



**Universitas Warmadewa**

**Editorial Office:** Program Studi Magister Manajemen | Program Pascasarjana | Universitas Warmadewa  
Jl. Terompong No.24, Sumerta Kelod, Kec. Denpasar Timur, Kota Denpasar, Bali 80239

# Jurnal Ekonomi dan Bisnis Jagaditha

## Volume 11, Number 2, 2024

ISSN: 2355-4150 (Print) | 2579-8162 (Online)

Publication details, Including author guidelines

visit URL: <https://www.ejournal.warmadewa.ac.id/index.php/jagaditha/authorguideline>



## Unveiling Purchase Intention Corroborate By Digital Marketing Strategy: Study Case Cosmetics Industry

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### Article History

Received: June 4, 2024

Revised: September 23, 2024

Accepted: September 27, 2024

### How to cite this article (APA)

Pidada, I, A, I., Krisnanda, N, N, S, U., Yulianthi, N, M, D, R. (2024). Unveiling Purchase Intention Corroborate By Digital Marketing Strategy: Study Case Cosmetics Industry. *Jurnal Ekonomi dan Bisnis Jagaditha*. 11(2), 184-192. <https://doi.org/10.22225/jj.11.2.2024.184-192>

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# Unveiling Purchase Intention Corroborate By Digital Marketing Strategy: Study Case Cosmetics Industry

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**Abstract**—The cosmetics and skincare industry has experienced significant growth in worldwide, and this growth has also impacted Indonesia's cosmetics and skincare industry. When purchasing makeup products, it is crucial to consider factors such as shade selection, ingredients, and other important factors. Social media platforms have become a crucial source of information for people, and they offer the advantage of reaching a large audience. The aim of this research is to investigate the impact of social media marketing and FOMO on purchase intention through electronic word of mouth (E-WOM). The study involved 100 respondents aged between 17 to 25 years, who followed the TikTok account @Luxcrime\_id and had searched for information about Luxcrime products. The sampling technique used was purposive sampling, and the study employed quantitative methods with Structural Equation Modeling (SEM-PLS). The research findings indicate that social media marketing, FOMO, and electronic word of mouth have a positive impact on purchase intention. Furthermore, the study discovered that social media marketing has a positive influence on purchase intention through electronic word of mouth.

**Keywords:** Social Media Marketing, FOMO, Purchase Intention, E-Word Of Mouth

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## Introduction

The cosmetics and skin care industry has experienced significant growth worldwide, which has also impacted Indonesia's cosmetics and skin care industry (Hanadian Nurhayati, 2023). Local makeup brands have adopted social media marketing as a popular marketing strategy (Chen & Dermawan, 2020). Social media platforms have become a crucial source of information for people, and they offer the advantage of reaching a large audience (Vranešević, et al., 2019). FOMO (Fear of Missing Out) has become more prevalent with the rise of social media use, and it often drives people's shopping behavior (Dinh & Lee, 2021). Instagram, TikTok, and Facebook are some of the social media platforms that provide users with access to a vast amount of information (Szeto, , et al., 2021). When purchasing makeup products, it is crucial to consider factors such as shade selection, ingredients, and other important factors (Sernanda & Prihandono, 2022 ). Business owners can promote their products and services through E-WOM (Electronic Word of Mouth) promotion (Supriyati & Arozak, 2020). Luxcrime, a cosmetics and skincare company, draws inspiration from the beauty of Indonesian women to enhance the beauty and elegance of its customers, according to

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(Journal Sociolla , 2021). Luxcrime offers products with attractive packaging and high-quality formulas, and it ensures that its products are never tested on animals and are free from harmful chemicals. Luxcrime has received numerous awards due to its commitment to quality and ethical practices. Luxcrime's market share has been declining significantly over the years. In 2021, the market share for Luxcrime was 11%, which plummeted to 5.07% in 2022, and further declined to 4.1% in 2023. This is a major concern for the brand, especially considering that their flagship product, Luxcrime Blur & Cover Two Way Cake, had gained popularity on TikTok and received a high rating of 4.3 out of 5.0 from around 200 users on the cosmetic review site FemaleDaily. Despite this, Luxcrime's ranking among the best-selling "powder" products saw a decline in 2022. Previous research by (Sianturi, et al., 2022) shows that social media marketing has an insignificant effect on purchase intention, which contradicts the findings of (Taşkin & Alkaya, 2017), who found that social media marketing has no impact on purchase intention. The study conducted by (Mahmud, et al., 2023) indicates that FOMO has a positive and significant influence on purchasing decisions. According to (Sulthana, 2019), electronic word of mouth also has a significant effect on purchase intention. However, this finding is inconsistent with the study conducted by (Beneke, et al., 2016) which shows that E-WOM has a negative impact on purchase intention.

