

The Influence of Brand Image, Influencers, and Electronic Word of Mouth on Purchasing Decisions of Wardah Lipstik Product in Gresik City

Salsabillah Salman^{1*}, Zawawi²

Universitas Pembangunan Nasional “Veteran” Jawa Timur

Corresponding Author: Salsabillah Salman

21012010220@student.upnjtim.ac.id

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ABSTRACT

The research influence of Brand Image, Influencer, and Electronic Word of Mouth (E-WOM) for buying choices of Wardah lipstick in Gresik City. The research is motivated by the decline in search interest and sales of Wardah products, despite a strong brand image, active influencer promotion, and positive online reviews. Using a quantitative approach, data were collected through surveys of 95 respondents who had purchased Wardah lipstick. The dataset was examined using Partial Least Square (PLS) via SmartPLS software. This analysis indicates that Brand Image, Influencers, and E-WOM significantly affect buying decisions. Of these elements, Brand Image proves to be the strongest influence. These results emphasize the need to enhance brand image and refine digital marketing approaches.

INTRODUCTION

Consumer behavior has been profoundly altered by the evolution of digital media and communication tools in the era of global integration. The rising popularity of online buying has been fueled by quick, simple, and effective information access via the internet and e-commerce platforms. As individuals, especially women, grow more conscious about beauty and self-care, the cosmetics business in Indonesia has experienced fast expansion. Makeup and skincare products have evolved from being merely accessories to become everyday essentials and components of a contemporary lifestyle.

Wardah ranks among the top local cosmetics brands in Indonesia, created by PT Paragon Technology and Innovation in 1995. This brand is widely recognized as a pioneer of halal cosmetics with a positive reputation and has received prestigious awards, including the 2023 LPPOM MUI Halal Award in the Longlife Achievement Cosmetics category. Wardah's success is determined not only by the quality of its products, but also by consistent marketing strategies, such as strengthening its brand image, utilizing influencer marketing, managing electronic word of mouth (e-WOM) across various digital platforms. Compas Market Insight data (2024) shows that Wardah leads the local lipstick market share in e-commerce with 10.6%, surpassing brands like Make Over and Hanasui. Its flagship product, Velvet Matte Lip Mousse, has sold over 5,700 units, generating revenue of around Rp379 million, and has received consumer appreciation for its lightweight and transfer-proof formula.

Brand image is a crucial factor influencing consumer preferences. A strong brand image fosters positive perceptions, loyalty, and purchasing decisions (Anhar et al., 2025). Furthermore, influencer marketing is becoming an increasingly popular strategy, where individuals with large followings can influence public opinion. Product promotions through celebrities, beauty vloggers, and content creators are believed to increase consumer appeal and trust (Vadiyanur & Yoedtadi, 2024). Wardah actively collaborates with well-known influencers like Tasya Farasya in digital campaigns to reach a younger audience. Meanwhile, electronic word of mouth (e-WOM) also is essential for progress. Consumer reviews on social media, e-commerce, and digital forums can strengthen or weaken purchasing decisions (Zikra & Rahmiati, 2023). Positive e-WOM can increase consumer confidence in product quality, while negative reviews can decrease trust and hinder purchasing decisions.

Despite Wardah's strong brand image, extensive influencer strategy, and numerous positive reviews, data suggests challenges. Google Trends recorded a decline in search interest for Wardah from mid-2021 to 2024. Lipstick sales also declined, with Top Brand Index data showing the largest decline in 2022 at 4.7%. This phenomenon indicates a mismatch between Wardah's marketing strength and actual consumer behavior. This situation creates a research gap due to differing findings in previous studies. For example, Bintang & Andriansyah (2024) found that e-WOM had no significant impact on purchasing decisions, while (Religia et al., 2022) found the opposite. The same applies to influencer variables: some studies assess their influence as significant (Susanti, 2024), while others indicate that celebrity endorsers are insignificant (Ardiansyah et al., 2022).

