

The Influence of Social Media Marketing and Electronic Word of Mouth on Purchase Intention of Sea Makeup Products through Brand Image on the TikTok Platform in Pekanbaru City

Revi Marita¹, Prima Andreas², Dian Pratiwi³, Henni Noviasari⁴

¹ University of Riau and revi.marita2539@student.unri.ac.id

² University of Riau and prima.andreas@lecturer.unri.ac.id

³ University of Riau and dian.pratiwi@lecturer.unri.ac.id

⁴ University of Riau and henni.noviasari@lecturer.unri.ac.id

ABSTRACT

This study aims to analyze the influence of social media marketing and electronic word of mouth on purchase intention through brand image for Sea Makeup products on the TikTok platform in Pekanbaru City. The background of this study is based on the rapid growth of TikTok as a digital marketing platform that plays an important role in shaping consumer perceptions and purchase intentions, especially among Generation Z. The pre-survey results indicate that although content exposure is relatively high, consumer perceptions of the product remain varied. This study employs a quantitative approach using purposive sampling techniques involving 190 Generation Z women respondents in Pekanbaru City. Data were collected through a Likert-scale questionnaire and analyzed using the SEM-PLS method with the assistance of SmartPLS 4. The results show that social media marketing and e-WOM have a positive and significant effect on brand image and purchase intention. In addition, brand image also has a significant effect on purchase intention and is able to mediate the influence of social media marketing and e-WOM on purchase intention. These findings indicate that digital marketing activities and user interactions on TikTok play an important role in shaping brand image and increasing consumer purchase intention.

Keywords: Social Media Marketing, Electronic Word of Mouth, Purchase Intention, Brand Image, TikTok, Gen Z

1. INTRODUCTION

The development of information technology over the past few decades has fundamentally transformed various aspects of human life, particularly in the ways individuals communicate, access information, and make decisions. This transformation has ushered in the digital age, in which nearly all aspects of society are integrated with internet-based technology. Indonesia itself is among the countries with the largest number of internet users in the world, with internet penetration rates continuing to rise year after year. According to data from the Indonesian Internet Service Providers Association (APJII), internet penetration in Indonesia reached 79.50% in 2024 and is projected to rise to 80.66% in 2025 [1]. This high level of internet usage indicates that the public is increasingly able to access various forms of information, which ultimately influences their mindset and behavior in daily life.

The rise in internet usage has also fueled the growth of various social media platforms, which now serve not only as communication tools but also as channels for information, entertainment, and digital marketing. One platform experiencing rapid growth is TikTok, known for its short-form video content, interest-based algorithms, and interactive features that boost audience engagement [2]. According to a 2025 APJII survey, TikTok ranked first as the social media platform most frequently accessed by the public, with a percentage of 35.17% [1]. This indicates that TikTok has become one of the primary platforms for information dissemination and product promotion in the digital age.

With the rise of social media, consumer behavior has shifted, with consumers becoming increasingly critical and selective in their product choices. Consumers tend to consider online reviews, other users' experiences, and information obtained from social media before making a purchase decision [3]. This phenomenon is closely linked to the characteristics of Generation Z, a group that grew up amid rapid advancements in digital technology and tends to rely on social media to seek information and evaluate products [4]. These conditions make social media a key factor in shaping consumer perceptions, including in building brand image and driving purchase intention.

These shifts in consumer behavior have had a significant impact on the cosmetics industry, which is experiencing rapid growth as public awareness of appearance and self-care increases. Intensifying competition is driving companies to optimize their digital marketing strategies, particularly through social media. One local cosmetics brand leveraging this strategy is Sea Makeup, which actively uses TikTok as a platform for promotion and consumer engagement. Through diverse content and the support of user and influencer reviews, Sea Makeup has been able to increase brand exposure and build a positive image among consumers. However, preliminary survey results indicate that consumer perceptions of product quality and brand uniqueness still vary, suggesting differing evaluations among consumers.

Furthermore, previous studies on the influence of social media marketing and electronic word-of-mouth on purchase intention have yielded inconsistent results. Some studies found a positive and significant influence, while others showed non-significant results [5], [6], [7]. On the other hand, brand image has also been found to act as a mediating variable that can strengthen the relationship between digital marketing and consumer purchase intention [8]. These differing research findings indicate a research gap that warrants further investigation, particularly in the context of using TikTok as a digital marketing platform and Generation Z as the primary consumer group.

