The Influence of Influencer Credibility, Social Media Marketing, and E-Wom on Brand Image and Its Impact on Intention to Purchase Local Skincare Among Gen Z (Study on Somethinc Local Skincare)

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Abstract

This study focuses on local skincare products and aims to expand the current understanding by examining the impact of social media marketing, influencer credibility, and e-word-of-mouth on brand image and its influence on Generation Z consumers' propensity to purchase local skincare products. This kind of study is quantitative and uses an online survey method with Gen Z residents of DKI Jakarta as the population being studied. Purposive sampling was used in this study with a sample size of 200 respondents. Validity and reliability testing using SmartPLS software and hypothesis testing using structural equation modeling (SEM) using SmartPLS software were the analytical techniques used to process the collected data.

Keyword: influencer credibility, social media marketing, e-wom, brand image, purchase intention, local skincare

1. Introduction

Rapid technological developments and science and technology have changed the perspective and perspective of consumer behavior, especially Generation Z (Gen Z) born in 1997 – 2012 (Safitri & Andriyani, 2020). Gen Z are consumers who grew up with the development of social media like Tiktok, Instagram, X, Facebook, and others. Currently, social media can be used as a platform to share informative content such as videos, photos, and writings to the general public (Liah et al., 2023).

In recent years, social media has also been used as a means of promoting a product or service. Promotion through social media can also be done by "Influencers"(Sari Dewi et al., 2020). Influencers are people that have many followers on their social media such as Tiktok, Instagram, or X. A brand entrusts an Influencer to promote a product because the Influencer already has an audience from his social media followers.

It is estimated that the skin care sector in Indonesia has significant growth potential. One local skincare product that uses social media as a promotional platform is Somethingnc (Komara & Kusumawardhani, 2023). In 2019, Somethinc created a campaign through social media Influencers (Tiktok & Instagram) to promote its newest products so that they could be known to the wider public.

Consumers will first find out information about a product before buying it. The information sought can be in the form of reviews from influencers or reviews provided by consumers on social networking platforms. This phenomenon is referred to as Electronic Word of Mouth (E-WoM) (Komara & Kusumawardhani, 2023). People will tend to see reviews via social media as a reference in looking for recommendations for a product.

2. Literature Review

2.1 Theory

Consumer Behavior Theory is a concept that studies the actions of individuals, organizations and groups in purchasing, selecting and using products, services and ideas to meet their needs and desires.Consumer behavior reflects an ongoing process, starting before the purchase, during the purchase, and after the purchase is made (Kotler & Keller, 2016).

2.2.1 Influencer Credibility

Influencer credibility is the extent to which consumers view influencers as reliable experts regarding a product or service(Janssen et al., 2022). When Influencers create added value for a brand, product or service, credibility of influencers is considered to be the most important factor in advertising effectiveness (Lee & Kim, 2020). Influencer credibility can be assessed from how they present themselves through their lifestyle and daily activities to their followers with the aim of expanding social networks, gaining recognition, and building closer relationships with their audiences (Karouw & Worang, 2019). Dimensions of influencer credibility include attractive, trustworthiness, and expertise

2.2.2 Social Media Marketing

The process of marketing through your website, products, and online social channels is called social media marketing (Ellitan et al., 2022). According to Nawangsari and Kusumawati (2023), Social media marketing is a form of advertising that uses online tools such as blogs, social networks, social bookmarking and content sharing to directly or indirectly increase awareness, cognition, memory and even action of brands, products, companies, individuals or groups. Social media marketing includes various aspects such as entertainment, trends, interaction and advertising.

2.2.3 Electronic Word of Mouth (e-WOM)

According to Jesslyn & Loisa, (2019) Electronic Word of Mouth (e-WOM) is defined as the delivery of personal information by word of mouth about a product or service through social networks. E-WOM refers to the activity of sharing information about a product, service, or brand that generally comes from the consumer's personal experience at the post-purchase stage (Hafizah & Kussudyarsana, 2024). In line with Setiawan and Setiawan and Safitri, (2023) who located that digital phrase of mouth is the superb and terrible statements approximately a product which are unfold via way of means of capacity customers, real customers and previous customers of a product while those statements are reachable thru the Internet. The dimensions of digital phrase of mouth encompass intensity, content material and opinions.

