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The Influence of Beauty Influencer (Tasya Farasya), Electronic Word of Mouth (e-WOM), and Brand Image on Purchase Intention for Somethinc Cushion in Jakarta

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Abstract: This study investigates the effects of beauty influencer (Tasya Farasya), Electronic Word of Mouth (e-WOM), and brand image on consumers' purchase intention toward Somethinc Cushion products in Jakarta. The research was motivated by the continued expansion of the beauty industry and the need to identify factors that shape consumers' intentions to *purchase* beauty products, particularly through influencer recommendations, online consumer experiences, and brand perceptions. A quantitative survey method was applied, involving 100 respondents in Jakarta. Data were obtained through questionnaires and analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique. The findings indicate that: (1) beauty influencer (Tasya Farasya) has no significant influence on consumers' purchase intention; (2) e-WOM has a positive and significant influence on purchase intention; and (3) brand image has a positive and significant influence on purchase intention toward Somethinc Cushion products. These results highlight the importance of maintaining a strong brand image and encouraging positive electronic word of mouth as strategies to enhance consumers' purchase intention.

Keywords: Beauty Influencer (Tasya Farasya), Electronic Word of Mouth (E-WOM), Brand Image, Purchase Intention.

INTRODUCTION

The beauty industry in Indonesia continues to experience significant growth alongside increasing consumer awareness of appearance and personal care. According to IIPC New York (2024), the Indonesian beauty and personal care market was valued at approximately USD 9.17 billion in 2024 and is expected to grow at a compound annual growth rate (CAGR) of 4.39% through 2028. This projected growth reflects the considerable potential of the beauty industry and the rising consumer demand for beauty products, including makeup products such as cushion foundations.

One local beauty brand that has experienced considerable growth is Somethinc. Established in 2019, Somethinc has expanded its product portfolio to more than 200 SKUs and has become one of the prominent local beauty brands in Indonesia's digital market. According to CosmeticsDesign-Asia (2024), Somethinc claimed to have captured more than half of the local beauty market and become the best-selling local beauty brand on TikTok Indonesia during the first quarter of 2023. Among its makeup products are Hooman Breathable Cushion and Copy Paste Breathable Mesh Cushion, which were developed to meet consumers' needs.

The growth of Somethinc is supported by various digital marketing strategies, including the use of Beauty Influencers. Beauty influencers can act as sources of information and recommendations that shape consumers' perceptions of beauty products. Fera and Mirzam (2025) found that Generation Z has a high level of trust in influencer recommendations when seeking information about beauty products. One of the well-known beauty influencers in Indonesia is Tasya Farasya, whose reviews and recommendations may influence consumers' perceptions and purchase intention toward beauty products, including Somethinc Cushion. However, the effectiveness of beauty influencers may depend on how consumers perceive the credibility, expertise, and relevance of the information they provide.

Beyond the role of Beauty Influencers, Electronic Word of Mouth (e-WOM) also serves as an important source of information that consumers consider when evaluating a product. Online reviews, comments, recommendations, and user experiences shared through social media and digital marketplaces can help potential buyers gather information before making a purchase. Sari and Wikaningtyas (2025) reported that e-WOM has a positive and significant effect on purchasing decisions for Skintific Cushion. This suggests that favorable information shared through digital platforms can influence consumers' perceptions and increase their interest in beauty products.

Brand Image also plays an important role in shaping consumers' purchase intention. A favorable image of a brand can generate positive perceptions, build consumer confidence, and increase the likelihood of considering a product for purchase. Napitu et al. (2025) found that brand image has a positive and significant influence on purchase intention toward Emina skincare products. For Somethinc, a strong brand image supported by product quality, digital marketing efforts, consumer experiences, and consistent brand communication may positively shape consumers' perceptions and encourage their intention to purchase Somethinc Cushion.

While Beauty Influencers, e-WOM, and Brand Image have been widely discussed in previous studies, research investigating the combined effect of these three factors on purchase intention toward Somethinc Cushion is still relatively limited. Earlier studies have generally examined different products and research locations, including Skintific Cushion in Yogyakarta and Emina skincare products. This situation highlights a research gap concerning the relationship between Beauty Influencer, e-WOM, and Brand Image and consumers' purchase intention toward Somethinc Cushion, particularly in Jakarta. Therefore, further research is necessary to gain a more focused understanding of how these factors influence consumer purchase intention in the local beauty market.