This research aims to determine the impact of Social Media Marketing and FOMO on Purchase Intention with E-WOM as a mediator for Luxcrime products, based on the research gaps and issues that led to the decline in sales for Luxcrime from 2021 to 2023. Therefore, the study is entitled "The Influence Of Social Media Marketing And Fomo On Purchase Intention Through E-Wom".

## Concept and Hypothesis

### Consumer Behavior

According to Philip Kotler (Kotler, 2009) consumer behavior is the study of how individuals, groups and organizations choose, buy, use and utilize goods, services, ideas or experiences in order to satisfy their desires and needs. Gerald Zaldman and Melanie Wallendorf in (Sari, 2023) stated that consumer behavior is the decision-making process and physical individual activities involved in the process of evaluating, obtaining, using or being able to use goods and services.

### Social Media Marketing, E-WOM, and Purchase Intention.

Social Media Marketing is the use of social media technology, channels and software to create, communicate, deliver and exchange offers that have value for organizational stakeholders (Tuten, et al., 2020). Previous study conducted by (Dülek & Aydin, 2020) entitled "Effect of social media marketing on e-commerce, brand loyalty, and purchase intention" shows that social media marketing has a positive and significant effect on purchase intention. This research is in line with research conducted by (Yani & Rojuaniah, 2023) which shows that social media marketing has a positive and significant effect on E-WOM.

Marketing using social media or commonly called social media marketing is a type of marketing that can be done to increase brand awareness using tools from the social web that can be done anywhere (Putra & Vipraprastha, 2022). Based on (Noreen & Han, 2015) nothing that electronic word of mouth has a greater impact on purchase intention than social media advertisements. Moreover, the credibility of social media influencers can also significantly influence purchase intention (Saima & Altaf Khan. , 2020). Research conducted by (Eva Normalita Sari, 2023 ) entitled "The Influence of Social Media Marketing and Electronic Word of Mouth on Purchase Intention at the Larissa Aesthetic Center Beauty Clinic in Yogyakarta" shows that Social Media Marketing has a positive and significant effect on purchase intention.

Electronic word of mouth can also be interpreted as a form of consumer willingness to

voluntarily provide recommendations to other people to buy or use products from a company via the internet (Syafaruddin ; (Pamunggar, 2023)). It supported by research conducted by (Firdaus & Sharif, 2020) with the title "Analysis of the Influence of Electronic Word of Mouth (E-WOM) on Brand Image and Purchase Intention for Nike Shoe Products (Study of Consumers in the City of Bandung)" shows that E-WOM has a positive effect and significant to purchase intention.

Based on the results of previous research, the following hypothesis can be formulated:

H1: Social Media Marketing has a positive impact on E-WOM

H2: Social Media Marketing has a positive impact on Purchase Intention

H3: E-WOM has a positive impact on purchase intention

H4: Social Media Marketing has a positive effect on Purchase Intention through E-WOM

### FOMO and Purchase Intention

Fear of Missing Out (FOMO) It is characterized by a compulsive need to stay connected with others' activities, often driven by the perception of missing out on rewarding experiences (Przybylski, et al., 2013). The rise of internet technologies and social media has further exacerbated FOMO, leading to constant monitoring and updating on these platforms (Dinçer, et al., 2022). Research conducted by (Langit, 2023) entitled "The Influence of Fear of Missing Out and Brand Ambassadors on Purchase Intention and Its Impact on Purchase Decisions (Study on Somethinc Bundling Products and NCT Dream Photocards)" shows that FOMO has a positive and significant effect on Purchase Intention. Based on the results of previous research, the following hypothesis can be formulated:

H5 : FOMO has a positive impact on purchase intention

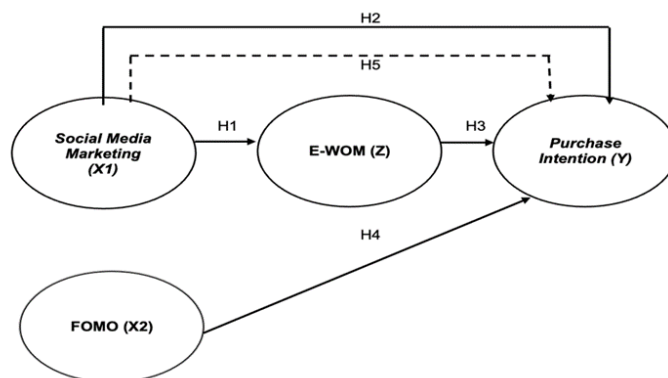


Fig 1. Theoretical Framework

### Method

Quantitative descriptive methods were utilized in this study to determine the impact of social media marketing and FOMO on purchase intention through E-WOM. The research was conducted on 100 followers of the TikTok account @Luxcrime\_id. The study used two types of data: primary data in the form of a questionnaire on Google form, which was distributed online to 100 respondents using the Likert scale as the measurement scale, and secondary data in the form of searches of previous research literature. After collecting the data, a validity test was conducted to measure the accuracy of the data. According to (Sugiyono, 2019) validity is a test to explain how good the data collected from the research instrument is. A reliability test was also carried out to determine whether the data obtained was reliable or not. The Cronbach's alpha value for all variables was greater than 0.7, indicating that the entire measurement concept for each survey variable is reliable and

suitable for use as a measurement tool. The analysis technique used in this research is the Structural Equation Modelling Partial Least Square (SEM-PLS) method with SmartPLS 4.0 software.

## Result and Discussion

### Respondents Characteristics

The results of this research were obtained from 100 female respondents. This shows that most of the followers of the Luxcrime TikTok account are women. Furthermore, followers of the TikTok account @luxcrime\_id are teenagers and adults with an age range of 17 to 25 years. The study shows that respondents can be classified based on their age. 13% or 13 respondents were aged between 17 and 18 years, 49% or 49 respondents were aged between 19 and 20 years, 35% or 35 respondents were aged between 21 and 22 years, and only 3% or 3 respondents were aged between 23 and 25 years. Therefore, it can be concluded that a large number of teenagers aged between 19-20 years are interested in the products sold by luxcrime\_id.

### Measurement Model Analysis

Convergent validity is achieved by correlating item/instrument scores with construct scores, with a loading factor value  $> 0.7$  for each instrument (Ghozali, 2015). Based on the result of outer loading it shows that all instruments are valid, which is in accordance with the convergent validity requirements, namely  $>0.7$ . Based on the research, the variable with the largest loading factor value on Social media marketing is X1.4 of 0.805. This is associated with the statement "Sales of Luxcrime products via TikTok social media have good and reliable service". Additionally, table 4.7 shows that the FOMO variable has the largest loading factor value. The E-WOM variable has a loading factor value of Z.1, which is 0.895 and is associated with the statement "I get information about luxury crime products through consumer reviews on the internet". The largest loading factor value in the purchase intention variable is Y.4 with a value of 0.837, which is linked to the statement "I advise other people to buy Luxcrime products".

It is important to conduct additional testing to assess the validity of each indicator in the Social Media Marketing (X1), FOMO (X2), E-WOM (Z), and Purchase Intention (Y) variables. This can be done by calculating the total Average Variance Extracted (AVE) value for each indicator. An indicator is considered valid if its total AVE value is greater than 0.5 (Ghozali, 2015). After processing AVE results, it is evident that all variables meet the specified criteria of  $\geq 0.5$ , indicating acceptable Convergent Validity Test. When analyzing a construct, it is important to ensure that it has adequate discriminant validity. One way to do this is by comparing the loading value of the targeted construct with the loading value of other constructs. A cross-loading value is a useful indicator for this purpose. In this study, the cross-loading analysis indicates that the loading value of each indicator item on the construct is higher than the cross-loading value. This suggests that all latent variables or constructs have good discriminant validity, and their indicators are more strongly associated with their respective constructs than with other constructs. Therefore, we can conclude that the construct has adequate discriminant validity.

