 0.05. Thus, it can be concluded that the regression model does not experience heteroscedasticity, so the homoscedasticity assumption in this study has been fulfilled (Ghozali, 2021).

Table 11. Multiple Linear Regression Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	-17.336	3.488		-4.971	<,001
	Influencer Marketing	.639	.097	.433	6.619	<,001
	eWOM	.272	.078	.218	3.500	<,001
	Brand Image	.417	.074	.373	5.665	<,001

a. Dependent Variable: Purchase Intention

Source: Primary data, processed SPSS (2026)

Based on the results of the analysis in Table 11, the multiple linear regression equation is obtained as follows:

$$Y = -17.336 + 0.639X_1 + 0.272X_2 + 0.417X_3 + \dots + e$$

The regression equation yields a constant (a) of -17.336, which means that without the influence of Influencer Marketing, e-WOM, and Brand Image, consumer Purchase Intention tends to be at a low value, while the three independent variables both show a positive regression coefficient. Indicating that higher levels of Influencer Marketing ($\beta = 0.639$), Brand Image ($\beta = 0.417$), and e-WOM ($\beta = 0.272$) are associated with higher Purchase Intention, assuming the other variables remain constant. Meanwhile, the error term (e) represents the influence of other factors outside the model that may also affect Purchase Intention.

Partial Test (t Test)

The value of the t-distribution was determined using $df = n - k - 1$, where n represents the number of respondents and k represents the number of independent variables. With 110 respondents and three independent variables, $df = 106$. At a significance level of 5% ($\alpha = 0.05$) using a two-tailed test, the t-table value was 1.9826. A hypothesis was considered significant if $p < 0.05$ or $t\text{-value} > t\text{-table}$, indicating that H_0 was rejected and H_a was accepted (Sugiyono, 2023).

The partial test results showed that all three independent variables significantly affected the Purchase Intention of Viva Cosmetics consumers on TikTok Shop. Influencer Marketing obtained a t-value of 6.619 ($p = 0.000$), with a standardized beta coefficient of 0.433, making it the most dominant variable. Brand Image followed with a t-value of 5.665 ($p = 0.000$) and a beta of 0.373, while e-WOM recorded a t-value of 3.500 ($p = 0.000$) and a beta of 0.218. Since all t-values exceeded the t-table value (1.9826) and all significance levels were below 0.05, H_{01} , H_{02} , and H_{03} were rejected and H_{a1} , H_{a2} , and H_{a3} were accepted, confirming that each variable individually had a significant effect on Purchase Intention.

Simultaneous Test (F Test)

The value of the F-distribution was determined using $df_1 = k$ and $df_2 = n - k - 1$, where k represents the number of independent variables and n represents the number of respondents. With three independent variables and 110 respondents, $df_1 = 3$ and $df_2 = 106$. At a significance level of 5% ($\alpha = 0.05$), the F-table value was 2.69. A simultaneous effect was considered significant if $p < 0.05$ or $F\text{-value} > F\text{-table}$, indicating that H_0 was rejected and H_a was accepted (Ghozali, 2021).

Table 12. Simultaneous Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1017.114	3	339.038	76.980	<.001b
	Residual	466.849	106	4.404		
	Total	1483.964	109			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Brand Image, eWOM, Influencer Marketing						

Source: Primary data, processed SPSS (2026)

Based on the results of the simultaneous test in table 12, showed an F-value of 76.980, exceeding the F-table value of 2.69, with $p = 0.000$ (< 0.05). Thus, H_{04} was rejected and H_{a4} was accepted, indicating that Influencer Marketing, e-WOM, and Brand Image jointly have a significant effect on Purchase Intention among Viva Cosmetics consumers on TikTok Shop.

Coefficient of Determination

Table 13. Determination Coefficient Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.828 ^a	.685	.677	2.099
a. Predictors: (Constant), Brand Image, eWOM, Influencer Marketing				

Source: Primary data, processed SPSS (2026)

Based on Table 13, the value of the Adjusted R Square is 0.677. This shows that 67.7% of the variation in Purchase Intention of Viva Cosmetics products on TikTok Shop can be explained by the variables Influencer Marketing, e-WOM, and Brand Image, while the remaining 32.3% is explained by other variables that were not studied in this study.

An R value of 0.828 indicates that there is a strong relationship between independent variables (Influencer Marketing, e-WOM, and Brand Image) and dependent variables (Purchase Intention). The closer the R-value is to 1, the stronger the relationship can be explained by the independent variables being studied (Sugiyono, 2023).

The Influence of Influencer Marketing on Purchase Intention

The partial t-test results indicate that Influencer Marketing has a positive and significant effect on Purchase Intention, with a t-value of 6.619, $p = 0.000 (< 0.05)$, and a regression coefficient of 0.639. It was also the most dominant variable based on its highest t-value. Descriptively, Influencer Marketing obtained an overall mean of 4.36 (Very High), with attractiveness as the highest-rated indicator (4.44), followed by expertise (4.35) and trustworthiness (4.30), which was the lowest but remained in the Very High category.

Conceptually, the result indicates that consumers are more likely to develop purchase intentions when Viva Cosmetics is promoted by attractive, knowledgeable, and trustworthy influencers perceived as relevant to the product. In particular, the high attractiveness score suggests that the visual appeal and presentation of influencers can strengthen consumers' attention and interest in the promoted products. This interpretation supports the Theory of Planned Behavior (TPB), in which influencers can shape consumers' attitudes and subjective norms, thereby strengthening purchase intention. The results are consistent with Hasan et al. (2025) and Liapriyanti and Cahyadi (2025), who also found a significant positive effect of influencer marketing on consumers' purchase intention. This finding is supported by Hadi et al. (2024), who found that influencer marketing was the strongest predictor of consumer behavior among Gen Z consumers in Depok City, reinforcing the dominant role of Influencer Marketing observed in this study. But differs from Pasaribu et al. (2023), who found no significant effect of influencers on skincare purchase intention.