Based on this background, this study aims to analyze the influence of Beauty Influencer, Electronic Word of Mouth (e-WOM), and Brand Image on Purchase Intention toward Somethinc Cushion in Jakarta, both partially and simultaneously. The findings are expected to contribute to digital marketing research and provide practical insights for Somethinc in developing marketing strategies that strengthen brand image, optimize electronic word of mouth, and increase consumer purchase intention.

METHOD

This research adopts a quantitative approach based on the positivist paradigm, using a selected sample to represent the population (Sugiyono, 2023). Purchase Intention is treated as the

dependent variable, while Beauty Influencer, Electronic Word of Mouth (e-WOM), and Brand Image are the independent variables. The research population comprises Somethinc Cushion consumers living in Jakarta, with the total population size not precisely known. Respondents were selected through non-probability purposive sampling based on specific criteria (Sugiyono, 2023), including individuals aged 17–40 years who had purchased Somethinc Cushion at least twice during the previous three months. Primary data were gathered using questionnaires measured on a four-point Likert scale, ranging from 1 (*strongly disagree*) to 4 (*strongly agree*). The Beauty Influencer variable was assessed through five indicators, namely credibility, expertise, involvement, communication ability, and influence, adapted from the *opinion leader* concept proposed by Schiffman and Wisenblit (2015) and Ryun and Han (2021). Electronic Word of Mouth (e-WOM) was evaluated based on three dimensions: intensity, valence of opinion, and content, referring to Goyette et al., as cited in Wardhana (2022). Brand Image was measured through three dimensions of brand associations, consisting of strength, favorability, and uniqueness (Kotler et al., 2022). Meanwhile, Purchase Intention was measured using four indicators: transactional, referential, preferential, and exploratory interest, based on Priansa, as cited in Hidayat and Faramitha (2022). The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS. The outer model was assessed using convergent validity, discriminant validity, and reliability tests, while the inner model was evaluated through R-square, path coefficients, and bootstrapping.

RESULT AND DISCUSSION

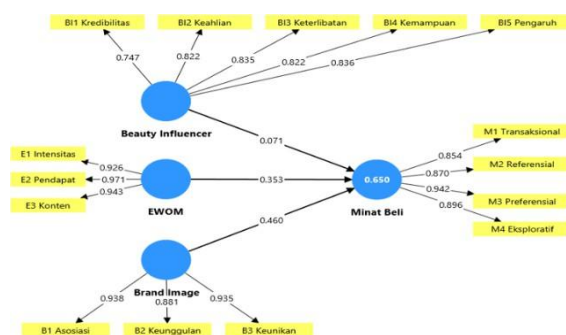
Respondent Profile Result

The survey results indicate that all 100 respondents met the established criteria, with 100% being users of Somethinc Cushion who had purchased the product at least twice within the last three months. Regarding demographics, 93% of respondents were female and the remaining 7% were male. In terms of age, 16% were 17–20 years old, 73% were 21–25 years old, and 11% were 26–30 years old, with no respondents aged 31–40. Regarding domicile, all respondents (100%) resided in Jakarta.

Outer Model

The assessment was conducted to ensure that the research instrument accurately and consistently measures the intended constructs. The evaluation consisted of three main aspects: convergent validity, discriminant validity, and construct reliability.

Algorithm Model



Source: Primary data, processed in 2026.

Figure 1. Algorithm Model

The analysis was conducted using algorithm-based calculations to evaluate the validity and reliability of the research model. An indicator is considered acceptable when its factor loading value exceeds 0.7. The figure shows that all statement items exceed 0.7, therefore, the data can be considered valid and reliable, and no recalculation is required.

Convergent validity

Convergent validity was assessed based on two criteria: outer loading and Average Variance Extracted (AVE). An indicator is considered valid when its outer loading exceeds 0.70, while a construct is considered to have satisfactory convergent validity when its AVE value is above 0.50

Outer Loading

Table 1. Outer Loading

Item	Beauty Influencer	EWOM	Brand Image	Purchase intention
BI1	0.747			
BI2	0.822			
BI3	0.835			
BI4	0.822			
BI5	0.836			
E1		0.926		
E2		0.971		
E3		0.943		
B1			0.938	
B2			0.881	
B3			0.935	
M1				0.854
M2				0.870
M3				0.942
M4				0.896