2.2.4 Brand Image

Brand image is the perception of a brand expressed through associations stored in the buyer’s memory (Dam & Dam, 2021). In addition, according to Miati, (2020) Brand image is an association in the minds of consumers towards a brand. Consumer experience and information obtained by consumers have a strong relationship with consumer interest in a brand.

Brand Image is also viewed as one of the maximum vital intangible property that impacts consumers' perspectives of a company (Agmeka et al., 2019). Therefore, a good brand image will also affect the products sold, The better the brand image, the higher the consumer's decision to purchase the product. The dimensions of brand image include the strength of the brand association, the popularity of the brand and the uniqueness of the brand association.

2.2.5 Purchase Intention

Purchase intention refers to the possibility of consumers planning or being willing to buy a particular product (Chetioui et al., 2020). In addition, according to Dapas et al., (2019) it is explained that purchase intention is a consumer's cognitive plan or desire for a particular product or brand. Purchase intention can be measured by asking consumers about the possibility of purchasing the advertised product. Purchase intention depends on consumer beliefs, which can influence their perceptions and cause them to make certain decisions (Costa et al., 2021). The dimensions of purchase intention include transaction intention, reference intention, preference intention, and discovery intention.

2.2 Theoretical Framework and Hypothesis Development

2.2.1 The Influence of Influencer Credibility on Brand Image

When influencers post something related to a brand, This will have a significant impact on brand image (Tamara et al., 2021). The higher the consumer perception, the stronger the brand image of the product promoted by the influencer. Likewise, according to Hermanda et al., (2019) marketing through social media influencers will result in a positive relationship with brand image(Novierra, 2023).

H_1: *Influencer credibility* has a positif effect on *brand image*.

2.2.2 The Influence of Social Media Marketing on Brand Image

One important thing to build a brand image is using social media by attracting visitors to visit a brand's official website (Ellitan et al., 2022). Marketing through social media has a significant influence on brand image and with the influence of a good brand image can provide a positive image in the minds of consumers (Suwandi et al., 2023). Therefore, social media can be used as a tool to shape consumer perceptions of brand image (Ohanna & Kesumahati, 2024).

H_2: *Social media marketing has a positive effect on brand image.*

2.2.3 The Influence of E-WOM on Brand Image

Previous research has shown that electronic word of mouth has an effect on brand image, this is in line with research (Komara & Kusumawardhani, 2023) which found that electronic word of mouth (e-WOM) has a positive effect on brand image. Hafizah & Kussudyarsana, (2024) also stated that quality, quantity, credibility, and useful information have a significant effect on brand image. Therefore, building a positive brand image can encourage customers to seek more information related to the product (Setiawan & Safitri, 2023).

H_3: *e-WOM has a positive effect on brand image.*

2.2.4 The Influence of Influencer Credibility on Purchase Intention

The better the level of consumer trust in an influencer, the more influence it has on the purchase intention of a product (Tamara et al., 2021). In line with Novierra, (2023) which explains that explanations and promotions from influencers who are considered to have credibility have a positive influence on the purchase intention of a cosmetic product. Likewise, the assessment Utami & Praswati, (2024) source of credibility, which is authenticity, leads to consumer purchase intention towards a brand.

H_4: *influencer credibility has a positive effect on purchase intention*

2.2.5 The Influence of Social Media Marketing on Purchase Intention

Suwandi et al., (2023) which states social media marketing influences purchasing intention.. In line with Putri & Dan Anggarawati, (2022) factors that influence, purchasing intention are social media marketing. purchase intention of Indonesian consumers can be influenced through marketing activities on social media (Mahardita & Muthohar, 2023).

H_5: *social media marketing has a positive effect on purchase intention*

2.2.6 The Influence of E-WOM on Purchase Intention

The rapid and easy technological advances in finding information on a product or company, especially those that rely on the internet, prove that e-WOM has an important role for consumer purchase intention (Sylvia & Ramli, 2024). In line with (Hafizah & Kussudyarsana, 2024) which states that experienced consumer evaluations can also reduce doubts and perceived risks. Therefore Mahardita & Muthohar, (2023) It has been

established that there is a significant positive relationship between e-WOM and purchase intentions, as Word of Mouth is one of the most influential marketing tools today.