The Influence of Electronic Word of Mouth on Purchase Intention

The partial t-test results demonstrate that Electronic Word-of-Mouth (e-WOM) has a positive and significant effect on Purchase Intention, with a t-value of 3.500, $p = 0.000 (< 0.05)$, and a regression coefficient of 0.272. Descriptively, e-WOM obtained an overall mean of 4.18 (High). The content indicator recorded the highest mean (4.35, Very High), followed by valence of opinion (4.11, High) and intensity (4.07, High), the lowest among the three indicators.

The high content score indicates that informative reviews regarding product types, quality, and prices can help consumers evaluate Viva Cosmetics and strengthen their intention to purchase, while the relatively lower intensity score suggests that consumers' exposure to or interaction with such reviews is comparatively less frequent. This interpretation is consistent with the Theory of Planned Behavior, which explains that consumers' intentions are influenced by subjective norms formed through reviews and recommendations from other users. The results support previous studies by Waskita and Setyaning (2025) and Israr et al. (2025), confirming the significant role of e-WOM in increasing consumers' purchase intention. But

differs from Wijaya and Yulita (2022), who reported no significant partial effect of e-WOM on purchase intention.

The Influence of Brand Image on Purchase Intention

The partial t-test results reveal that Brand Image has a positive and significant effect on Purchase Intention, with a t-value of 5.665, $p = 0.000 (< 0.05)$, and a regression coefficient of 0.417. The descriptive results show that Brand Image obtained an overall mean of 4.28 (Very High). Product image was the highest-rated indicator (4.32), followed by user image (4.27) and corporate image (4.24), the lowest but still within the Very High category.

The high product image score indicates that consumers have favorable perceptions of the quality, benefits, and variety of Viva Cosmetics products, making product-related perceptions particularly important in forming purchase intention. The evidence implies that a favorable brand image enhances consumers' confidence in Viva Cosmetics products, making them more willing to consider and intend to purchase the brand. This result is in line with the Theory of Planned Behavior, indicating that a positive brand image strengthens consumers' attitudes toward purchasing behavior and enhances their purchase intention. The results are consistent with previous studies by Nabilaturrahmah and Siregar (2022) and Rahma and Setiawan (2022), which also reported a significant positive relationship between brand image and purchase intention. But differs from Senen et al. (2025), who found no significant effect of brand image on purchase intention for Skintific cosmetics.

The Simultaneous Influence of Influencer Marketing, Electronic Word of Mouth, and Brand Image on Purchase Intention

The simultaneous F-test indicates that Influencer Marketing, Electronic Word-of-Mouth (e-WOM), and Brand Image jointly have a significant effect on Purchase Intention, with an F-value of 76.980 and $p = 0.000 (< 0.05)$. The model explains 67.7% of the variance in purchase intention (Adjusted $R^2 = 0.677$), while the remaining 32.3% is explained by variables outside this study. Descriptively, Purchase Intention obtained an overall mean of 4.25 (Very High). Exploratory intention recorded the highest mean (4.43, Very High), whereas preferential intention was the lowest (4.09, High).

The high exploratory intention indicates that consumers tend to actively seek information about Viva Cosmetics before purchasing, while the lower preferential intention suggests that some consumers still consider other cosmetic brands as alternatives. Overall, the results indicate that purchase intention can be strengthened when consumers simultaneously respond positively to influencer promotion, consumer-generated information, and the brand's image, rather than relying on a single marketing element. This interpretation is consistent with Dewi et al. (2026), who argued that business development in the digital era should adopt a holistic approach by integrating digitalization and branding instead of addressing each aspect separately. Furthermore, these findings support the Theory of Planned Behavior, demonstrating that influencer marketing, e-WOM, and brand image collectively strengthen consumers' purchase intention by shaping positive attitudes, subjective norms, and confidence in purchasing decisions. The results are also consistent with Widiyanasih (2024), who reported that these three variables simultaneously have a significant effect on consumers' purchase intention.

CONCLUSION

Based on the results of the study, Influencer Marketing, e-WOM, and Brand Image each have a positive and significant effect on the Purchase Intention of Viva Cosmetics consumers on TikTok Shop in Depok City, both partially and simultaneously. Influencer Marketing has the strongest influence, followed by Brand Image and e-WOM. Overall, the three factors complement one another, with influencer marketing generating initial interest, e-WOM strengthening consumer confidence through reviews and recommendations, and brand image reinforcing trust in the brand.

For Viva Cosmetics, this research suggest prioritizing influencer marketing by collaborating with influencers who have strong attractiveness, expertise, and trustworthiness relevant to the target market. The company should also encourage informative consumer reviews and strengthen its brand image by consistently communicating product quality, benefits, and brand identity on TikTok Shop.

Research Limitations

This study is subject to certain limitations. First, it was limited to TikTok Shop consumers in Depok City. Second, it only examined the effects of Influencer Marketing, Electronic Word-of-Mouth (e-WOM), and Brand Image on Purchase Intention. Third, the analysis employed multiple linear regression, which only captures direct relationships among variables. Future research is encouraged to involve broader geographical areas, larger samples, include additional relevant variables, and apply more advanced analytical methods.

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