Source: Primary data, processed in 2026

The table above demonstrates that all indicators measuring Beauty Influencer, Electronic Word of Mouth (e-WOM), and Purchase Intention satisfy the required validity criteria. This is evidenced by the factor loading values of all indicators, which are above the minimum acceptable threshold of 0.70

Average Variance Extraced (AVE)

Tabel 2. Avarage Extracted Tabel

Variabel	(AVE)
<i>Beauty Influencer (X1)</i>	0.661
<i>Electronic word of Mouth (X2)</i>	0.843
<i>Brand Image (X3)</i>	0.897
<i>Minat Beli (Y)</i>	0.794

Source: Primary data, processed in 2026

The table above shows that the Beauty Influencer, Electronic Word of Mouth (e-WOM), and Purchase Intention variables have AVE values exceeding 0.50. Therefore, all indicators used to measure these constructs fulfill the requirements for convergent validity.

Discriminant Validity

A construct is considered to demonstrate satisfactory discriminant validity when each indicator has a higher cross-loading value on its associated construct than on other constructs. In addition, the square root of the AVE for each construct should be greater than its correlations with other constructs.

Cross Loading

Table 3. Cross Loading

Item	Beauty Influencer	EWOM	Brand Image	Purchase Intention
BI1	0.747	0.321	0.455	0.385
BI2	0.822	0.395	0.478	0.401
BI3	0.835	0.515	0.521	0.506
BI4	0.822	0.452	0.521	0.404
BI5	0.836	0.507	0.534	0.478
E1	0.481	0.926	0.664	0.694
E2	0.387	0.971	0.676	0.605
E3	0.611	0.943	0.717	0.782
B1	0.635	0.725	0.938	0.698
B2	0.571	0.713	0.881	0.729
B3	0.551	0.683	0.935	0.673
M1	0.414	0.67	0.631	0.854
M2	0.517	0.676	0.676	0.870
M3	0.506	0.692	0.668	0.942
M4	0.484	0.677	0.661	0.896

Source: Primary data, processed in 2026

The table above demonstrates that all indicators of Beauty Influencer, Electronic Worr of Mouth (e-WOM), Brand Image, and Purchase Intention have higher cross-loading values or their respective constructs compared to their values on other constructs. This indicates that thi indicators meet the required criteria for discriminant validity. Therefore, it can be concluder that there are no issues with discriminant validity in this study, as all indicators meet thi required criterion of a value above 0.70.

Reliability

Reliability testing was performed to determine the consistency and dependability of the measurement instruments used in the study. Two measures were applied, namely Cronbach's Alpha and Composite Reliability. A construct is considered reliable when both Cronbach's Alpha and Composite Reliability values exceed 0.70.

Cronbach's Alpha and Composite Reliability

Tabel 4. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Beauty Influencer	0.872	0.907
EWOM	0.907	0.942
Brand Image	0.942	0.963
Purchase Intention	0.913	0.939

Source: Primary data, processed in 2026

The table above shows that Beauty Influencer, Electronic Word of Mouth (e-WOM), Brand Image, and Purchase Intention all have Cronbach's Alpha and Composite Reliability values exceeding 0.70. Therefore, all constructs meet the established reliability criteria and can be considered reliable.

Inner Model

This analysis aims to examine the relationships among the variables and determine whether the independent variables significantly affect the dependent variable.

R Square

Tabel 5. R-Square

Variable	R-square
Purchase Intention	0,639

Source: Primary data, processed in 2026.

The table above indicates that the Purchase Intention variable has an R-square value of 0.639. This means that 63.9% of the variation in Purchase Intention can be explained by Beauty Influencer, Electronic Word of Mouth (e-WOM), and Brand Image. Meanwhile, the remaining 36.1% is influenced by other factors that are not included in this study.

Path Coefficient and Bootstrapping

Table 6. Path Coefficient and Bootstrapping

Relationships between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Beauty Influencer → Purchase Intention	0,071	0,064	0,089	0,796	0,426
E-WOM → Purchase Intention	0,460	0,463	0,096	4,776	0,000
Brand Image → Purchase Intention	0,353	0,351	0,104	3,400	0,001

Source: Primary data, processed in 2026

Discussion

The Influence of Beauty Influencer on Purchase Intention

Based on the results presented in the table above, the Beauty Influencer variable has a *t*-statistic value of 0.796, which is lower than the *t*-table value of 1.96 ($0.796 < 1.96$). The *p*-value of 0.426 is also higher than the significance level of 0.05 ($0.426 > 0.05$). Therefore, Beauty Influencer does not have a significant effect on Purchase Intention.