H_6: *EWOM has a positive effect on purchase intention*

2.2.7 The Influence of Brand Image on Purchase Intention

Conversely, if a product is taken into consideration to have a bad photograph, then the consumer's buy goal for the product might be low (Hafizah & Kussudyarsana, 2024) There is a effective or unidirectional dating among the brand.photograph variable and the acquisition goal variable (Sari et al., 2024). In line with Novierra, (2023) stated that a positive brand image will have a positive effect on increasing the purchase intention of a product.

H_7: *Brand Image has a positive effect on purchase intention*

2.2.8 The Influence of Influencer Credibility on Purchase Intention Through Brand Image

Good influencer advertising influences the image of the advertised product, which also influences the purchase intention of consumers who rate the brand image of Somehinc products well (Hafizah & Kussudyarsana, 2024). With a good brand image from promotions carried out by credible influencers, it can indirectly affect consumers' purchase intention in buying Somethinc products (Alghiffari et al., 2022).

H_8: *Influencer credibility has a positive and significant effect on purchase intention mediated by brand image*

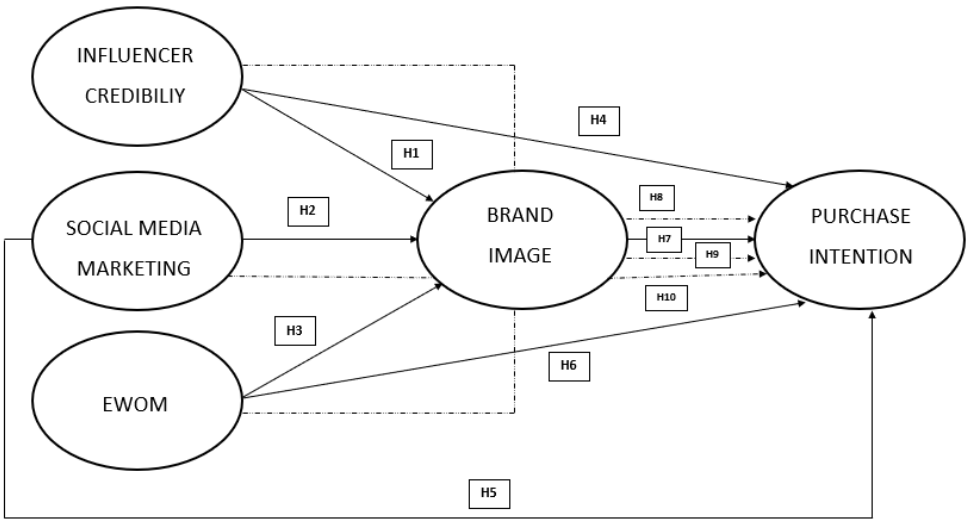
2.2.9 The Influence of Social Media Marketing on Purchase Intention Through Brand Image

Social media marketing is a new platform or medium that is utilized to increase awareness, recall, and action towards a brand, company, product, individual, or other entity (Laksono & Suryadi, 2020). In line with Soefhwan & Kurniawati, (2022) stated that consumers with a positive perception of have a higher likelihood to buy a brand.

H_9: *Social media marketing has a positive and significant effect on purchase intention mediated by brand image*

2.2.10 The Influence of E-WOM on Purchase Intention Through Brand Image

purchase intention can be strengthened by positive and significant mediation from brand image and EWOM (Wisnu Wardhana et al., 2021). Consumer purchasing interest will



increase with the stronger brand image of the product (Adriana et al., 2022). This is in line with Hafizah & Kussudyarsana, (2024) Who placed that there can be a terrific and considerable relationship amongst EWOM and purchase cause mediated through manner of method of brand image.