Based on the above discussion, this study aims to analyze the influence of social media marketing and electronic word of mouth on purchase intention through brand image for Sea Makeup products on the TikTok platform in Pekanbaru. This study is expected to contribute theoretically to the development of digital marketing literature and provide practical implications for companies in designing more effective social media-based marketing strategies.

2. LITERATURE REVIEW

2.1 *Theory of Planned Behavior (TPB)*

The Theory of Planned Behavior (TPB) is a theory developed as an extension of the Theory of Reasoned Action (TRA) [9]. This theory posits that individual behavior is influenced by intention, which is shaped by three main factors: attitude toward behavior, subjective norm, and perceived behavioral control.

Attitudes toward behavior describe how individuals evaluate an action whether they view it as positive or negative. Subjective norms relate to the social pressure individuals perceive from their surroundings, while perceived behavioral control reflects an individual's belief regarding how easy or difficult a behavior is to perform.

2.2 *Social Media Marketing*

Social media marketing is a marketing strategy that leverages digital platforms to build awareness and remind audiences of a brand, product, business, or individual [10]. Additionally, social media marketing is understood as a form of internet based

marketing communication aimed at strengthening a company's image, increasing consumer awareness, and driving sales through various types of digital content, such as text, images, and videos [11].

The growth of social media has made it one of the most important marketing tools, due to its ability to widely disseminate information and even create viral and word of mouth effects [12]. More than just a promotional tool, social media marketing also serves as a means to build relationships with consumers, increase publicity, and conduct market research [13]. Its effectiveness can be measured through several indicators, such as content creation, content sharing, connecting, and community building [14].

2.3 *Electronic Word of Mouth*

Electronic word of mouth is a form of communication among consumers via digital media, in which consumers share experiences and receive information regarding a product or service [15]. e-WOM is often considered more convincing than official company advertisements because the information conveyed stems from consumers' firsthand experiences. Reviews from other users are considered more objective and honest, and thus capable of influencing perceptions and purchasing decisions [16].

e-WOM plays a crucial role in shaping public opinion about a product. Positive information can boost trust and purchasing interest, while negative information can undermine consumers' perception of the product. e-WOM can be measured using several indicators, namely intensity, valence of opinion, and content [17].

2.4 *Brand Image*

Brand image is the perception or view that consumers have of a brand, formed over time and through their experiences with that brand [18]. Brand image is also described as the perceptions and beliefs that consumers hold about a brand [19]. It represents the overall impression in consumers' minds, which includes associations, memories, beliefs, and evaluations formed through various brand communications [20].

Brand image has several key dimensions, namely reputation, recognition, affinity, and brand loyalty, which reflect how consumers recognize, evaluate, and build a connection with a brand [21]. To measure brand image, several indicators are used, such as strengthness, uniqueness, and favorable, which demonstrate a brand's ability to foster positive perceptions in consumers' minds [22].

2.5 *Purchase Intention*

Purchase intention refers to consumer behavior that arises when a person has a desire to buy or choose a product based on their experience, previous use, and interest in that product [23]. Purchase intention is an internal drive that arises within an individual and motivates them to make a purchase; this intention may stem from personal needs, desires, social influences, exposure to advertisements, as well as an individual's perceptions and feelings toward a product [24].

Purchase intention does not arise suddenly but is influenced by various factors, both environmental and marketing-related. Environmental factors include social influences such as family and friends, while marketing stimuli include promotions, pricing, and distribution designed to attract consumers' attention [25]. In its measurement, purchase intention can be observed through indicators of transactional, referential, preferential, and exploratory interest [14].