Ajzen (1991) developed the Theory of Planned Behavior (TPB). According to TPB, resolve shapes individual behavior. Intention itself is derived from three

key components: viewpoint on actions (behavior belief), collective norm (normative view), and self-efficacy (control belief). In the context of this research, consumer perception of brand image reflects attitude toward behavior, influencer influence reflects subjective norm, and e-WOM serves as an indicator of behavioral control that assists consumers in decision-making.

This analysis intends to investigate the roles of brand image, influencer impact, electronic word of mouth in consumer purchasing decisions regarding Wardah lipstick in Gresik City. The findings are projected to enrich theoretical insights in consumer behavior research., as well as practical contributions in the form of digital marketing strategy recommendations for Wardah and other local brands to remain relevant amidst increasingly competitive cosmetics industry.

LITERATURE REVIEW

Although Wardah remains a dominant brand with a large market share, this decline may signal the need for new strategies to maintain its relevance amidst changing market preferences. This could include improving brand image, more targeted influencer promotions, or increasing e-Wom through positive reviews on social media. This decline could also be due to the increasing number of new competitors, or the perception of saturation with Wardah's previously ineffective promotions, thus reducing their influence on consumer purchasing decisions. Wardah, as an established local brand, must adapt its marketing strategy to market dynamics, such as maximizing the potential of TikTok Shop and Shopee Live, or expanding its target market to a younger segment with more creative promotions.

The above phenomenon indicates that many new competitors are influencing cosmetics market sales. Previous research has presented conflicting data. One study (Bintang & Andriansyah, 2024) found that e-Wom cannot have a positive and tangible impact on purchasing decisions. However, a study (Religia, Sriyanto, & Hidayat, 2022) showed that e-Wom has a significant impact on purchasing decisions. Furthermore, research by Muhammad (Ardiansyah et al., 2022) shows that celebrity endorsements do not play a significant role in purchasing decisions. Meanwhile, research by Susanti (2024) shows that beauty influencers have a significant impact on purchasing decisions.

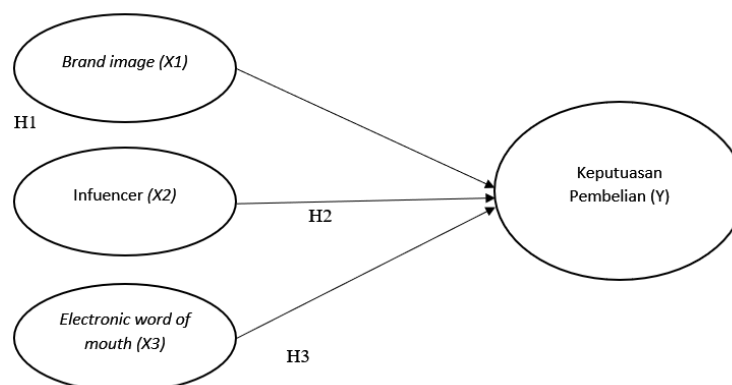


Figure 1. Conceptual Framework

METHODOLOGY

This research integrates a quantitative approach with survey methodology. The sample population consists of customers in Gresik City who have purchased Wardah lipstick. Sampling was conducted purposively, with a total of 95 survey takers. The criteria for respondents were: (1) female, at least 17 years old, and (2) had purchased Wardah products at least once. The research tool utilized was a questionnaire featuring a 1-to-5 Likert scale. The examined variables encompassed purchasing decisions, influencing factors, brand image, and electronic word-of-mouth (E-WOM). Data analysis employed Partial Least Square-Structural Equation Modeling (PLS-SEM) techniques through SmartPLS software. To determine direct impacts among variables, the tested models featured inner model analysis (the associations of latent variables) and outer model analysis (validity and reliability indicators).