H_{10}: *EWOM has a positive and significant effect on purchase intention mediated by brand image*

Figure 1. Theoretical Framework

Source: Primary Data by Researcher (2024)

3 Material and Method

3.2 Desain Study

The analysis conducted in this study uses a quantitative type. By using the data that has been collected, the analysis is carried out to validate the influence of the formulated hypothesis. The main data used are the results of a questionnaire compiled by the researcher and given randomly to respondents who meet the requirements. Through this questionnaire, the researcher obtains the data needed for analysis. This look at goals to show the have an effect on of influencer credibility, social media marketing, and e-WOM on emblem photo and its effect on nearby skin care buy intentions. The variables to be tested are influencer credibility, social media marketing, e-WOM, brand image, and purchase intentions. The research tool used to test these variables uses SmartPLS.

3.3 Population and Sample

3.3.1 Populasi

According to Sugiyono, (2018), populace is a place that typically includes items or topics which have a selected amount and traits decided via way of means of researchers to be studied to provide conclusions. The population in this study is Gen Z. Meanwhile, the population reached is Gen Z in the DKI Jakarta area.

3.3.2 Sample

The researcher used the purposive sampling method for this study which is using the non-probability sampling category. Sugiyono (2019) stated that the purposive sampling method is a way of figuring out samples that includes deciding on respondents primarily based totally on sure criteria.. Researchers use purposive sampling techniques to ensure that the selected respondents are in accordance with the established criteria. In this study, the criteria used to select the sample are:

1. Respondents are generation Z aged 17-25 years.
2. Respondents are in the DKI Jakarta area.
3. Respondents have seen promotions for local skincare Somethinc through influencers, social media, and other social networks for the past 6 months.

3.4 Data Anaysis

The statistics evaluation approach used on this observe is the use of Structural Equation

Respondent Characteristics		Frequency	Percentage (%)
Age	14 – 17	7	3.3%
	18 – 22	168	80%
	> 22	35	16.7%
Education	SMP	9	4.3%
	SMA/SMK	131	62.4%
	D3	2	1%
	D4/S1	67	31.9%
	S2	1	0.5%
Job	Pelajar	13	6.2%
	Mahasiswa	180	85.7%
	Karyawan Swasta	9	4.3%
	Wirausahawan	3	1.4%
	Lainnya	5	2.4%
Domicile	Jakarta Barat	20	9.5%
	Jakarta Pusat	20	9.5%
	Jakarta Selatan	66	31.4%
	Jakarta Timur	77	36.7%
	Jakarta Utara	22	10.5%
	Kepulauan Seribu	5	2.4%
Income	Rp0 - Rp1.000.000	109	51.9%
	Rp1.000.001 - Rp5.000.000	92	43.8%
	Rp5.000.001 - Rp10.000.000	6	2.9%
	> Rp10.000.000	3	1.4%
Gender	Perempuan	187	89%
	Laki - Laki	23	11%

Modeling (SEM). This SEM technique is a combination of statistical methods of psychological/psychometric or sociological development factor analysis and econometric development statistical methods in a simultaneous equation model (Sudaryono, 2017). In addition, as stated by Santoso (2012), SEM is a multivariate analytical technique that mixes aspect evaluation and regression evaluation (correlation) to locate correlations among variables to provide statistics this is in the direction of the truth. Data was evaluated using SEM (Structural Equation Modeling) and the SmartPLS tool.

4 Result

Based at the end result of accumulating online questionnaires from 210 respondents. The following information changed into found.

1. Respondent Characteristic

Table 4.1. Respondent Characteristics

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

Based on the data above, the respondents are mostly aged 18-22 years old as many as 168 respondents (80%). Then for the level of education, the most are from high school/vocational school as many as 131 respondents 62.4%. Furthermore, the most jobs are students as many as 180 respondents (85.7%). Then the most domicile is in East Jakarta as many as 77 respondents (36.7%). With the largest income of Rp0 - Rp1,000,000 as many as 109 respondents (51.9%). And the maximum stuffed through ladies as many as 187 respondents (89%).