3. METHODS

This study employs a quantitative approach with an explanatory research design aimed at examining the influence of social media marketing and electronic word of mouth on purchase intention through brand image. The study was conducted in Pekanbaru from February to April 2026, with the population consisting of Generation Z TikTok users who have been exposed to promotional content, reviews, or recommendations related to Sea Makeup products. The sampling technique used was non-probability sampling with a purposive sampling method based on specific criteria, namely Generation Z women individuals residing in Pekanbaru, aged ≥ 17 years, active TikTok users, and those who have seen content related to Sea Makeup products. The sample size was determined using the Lemeshow formula with a minimum of 96 respondents; however, this study involved 190 respondents to improve data accuracy. Data were collected through a questionnaire using a five-point Likert scale and analyzed using descriptive statistics and SEM-PLS with SmartPLS 4. The analysis procedure included the evaluation of the measurement model through validity and reliability testing, as well as the structural model to assess the relationships among latent variables and the strength of their effects. All research procedures were conducted in accordance with research ethics principles.

4. RESULTS AND DISCUSSION

4.1 Respondent Profile

The respondents in this study were Generation Z women in Pekanbaru who are active TikTok users and have seen or are familiar with SEA Makeup products. Out of a total of 190 respondents, the majority were aged 21–25 years, accounting for 104 individuals (54.7%), followed by those aged 17–20 years with 56 individuals (29.5%), those aged 26–29 years with 26 individuals (13.7%), and those aged above 29 years with 4 individuals (2.1%). Based on occupation, most respondents were students, accounting for 145 individuals (76.3%), followed by private-sector employees with 26 individuals (13.7%), entrepreneurs with 11 individuals (5.8%), civil servants with 7 individuals (3.7%), and others with 1 individual (0.5%).

4.2 Measurement Model Evaluation (Outer Model)

The measurement model evaluation (outer model) is used to assess the extent to which the indicators in the study are able to measure latent variables accurately and consistently. At this stage, tests of convergent validity, discriminant validity, and reliability are conducted using the SEM-PLS method with SmartPLS 4.

4.2.1 Convergent Validity

Convergent validity is used to test the extent to which the indicators of each latent variable correlate with and represent the same construct. This test is conducted based on factor loadings with a criterion of >0.70 , as well as an Average Variance Extracted (AVE) value of >0.50 [26].

Table 1. Outer Loading and AVE Results

Variable	Indicator	Loading	AVE
Social Media Marketing (X1)	X1.1	0,857	0,678
	X1.2	0,825	
	X1.3	0,851	
	X1.4	0,795	
	X1.5	0,808	
	X1.6	0,856	
	X1.7	0,784	

	X1.8	0,810	
Electronic Word of Mouth (X2)	X2.1	0,805	0,695
	X2.2	0,846	
	X2.3	0,849	
	X2.4	0,838	
	X2.5	0,824	
	X2.6	0,840	
Purchase Intention (Y)	Y.1	0,795	0,662
	Y.2	0,831	
	Y.3	0,808	
	Y.4	0,807	
	Y.5	0,833	
	Y.6	0,830	
	Y.7	0,800	
	Y.8	0,802	
Brand Image (Z)	Z.1	0,785	0,653
	Z.2	0,845	
	Z.3	0,806	
	Z.4	0,779	
	Z.5	0,812	
	Z.6	0,819	

Source: Processed Primary Data (2026)

The Outer Loadings and AVE results presented in Table 1 show that all indicators have loading factor values above 0.70, and all variables in this study have AVE values above 0.50. Thus, all indicators and variables in this study are considered valid and suitable for further analysis.

4.2.2 Discriminant Validity

Discriminant validity is used to test the extent to which a construct is truly distinct and does not exhibit excessive correlation with other constructs. Discriminant validity can be assessed using the Heterotrait-Monotrait Ratio (HTMT) with a value of < 0.90 , as well as the Fornell-Larcker criterion, which involves comparing the square root of the AVE with the interconstruct correlation.

Table 2. HTMT Results

Variable	Z	X2	Y	X1
Z				
X2	0,844			
Y	0,868	0,851		
X1	0,834	0,858	0,838	

Source: Processed Primary Data (2026)

The HTMT results presented in Table 2 show that all HTMT values are below 0.90, thus meeting the criteria for discriminant validity. Therefore, all variables in this study are considered valid.