RESEARCH RESULT

Table 1. Outer Loadings (Mean, STDEV, T-Values)

Variabel	Original Loading (O)	Sample Mean (M)	Standart Deviation (STDEV)
X1.1 <- Brand Image (X1)	0.810	0.809	0.045
X1.2 <- Brand Image (X1)	0.795	0.789	0.053
X1.3 <- Brand Image (X1)	0.817	0.813	0.048
X2.1<- Influencer (X2)	0.880	0.878	0.027
X2.2<- Influencer (X2)	0.824	0.822	0.039
X2.3<- Influencer (X2)	0.809	0.805	0.048
X3.1 <- Electronid Word Of Mouth (X3)	0.796	0.792	0.048
X3.2 <- Electronid Word Of Mouth (X3)	0.817	0.815	0.039
X3.3 <- Electronid Word Of Mouth (X3)	0.762	0.754	0.058
X3.4 <- Electronid Word Of Mouth (X3)	0.757	0.748	0.060
X3.5 <- Electronid Word Of Mouth (X3)	0.794	0.793	0.036
X3.6 <- Electronid Word Of Mouth (X3)	0.829	0.830	0.032
X3.7 <- Electronid Word Of Mouth (X3)	0.796	0.794	0.042
X3.8 <- Electronid Word Of Mouth (X3)	0.722	0.714	0.063
Y1.1 <- Keputusan Pembelian (Y)	0.781	0.777	0.053
Y1.2 <- Keputusan Pembelian (Y)	0.824	0.824	0.043
Y1.3 <- Keputusan Pembelian (Y)	0.744	0.743	0.054
Y1.4 <- Keputusan Pembelian (Y)	0.847	0.843	0.037
Y1.5 <- Keputusan Pembelian (Y)	0.826	0.825	0.044

If the T-Statistic value of an indicator (Z value at a significance level of $\alpha = 0.05$) is beyond 1.96 and/or its factor loading value is above the average 0.5, the indicator is considered to have acceptable validity. The correlation between the measured variable and the indicator is indicated by the search factor. The validity condition is met if the value is less than 0.5, and recognized significance is indicated if our T-Statistic is higher than 1.96.

Table 2. Cross Loading

INDIKATOR	BRAND IMAGE (X1)	INFLUENCE R (X2)	ELECTRONIC WORD OF MOUTH (X3)	KEPUTUSAN PEMBELIAN (Y)
X1.1	0.810	0.541	0.589	0.582
X1.2	0.795	0.533	0.499	0.535
X1.3	0.817	0.629	0.661	0.548
X2.1	0.589	0.880	0.645	0.600
X2.2	0.585	0.824	0.546	0.554
X2.3	0.597	0.809	0.571	0.480
X3.1	0.562	0.576	0.796	0.578
X3.2	0.537	0.586	0.817	0.542
X3.3	0.639	0.609	0.762	0.461
X3.4	0.569	0.545	0.757	0.459
X3.5	0.513	0.544	0.794	0.475
X3.6	0.527	0.516	0.829	0.588
X3.7	0.650	0.553	0.796	0.588
X3.8	0.552	0.485	0.722	0.449
Y1.1	0.532	0.563	0.479	0.781
Y1.2	0.497	0.564	0.563	0.824
Y1.3	0.685	0.478	0.589	0.744
Y1.4	0.548	0.498	0.506	0.847
Y1.5	0.482	0.526	0.528	0.826

The table demonstrates that the factor loading value for every variable exceeds 0.7. This signifies that every indicator fulfills the criteria. Therefore, it may be inferred that all variable indicators in this examination present convergent validity. In addition, the cross-loading value of each indicator is higher than those of different variable indicators. The indicates that every assertion made in the research demonstrates discriminant validity.