2. Variable Descriptive Analysis

Table 4.2. Variable Descriptive Analysis

Variable	Item	Mean	Percentage (%)
Influencer Credibility	IC1	4.71	4.71%
	IC2	4.66	4.66%
	IC3	4.77	4.77%
	IC4	4.71	4.71%
Social Media Marketing	SMM1	4.93	4.93%
	SMM2	4.91	4.91%
	SMM3	5.08	5.08%
	SMM4	5.16	5.16%
	SMM5	4.99	4.99%
EWOM	E-WOM1	5.08	5.08%
	E-WOM2	5.20	5.20%
	E-WOM3	5.10	5.10%
	E-WOM4	5.06	5.06%
Brand Image	BI1	5.04	5.04%
	BI2	5.08	5.08%
	BI3	4.99	4.99%
	BI4	4.75	4.75%
	BI5	5.16	5.16%
Purchase Intention	PI1	5.01	5.01%
	PI2	4.96	4.96%
	PI3	4.91	4.91%
	PI4	4.58	4.58%
	PI5	5.04	5.04%

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

Based on the table above, it can be concluded that from the influencer credibility variable, item IC3 has the largest average of 4.77. Then for the Social Media Marketing variable, item SMM4 has the largest average of 5.16. For the EWOM variable, item EWOM2 has the largest average of 5.20. Furthermore, for the brand image variable, item B5 has the largest average of 5.16. And finally, the acquisition purpose variable, object PI5 has the most important common of 5.04.

Analysis and Hypothesis

1. Outer Model

Outer model Outer model refers to the stage where the relationship between inactive factors (builds) and the markers that degree the builds are analyzed and tried. This testing aims to ensure that the selected indicators effectively construct the latent variables they represent and measure them accurately. Thus, this stage helps in testing and validating the conceptual structure proposed in the research model (Hair et al., 2010).

a) Convergent Validity

The comes about of the external stacking esteem (calculate stacking) and the AVE esteem are portion of the focalized legitimacy test for markers with intelligent properties. An pointer is considered substantial on the off chance that the external stacking esteem is more noteworthy than 0.70, whereas the prerequisite to meet merged legitimacy is an AVE esteem more noteworthy than 0.50.

Table 4.3. Convergent Validity Result

Variabel	Indikator	Outer Loading	AVE	Keterangan
Influencer Credibility	CI1	0.642	0.629	Tidak Valid
	CI2	0.672		Tidak Valid
	CI3	0.772		Valid
	CI4	0.827		Valid
	CI5	0.613		Tidak Valid
	CI6	0.828		Valid
	CI7	0.740		Valid
Social Media Marketing	SMM1	0.749	0.534	Valid
	SMM2	0.513		Tidak Valid
	SMM3	0.701		Valid
	SMM4	0.733		Valid
	SMM5	0.758		Valid
	SMM6	0.710		Valid
	SMM7	0.635		Tidak Valid
Electronic Word of Mouth	E-WOM1	0.602	0.570	Tidak Valid
	E-WOM2	0.816		Valid
	E-WOM3	0.702		Valid
	E-WOM4	0.748		Valid
	E-WOM5	0.750		Valid
	E-WOM6	0.595		Tidak Valid
	E-WOM7	0.664		Tidak Valid
Brand Image	BI1	0.796	0.569	Valid
	BI2	0.764		Valid
	BI3	0.751		Valid
	BI4	0.737		Valid
	BI5	0.723		Valid
	BI6	0.650		Tidak Valid
	BI7	0.676		Tidak Valid
Purchase Intention	PI1	0.739	0.591	Valid
	PI2	0.698		Tidak Valid
	PI3	0.785		Valid
	PI4	0.765		Valid
	PI5	0.752		Valid
	PI6	0.800		Valid
	PI7	0.562		Tidak Valid

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

Table 4.3. shows that there are indicators that are not valid, an indicator is said to be invalid if the outer loading <0.70, then the indicator must be deleted. Invalid indicators include CI1, CI2, CI5, SMM2, SMM7, E-WOM1, E-WOM6, E-WOM7, BI6, BI7, PI2, and PI7. While other indicators can be said to be valid because the outer loading value is > 0.70. Furthermore, for the AVE value, all variables have a value > 0.50, which means that the latent variable can be explained in the factor test.