Table 3. Fornell-Larcker Results

Variable	Z	X2	Y	X1
Z	0,808			
X2	0,765	0,834		
Y	0,793	0,784	0,813	
X1	0,764	0,793	0,780	0,824

Source: Processed Primary Data (2026)

The Fornell-Larcker results presented in Table 3 show that the square root of AVE for all variables is greater than the correlations between constructs. Therefore, the criteria for discriminant validity are fulfilled, and each variable is able to clearly distinguish itself from other variables.

4.2.3 Reliability Test

Reliability testing was conducted using two approaches: Composite Reliability and Cronbach's Alpha. A construct is considered reliable if the Composite Reliability value is greater than 0.70 and Cronbach's Alpha is greater than 0.70 [26].

Table 4. Reliability Results

Variable	Cronbach's Alpha	Composite Reliability
Social Media Marketing (X1)	0,932	0,944
Electronic Word of Mouth (X2)	0,912	0,932
Purchase Intention (Y)	0,927	0,940
Brand Image (Z)	0,894	0,919

Source: Processed Primary Data (2026)

The Reliability results presented in Table 4 show that all variables have Cronbach's Alpha and Composite Reliability values above 0.70. This indicates that all variables meet the required criteria and are considered reliable, thus suitable for further analysis.

4.3 Structural Model Evaluation (Inner Model)

The structural model evaluation (inner model) is used to explain the causal relationships between latent variables [27]. In addition, it is also used to assess the magnitude of the relationships between variables in the study. This evaluation involves the R-Square (R^2) value, Variance Inflation Factor (VIF), and hypothesis testing.

4.3.1 R-Square (R^2)

The R-Square value is used to determine the extent to which exogenous variables are able to explain endogenous variables in the research model. A higher R^2 value indicates a better ability of the model to explain the relationships between variables. The criteria for R-Square values are 0.75, 0.50, and 0.25, which represent strong, moderate, and weak effects, respectively.

Table 5. R-Square Results

Variable	R-Square	R-Square adjusted
Brand Image (Z)	0,652	0,648
Purchase Intention (Y)	0,728	0,724

Source: Processed Primary Data (2026)

The R-Square results presented in Table 5 show that the R-Square value for the brand image variable is 0.652 (65.2%), indicating that social media marketing and electronic word of mouth are able to explain this variable, while the remaining 34.8% is influenced by other factors. Meanwhile, the R-Square value for the purchase intention variable is 0.728 (72.8%), indicating that social media marketing, electronic word of mouth, and brand image are able to explain this variable, while the remaining 27.2% is influenced by variables outside the research model.

4.3.2 Variance Inflation Factor (VIF)

The Variance Inflation Factor (VIF) is a measure used to detect multicollinearity among variables in a research model, which refers to a condition where variables are highly correlated and may affect the results of the analysis. A higher VIF value indicates a higher level of multicollinearity. The criterion used in this study is $VIF < 5$, which indicates that there is no multicollinearity problem in the research model.

Table 6. FIV Results

	VIF		VIF
X1.1	3,254	Y.1	2,199
X1.2	2,921	Y.2	2,568
X1.3	3,101	Y.3	2,324
X1.4	2,551	Y.4	2,484
X1.5	2,690	Y.5	2,603
X1.6	3,073	Y.6	2,554
X1.7	2,464	Y.7	2,245
X1.8	2,673	Y.8	2,189
X2.1	2,113	Z.1	2,069
X2.2	2,713	Z.2	2,422
X2.3	2,684	Z.3	2,178
X2.4	2,519	Z.4	2,161
X2.5	2,310	Z.5	2,195
X2.6	2,429	Z.6	2,194

Source: Processed Primary Data (2026)

The Variance Inflation Factor (FIV) results presented in Table 6 indicate that all VIF values for each indicator are below 5. This shows that there is no multicollinearity issue in the research model, meaning the independent variables are not highly correlated with each other. Therefore, the analysis results are considered acceptable and the model is suitable for further testing stages.

4.3.3 Hypothesis Testing

Hypothesis testing in this study was conducted to examine the relationships between variables, including both direct and indirect effects. The testing was based on T-statistics and P-values, where a hypothesis is accepted if the T-statistics value is greater than 1.96 and the P-values are less than 0.05. In addition, the direction of the relationship is determined by the path coefficient values, which indicate the magnitude and direction of the influence between constructs.