These findings are consistent with Basalamah et al. (2025), who found that Beauty Influencers do not directly influence purchase intention, although they have a significant effect on social media engagement. This suggests that the presence of Beauty Influencers alone may not be sufficient to generate consumers' purchase intention toward Somethinc Cushion. Although Beauty Influencers frequently provide product reviews and recommendations through social media, consumers may also consider factors such as product suitability for their skin type, product quality, and the experiences of other users. Furthermore, the large number of Beauty Influencers promoting various cushion brands may reduce the persuasive impact of individual recommendations. Therefore, Beauty Influencers do not significantly influence consumers' intention to purchase Somethinc Cushion.

The Influence of Electronic Word of Mouth on Purchase Intention

The results presented in the table above indicate that Electronic Word of Mouth (e-WOM) has a *t*-statistic value of 4.776, which exceeds the *t*-table value of 1.96 ($4.776 > 1.96$). Furthermore, the *p*-value of 0.000 is lower than the significance level of 0.05 ($0.000 < 0.05$). These results demonstrate that Electronic Word of Mouth (e-WOM) has a significant effect on Purchase Intention the *p*-value of 0.001 is lower than the 0.05 significance level ($0.001 < 0.05$). These findings confirm that e-WOM has a significant influence on Purchase Intention.

This result is in line with the findings of Maulia (2025), which indicate that Electronic Word of Mouth (e-WOM) significantly influences consumers' purchase intention. This indicates that e-WOM can shape consumers' perceptions of Somethinc Cushion through recommendations available on various online platforms. Information and reviews shared through social media and digital platforms can influence consumer perceptions and increase their purchase intention when considering the purchase of Somethinc Cushion. Accordingly, Electronic Word of Mouth (e-WOM) functions as an important source of information for consumers when evaluating Somethinc Cushion and contributes to strengthening their purchase intention.

The Influence of Brand Image on Purchase Intention

The results presented in the table above show that Brand Image has a *t*-statistic value of 3.400, which exceeds the *t*-table value of 1.96 ($3.400 > 1.96$). Moreover, the *p*-value of 0.001 is below the 0.05 significance level ($0.001 < 0.05$). Therefore, Brand Image has a significant effect on Purchase Intention.

This result is consistent with Riski and Ujang (2025), who found that Brand Image significantly influences purchase intention. The finding suggests that consumers' perceptions of Somethinc Cushion can shape their intention to purchase the product. A strong and positive brand image, supported by good product quality and the ability to meet consumer expectations, can strengthen consumer trust and encourage their intention to purchase Somethinc Cushion.

CONCLUSION

Based on the findings regarding the effects of Beauty Influencer, Electronic Word of Mouth (e-WOM), and Brand Image on Purchase Intention toward Somethinc Cushion products in Jakarta, the study concludes that Beauty Influencer does not significantly affect consumers' purchase intention. In contrast, Electronic Word of Mouth (e-WOM) and Brand Image have significant effects on consumers' purchase intention toward Somethinc Cushion products.

Recommendations for Somethinc Company are as follows: (1) Somethinc is advised to maintain and strengthen its positive Brand Image by consistently providing high-quality Cushion products that meet consumer needs and expectations, considering that Brand Image has been proven to significantly influence Purchase Intention. (2) Somethinc should strengthen Electronic Word of Mouth (e-WOM) by encouraging consumers to share positive reviews, recommendations, and product experiences through social media and online marketplaces, as e-WOM has been shown to influence consumers' Purchase Intention. (3) Somethinc is encouraged to actively respond to consumer reviews and interactions on digital platforms to create favorable perceptions, strengthen consumer trust, and support the development of consumers' Purchase Intention.

Future researchers are encouraged to incorporate other relevant variables, such as product quality, price, consumer trust, and customer satisfaction, which may influence consumers' Purchase Intention toward Somethinc Cushion products. (2) Future studies may also investigate additional factors that could strengthen the effects of Brand Image and Electronic Word of Mouth (e-WOM) on Purchase Intention. (3) Future researchers are encouraged to expand the research scope by involving respondents from other cities or regions

in Indonesia instead of focusing solely on Jakarta. (4) Future studies may further develop the research model by including mediating or moderating variables to obtain a more comprehensive understanding of the factors that influence consumers' Purchase Intention toward beauty products.

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