b) Discriminant Validity (Cross Loading)

Table 4.4. Cross Loading Result

	BI	**E-WOM**	**IC**	**PI**	**SMM**
BI1	0.796	0.570	0.428	0.547	0.611
BI2	0.764	0.550	0.507	0.517	0.638
BI3	0.751	0.538	0.445	0.568	0.527
BI4	0.737	0.517	0.524	0.621	0.508
BI5	0.723	0.498	0.360	0.533	0.514
E-WOM2	0.566	0.816	0.454	0.556	0.535
E-WOM3	0.446	0.702	0.352	0.408	0.538
E-WOM4	0.568	0.748	0.346	0.458	0.472
E-WOM5	0.551	0.750	0.383	0.474	0.492
IC3	0.461	0.419	0.772	0.478	0.366
IC4	0.454	0.397	0.827	0.486	0.460
IC6	0.496	0.419	0.829	0.482	0.457
IC7	0.497	0.381	0.740	0.460	0.496
PI1	0.566	0.522	0.403	0.739	0.475
PI3	0.546	0.452	0.456	0.785	0.504
PI4	0.502	0.430	0.442	0.765	0.481
PI5	0.554	0.422	0.508	0.752	0.383
PI6	0.655	0.584	0.497	0.800	0.548
SMM1	0.561	0.444	0.433	0.519	0.750
SMM3	0.510	0.479	0.385	0.462	0.701
SMM4	0.499	0.576	0.387	0.440	0.733
SMM5	0.611	0.467	0.383	0.371	0.758
SMM6	0.526	0.493	0.459	0.483	0.710

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

It may be visible in desk 20 that the correlation cost of the latent variable indicator is better than different variables. So, it is able to be concluded that the indicator of the latent variable can decide the scale of the block and is higher than different variables.

Table 4.5. Heterotrait-Monotrait (HTMT) Result

	BI	**E-WOM**	**IC**	**PI**	**SMM**
BI					
E-WOM	0.805				

IC	0.744	0.655			
PI	0.897	0.792	0.737		
SMM	0.731	0.885	0.708	0.772	

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

In table 21 it can be seen that the results of HTMT from each variable are none > 0.9. The HTMT value can be said to be valid if the value is > 0.9.

c) Reliability Test

To produce reliability testing on each indicator, a Cronbach's Alpha test is needed. The value of Cronbach's Alpha can be said to be valid if it has a value > 0.70.

Table 4.6. Cronbach's Alpha Result

Variabel	Cronbach's Alpha
Influencer Credibility (IC)	0.802
Social Media Marketing (SMM)	0.781
Electronic Word of Mouth (E-WOM)	0.749
Brand Image (BI)	0.811
Purchase Intention (PI)	0.827

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

In table 20 it can be seen that the test results with a value > 0.70, it can be concluded that all indicators have met the reliability test.

2. Structural Model Evaluation (Inner Model)

a) R-Suare

R-Square is a statistical parameter commonly utilized in regression evaluation to degree the volume to which the regression version suits the information being studied. R-Square has a value range between 0-1, The better the value, the higher the regression version is in explaining versions withinside the data.

Table 4.7. R-Square Result

Variabel	R-Square
Brand Image (BI)	0.660
Purchase Intention (PI)	0.602

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

In table 21, it may be visible that the R-Square fee has a fee of 0.660 and 0.602, so it may be concluded that the unbiased variable has an impact at the associated variable of 66% for Brand Image and 60% for Purchase Intention.

b) Variance Inflation Factor (VIF) Test

This test is used to decide whether or not there may be a dating among impartial variables. (multicorrelation). According to Sarstedt & Christian M. Ringle, (2017) to determine whether or not there is multicorrelation between variables is if VIF <5.

Table 4.8. Variance Inflation Factor (VIF) Result

Indicators	VIF
BI1	1.793
BI2	1.644
BI3	1.615
BI4	1.481
BI5	1.499
E-WOM2	1.617
E-WOM3	1.353
E-WOM4	1.415
E-WOM5	1.423
IC3	1.605
IC4	1.882
IC6	1.825
IC7	1.433
PI1	1.601
PI3	1.783
PI4	1.739
PI5	1.679
PI6	1.839
SMM1	1.472
SMM3	1.381
SMM4	1.504
SMM5	1.564
SMM6	1.387

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

In table 24 it can be seen that the VIF test has a value of <5, so it can be concluded that there is no multicorrelation between each variable.