Table 3. Average Variance Extracted(AVE)

Variabel	Average Variance Extracted (AVE)
Brand Image (X1)	0.652
Influencer (X2)	0.703
E-WOM (X3)	0.616

Purchase Decision (Y)	0.649
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The outcomes of the AVE test shown in the table above indicate that all variables have values exceeding 0.5, which means that the constructs Brand Image (X1), Influencer (X2), E-WOM (X3), and Purchase Decision (Y) demonstrate good convergent validity. This result confirms that the indicators used are able to represent the latent variables appropriately. Among these, the highest AVE value is found in the Influencer (X2) variable at 0.703, indicating that its indicators explain the construct particularly well.

Tabel 4. Composite Realibility

Variabel	Composite Realibility
Brand Image (X1)	0.849
Influencer (X2)	0.876
E-WOM (X3)	0.928
Purchase Decision (Y)	0.902

The composite reliability test results presented above reveal that all variables obtained scores above 0.7, indicating that the constructs Brand Image (X1), Influencer (X2), E-WOM (X3), and Purchase Decision (Y) are considered reliable and consistent in measuring the intended concepts. Among them, the highest composite reliability value is found in the E-WOM (X3) variable at 0.928, which demonstrates excellent internal consistency and suggests that the indicators for this construct are highly reliable.

Table 5. Latent Variable Correlations

Variabel	Brand Image (X1)	Influencer (X2)	E-WOM (X3)	Purchase Decision (Y)
Brand Image (X1)	1.000			
Influencer (X2)	0.702	1.000		
E-WOM (X3)	0.723	0.702	1.000	
Purchase Decision (Y)	0.688	0.654	0.666	1.000

The latent variable correlation table indicates that the average correlation among variables is quite high. The correlation value between E-WOM (X3) and purchase decisions (Y) is the highest, at 0.723. This shows that the connection between E-WOM (X3) and purchase decisions (Y) is more robust than that of the other variables.

Tabel 6. R-Square

	R-Square
Purchase Decision (Y)	0.558

The R-squared value, as shown in the table above, is **0.558**. This indicates that the model can explain 55.8% of the variation in purchase decisions, influenced by the variables *brand image* (X1), *influencer* (X2), and *electronic word-of-mouth* (X3). The remaining 44.2% is explained by other factors not included in this study. Practically, an R² value of 0.558 suggests that the model has moderate to strong explanatory power, meaning more than half of the changes in purchase decisions can be predicted from the variables examined. This level of explanatory ability is considered acceptable in behavioral and marketing research, where human decisions are often influenced by diverse factors outside the model.

Tabel 7. Path Coefficients (Mean, STDEV, T-Values, P Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
Brand Image (X1) ← Purchase Decision (Y)	0.336	0.342	0.118	2.854	0.002
Product Quality (X2) ← Purchase Decision (Y)	0.238	0.231	0.115	2.067	0.019
Price Perception (X3) ← Price Perception (Y)	0.256	0.265	0.093	2.756	0.003

Using the table, various hypotheses can be established:

H1: Brand Image (X1) has a positive impact on Purchase Decision (Y) and is accepted, a T-statistic of 2.854 > 1.96 a P-value of 0.002 < 0.05, a significant (positive) outcome.

Hypothesis 2: Influencers (X2) have a positive impact on Purchase Decision (Y) with a T-statistic of 2.067 > 1.96 P-value of 0.019 < 0.05, a significant (positive) outcome.

Hypothesis 3: Electronic Word of Mouth (X3) has a positive impact on Purchase Decision (Y) with a T-statistic of 2.756 > 1.96 a P-value of 0.003 < 0.05, a significant (positive) outcome.