Table 7. Direct Effect Results

Hypothesis	Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
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H1	$X1 \rightarrow Z$	0,426	0,427	0,121	3,520	0,000
H2	$X2 \rightarrow Z$	0,427	0,422	0,115	3,725	0,000
H3	$X1 \rightarrow Y$	0,271	0,281	0,113	2,407	0,008
H4	$X2 \rightarrow Y$	0,292	0,285	0,119	2,449	0,007
H5	$Z \rightarrow Y$	0,362	0,356	0,106	3,421	0,000

Source: Processed Primary Data (2026)

The direct effect results in Table 7 indicate that all relationships between variables are positive and statistically significant. This is demonstrated by T-statistics values greater than 1.96 and P-values less than 0.05 for all hypotheses. Specifically, X1 and X2 have a positive and significant effect on Z, with coefficients of 0.426 and 0.427, respectively. In addition, X1 and X2 also significantly influence Y, with coefficients of 0.271 and 0.292. Furthermore, Z has a positive and significant effect on Y, with a coefficient of 0.362. Therefore, all proposed hypotheses (H1–H5) are accepted.

Table 8. Indirect Effect Results

Hypothesis	Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H6	$X1 \rightarrow Z \rightarrow Y$	0,154	0,148	0,053	2,917	0,002
H7	$X2 \rightarrow Z \rightarrow Y$	0,155	0,154	0,071	2,166	0,015

Source: Processed Primary Data (2026)

The indirect effect results in Table 8 indicate that all indirect relationships are positive and statistically significant. This is shown by T-statistics values greater than 1.96 and P-values less than 0.05 for all hypotheses. Specifically, X1 has a positive and significant indirect effect on Y through Z, with a coefficient of 0.154. Likewise, X2 also has a positive and significant indirect effect on Y through Z, with a coefficient of 0.155. Therefore, hypotheses H6 and H7 are accepted, indicating that Z is able to mediate the relationship between X1 and Y as well as between X2 and Y.

5. CONCLUSION

Based on the results of the study, it can be concluded that social media marketing and electronic word of mouth have a positive and significant influence on brand image and purchase intention of Sea Makeup products through the TikTok platform among Generation Z women in Pekanbaru. This indicates that the more effective the implementation of social media marketing activities, the stronger the brand image formed and the higher the consumer purchase intention.

The characteristics of the respondents in this study, who are Generation Z women, also support these findings, as individuals in this age group tend to pay more attention to their appearance to look attractive in daily activities and feel more confident in social interactions. [28] state that women in this age group tend to be more concerned about their appearance and feel more confident when they look attractive, which makes them more responsive to beauty related products and marketing content on social media.

These findings are consistent with previous studies [14] [6], which show that social media marketing has a positive and significant effect on brand image. In addition, this study is supported by research [29] [21], which states that electronic word of mouth also has a positive and significant effect on brand image, meaning that the higher the intensity and positivity of reviews shared among users, the stronger the brand image formed in consumers' minds. Furthermore, the findings of this study support previous research [5] [8], which indicate that social media marketing has a positive and significant effect on purchase intention, as well as studies [17] [30], which confirm that e-wom also has a positive and significant effect on purchase intention. The results also reveal that brand

image has a positive and significant effect on purchase intention, in line with studies [7] [14], implying that a stronger and more favorable brand image increases the likelihood of consumers making purchase decisions.

Moreover, the results of the indirect effect analysis show that Brand Image acts as a mediating variable in the relationship between social media marketing and e-wom on purchase intention, which is consistent with studies [21] [31], highlighting the important role of brand image in strengthening the relationship between digital marketing activities and consumer purchase intention. Therefore, it can be concluded that more effective social media marketing and e-wom strategies will strengthen brand image, which ultimately leads to higher purchase intention.

Based on these findings, it is recommended that Sea Makeup continuously optimize its social media marketing strategies through creative, interactive, and trend-driven content, as well as encourage positive e-wom by maintaining product quality and consumer experience. In addition, Sea Makeup should maintain a consistent brand image to remain strong and relevant in consumers' minds. Future research is suggested to expand the research scope and include additional variables such as price and brand trust in order to obtain more comprehensive results.

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