3. Hypothesis Testing
   a) Path Coefficient

   Path Coefficient estimation is a statistical technique used in path analysis To degree the power of the connection among unbiased variables and structured variables in a model. This process produces a path coefficient that suggests the electricity and path of the connection among those variables. (Soleh et al., 2015).

Table 4.9. Path Coefficient Result

Hipotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Value

BI -> PI	0.450	0.450	0.089	5.035	0.000
E-WOM -> BI	0.334	0.338	0.068	4.874	0.000
E-WOM -> PI	0.164	0.159	0.110	1.481	0.139
IC -> BI	0.206	0.209	0.055	3.733	0.000
IC -> PI	0.212	0.215	0.066	3.195	0.000
SMM -> BI	0.403	0.399	0.071	5.686	0.000
SMM -> PI	0.062	0.067	0.095	0.647	0.518

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

Table 23 shows that the.results.of the.studies speculation.take a look at the usage of SmartPLS with the bootstrapping technique at the course coefficient, the speculation may be declared prevalent if the t-records fee is (>1.96) and.the.p-values.are. (<0.05).

1) The influencer credibility variable on brand image has a t-information cost of 3.733 (t-information.>.1.96) and a p-cost of 0.000 (p-cost < 0.05), because of this that that there's a sizable have an effect on among the influencer credibility. variable and brand image. Therefore, the hypothesis that influencer credibility will have a positive and significant effect through brand image can be accepted. This hypothesis is in line with research (Hermanda et al., 2019); (Novierra, 2023); (Tamara et al., 2021) which also states that influencer credibility has a positive and significant effect through brand image.
2) The social media marketing variable through brand image has a t-statistics fee of 5.686 (t-statistics > 1.96) and a p-value of 0.000 (p-value <0.05), this means that that there's a considerable affect among the social media marketing variable and brand image. Therefore, the speculation that social media advertising will.have.a.high-quality and.considerable.impact on brand image may be accepted. This speculation is in step with research (Ellitan et al., 2022); (Suwandi et al., 2023); (Ohanna and Kesumahati, 2024) which additionally states that social media marketing has.a.positive and significant impact.through brand image.
3) The E-WOM variable on brand image has a t-statistics value of 4.874 (t-statistics > 1.96) and a p-value that 0.000 (p-value < 0.05), because of this that that there may be a massive affect among the E-WOM variable and brand image. Therefore, the speculation that E-WOM will.have.a.fine and.massive.impact on brand image may be accepted. This hypothesis is in line with research (Komara & Kusumawardhani, 2023); (Hafizah & Kussudyarsana, 2024); (Setiawan & Safitri, 2023) which also states that E-WOM has a positive and significant impact through brand image.
4) The influencer credibility variable on purchase intention has a a t-statistics value of 3.195 (t-statistics> 1.96) and a p-value of 0.001 (p-value <0.05), which means that there may be a large have an effect on among the influencer credibility variable on purchase intention. So, the speculation that influencer credibility will.have.a.high quality and.large.impact through purchase intention may be accepted. This speculation is consistent with research. (Tamara et al., 2021); (Novierra, 2023); (Utami & Praswati, 2024) which also states that influencer credibility has a positive and significant imapact through purchase intention.