The notable outcomes of the T-Statistic value are evident from the smartPLS output with bootstrapping shown in image below:

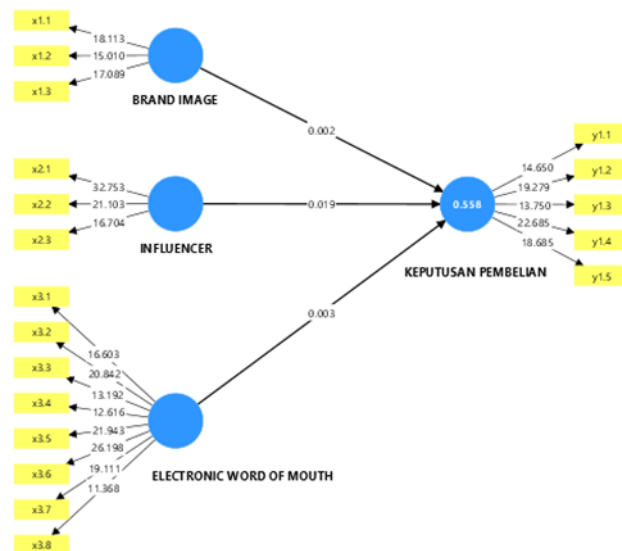


Figure 2. Outer Model

DISCUSSION

The Influence of Brand Image on Purchasing Decisions

The processed data indicate that the Brand Image variable strongly affects buyer choices regarding Wardah lipstick in Gresik City. The study demonstrates that as the Wardah brand image becomes more positive in consumers' perceptions, the likelihood of product purchases increases. Further descriptive analysis results indicate that within the aspects of the Brand Image variable, "preference" indicator shows the greatest factor loading value. This research aligns with previous findings (Arianty & Andira, 2021) (Sari, 2022), and (Rosmayanti, 2023) which states strong brand identity significantly affects how consumers decide on purchases.

The Influence of Influencers on Purchasing Decisions

Findings indicated that the Influence attribute notably influenced the purchasing choice for Wardah lipstick products in Gresik City. Descriptive analysis results showed that the "reach" indicator had the highest factor loading value compared to other indicators in the Influencer variable. The reach indicator points to the reach an influencer possesses is able to reach a broad audience and build high engagement with their followers through the number of followers, likes, comments, and interactions on various digital platforms. In other words, reach indicates the extent to which the message or promotion conveyed by the influencer is able to be disseminated and received by the audience. This research is also in line with (Halim & Tyra, 2021), (Herviani et al., 2020), and (Putri et al., 2025).

The Influence of Electronic Word of Mouth on Purchasing Decisions

Electronic Word of Mouth (E-Wom) towards Wardah lipstick products in Gresik City as a hypothesis can be accepted, which means that if E-WOM increases, then consumer purchasing decisions towards Wardah lipstick products will also increase, and vice versa. This shows that the dissemination of

information and consumer opinions about Wardah lipstick products on social media is considered effective by consumers in Gresik City in helping them make purchasing decisions. Our findings align with the conclusions drawn by (Herviani et al., 2020), (Anggraeni & Aminah, 2023), and (Putri et al., 2025) which state that E-WOM exhibits a favorable, important influence on consumer purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

According to the study results, it is evident that Brand Image, Influencer, and E-WOM significantly affect the Purchase Decision of Wardah lipstick in Gresik City, with E-WOM as the strongest dominant factor influencing purchase decisions. These findings indicate that consumers are strongly influenced by diverse reviews and other user experiences in digital media, followed by positive brand image and exposure from influencers. Practical implications for companies are the importance of strengthening E-WOM management, building a consistent brand image, and selecting influencers who are relevant to the target audience. For further research, it is recommended to add variables such as price perception or brand trust for a more in-depth analysis.

ADVANCED RESEARCH

The writer advises Wardah to carry on strengthen its brand image by presenting lipstick products that consumers like, both in terms of quality, packaging, and suitability with trends. In addition, Wardah needs to collaborate with influencers who have a wide reach to increase consumer exposure and awareness, thereby encouraging purchasing decisions. Wardah can also strengthen Electronic Word of Mouth (E-WOM) by providing various product reviews, such as color variations, finishes, durability, and suitability for various skin types, both through e-commerce and social media. For further research, it is recommended to expand the area outside of Gresik City and add other variables, such as brand loyalty, risk perception, and customer trust, to obtain a more comprehensive picture.

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