5) The social media marketing variable through purchase intention has a t-statistics value of 0.647 (t-statistics > 1.96) and a p-value of 0.518 (p-value <0.05), which means that there's no direct have an impact on among the social media marketing variable and purchase intention. Therefore, the speculation declaring that social media marketing will.have.a.nice and.significant.impact on purchase intention may be rejected. This speculation isn't in line with. (Suwandi et al., 2023); (Putri & Dan Anggarawati, 2022); (Mahardita & Muthohar, 2023) which states that social media marketing has not a positive and significant effect on purchase intention.
6) The E-WOM variable on purchase intention has a t-statistics value of 1.481 (t-statistics > 1.96) and a p-value of 0.139 (p-value < 0.05), which means that there is no direct influence with the social media marketing variable and purchase intention. Therefore, the hypothesis stating that E-WOM will have a positive and significant impact through purchase intention can be rejected. This hypothesis is not in line with (Sylvia & Ramli, 2024); (Hafizah & Kussudyarsana, 2024); (Mahardita & Muthohar, 2023) which also states that E-WOM has not a positive and significant effect on purchase intention.
7) The brand image variable on purchase intention has a t-statistics value of 5.035 (t-statistics > 1.96) and a p-value of 0.001 (p-value <0.05), which means that there is a significant influence between the brand image variable and purchase intention. So, the hypothesis that brand image will have a positive and significant effect on purchase intention can be accepted. This hypothesis is in line with research (Hafizah & Kussudyarsana, 2024); (Sari et al., 2024); (Novierra, 2023) which also states that brand image has a positive and significant cant impact on purchase intention.

b) Indirect Effect

Table 4.9. Indirect Effect Result

Hipotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Value
IC -> BI -> PI	0.093	0.095	0.033	2.784	0.004
SMM -> BI -> PI	0.181	0.180	0.048	3.780	0.000
E-WOM -> BI -> PI	0.150	0.151	0.041	3.631	0.000

Source: Primary Data Proceed with SmartPLS by Researcher (2024)

Table 24 shows that the effects of the studies speculation check the use of SmartPLS with the bootstrapping technique at the direction coefficient, the speculation may be declared everyday if the t-records cost is (>1.96) and the p-values are (<0.05)..

1) The brand image variable substantially mediates the have an impact on of influencer credibility on buy purpose with a mediation course coefficient ensuing in acceptance. This is because of the p-value of 0.004 and the t-statistics cost of 2.784. It may be concluded that the speculation of the influencer credibility variable has.a advantageous and great impact on purchase intention thru brand image.

2) The brand image variable drastically mediates the impact of social media marketing on purchase intention with a mediation route coefficient ensuing in acceptance. This is because of the p- value of 0.000 and the t- statistics fee of 3.780. It may be concluded that the speculation of the social.media.marketing variable has a super and big impact on purchase intention via brand image.
3) The brand image variable notably mediates the have an effect on of E-WOM on purchase intention with a mediation course coefficient ensuing in acceptance. This is because of the p-value of 0.000 and the t- statistics fee of 3.631. It may be concluded that the speculation of the E-WOM variable has a effective and vast have an effect on on purchase intention via brand image.

5 Conclusion, Implication, and Recommendation

5.1 Conclusion

The conclusion that can be obtained from this study is that the researcher has collected 210 respondent data who are Gen Z in DKI Jakarta. Of the ten research hypotheses that have been tested using the SEM method and SmartPLS 3 software, there are eight accepted hypotheses, namely H1, H2, H3, H4, H7, H8, H9, and H10, and there are two rejected hypotheses, namely H5 and H6.

5.2 Implication and Recommendation

This look at is anticipated to offer contributions and traits in studies associated with the variables of influencer cedibility, social media marketing, and EWOM on brand image and its have an impact on on the acquisition aim of Somethinc merchandise amongst Gen Z.

It's far anticipated to discover different elements that could have an impact on brand image and buy hobby in Somethinc neighborhood skin care amongst Gen Z.

Can enlarge the conceptual framework through including different variables together with product fine, provider fine, and rate fine to degree brand image and its effect on the acquisition aim of Somethinc neighborhood skin care.

5.3 Limitation

The population covered by this study is very limited, namely Gen Z people aged 75-22 years domiciled in DKI Jakarta who have seen Somethinc promotions through influencers, social media, and other social networks. Therefore, the population generated by the researcher can only be applied to the same type of population and cannot be used for different contexts.

This study only focuses on Gen Z people aged 75-22 years domiciled in DKI Jakarta who have seen Somethinc local skincase promotions. Therefore, the objects in this study cannot be used for different research objects such as other types of local skincare or different regions.

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