### Structural Equation model (SEM)

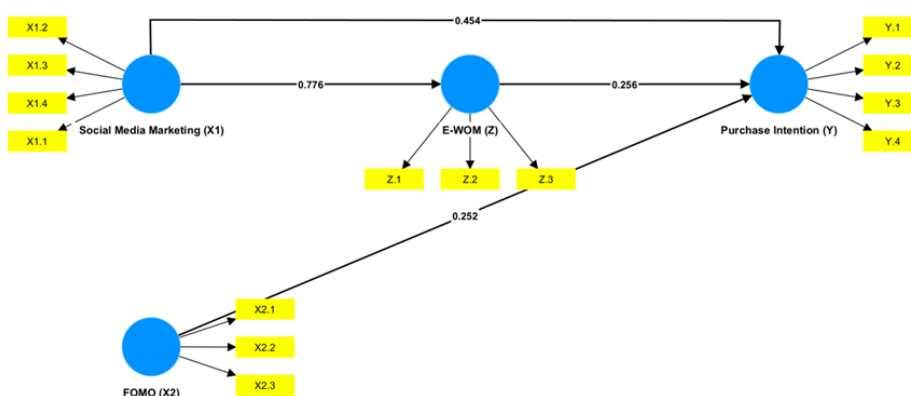
The inner model test is used to determine the direct or indirect impact of variables. The R-Square values of 0.75, 0.50, and 0.25 indicate a strong, moderate, and weak model, respectively. The obtained R-Square values of 0.602 and 0.752 indicate that Social Media Marketing influenced 60.2% of E-WOM, while Purchase Intention is influenced by Social Media marketing, FOMO, E-WOM, with a value of 0.752 or 75.2%. The F-Square test is conducted to evaluate the model's goodness, which determines the degree of influence of the latent

variable predictor at the structural level. The F-Square value of 1.513 for X1 on Z indicates a significant influence.

The model fit test evaluates the model's performance based on various indicators, including the Standardized Root Mean Square (SRMS), which should be less than 0.10. The SRMS value for this research is 0.089, indicating that it meets the criterion. The NFI value is 0.712, which is greater than 0.90, indicating a good fit.

### Path Coefficients Analysis

Direct effect analysis through path coefficients is useful for testing the hypothesis of the direct influence of an independent variable that influences the dependent variable. It is said that there is a direct influence if the p-value is  $<0.05$ , apart from that, by looking at the T Statistics value  $> 1.96$ .



**Fig 2. Path Coefficients**  
Source: data processed (2023)

**Table 1. Path Coefficients Analysis**

Hypothesis	Coefficients	T statistics	P values	Conclusion
H1	0.776	16.742	0.000	accepted
H2	0.454	5.061	0.000	accepted
H3	0.256	2.812	0.005	accepted
H5	0.252	3.221	0.001	accepted

Source: data processed (2023)

According to the SEM PLS analysis using the bootstrapping method, it was found that social media marketing has a direct influence of 0.776 on z. This implies that if social media marketing increases by one unit, z can increase by 77.6%. Additionally, the analysis revealed that social media marketing has a direct influence of 0.454 on Y, which means that if social media marketing increases by one unit, Y can increase by 45.4%. Moreover, the direct influence of Z on Y is 0.256, indicating that if Z increases by one unit, Y can increase by 25.6%. Lastly, the direct influence of X2 on Y is 0.252, which means that if X2 increases by one unit, Y can increase by 25.2%.

### Indirect Effect Test Results

Indirect effect analysis is useful for testing the hypothesis of the indirect influence of an influencing (independent) variable on the influenced (dependent) variable which is mediated by a mediating variable. It is said that there is an indirect influence if the p-value  $<0.05$  and the T Statistics value  $> 1.96$ .

**Table 2.** Path Coefficient Analysis

	<b>Coefficients</b>	<b>T statistics</b>	<b>P values</b>	<b>Conclusions</b>
H4	0.198	2.804	0.005	accepted

Source: data processed (2023)

The SEM PLS analysis results, obtained using the bootstrapping method, indicate that there is an indirect positive influence of 0.198 of X1 on Y through Z. This means that if X1 increases by one unit, Y can increase indirectly through Z by 0.198 units.

### Discussion

It is hypothesized in this study that Social Media Marketing has a favorable impact on E-WOM. This conclusion is supported by the coefficient value of 0.776, with a T-statics value of 16.742 > 1.96 and a P value of 0.000 < 0.005. This value indicates that the first hypothesis is acceptable. Therefore, it can be inferred that social media marketing has a positive and significant influence on E-WOM. The findings of this research are consistent with the study conducted by (Thoumrungroje, 2014) which confirms the existence of a positive correlation between social media marketing and E-WOM. The study provides evidence that the more frequently social media marketing is used, the greater the creation of E-WOM.

The second hypothesis of this research is that Social Media Marketing has a positive impact on Purchase Intention. This conclusion is supported by the coefficient value of 0.454, with a T-statics value of 5.061 > 1.96 and a P value of 0.000 < 0.005. This value indicates that the second hypothesis is acceptable. Therefore, it can be concluded that social media marketing has a positive and significant influence on purchase intention. The results of this research are consistent with the findings of previous research conducted by (Asyhari, et al., 2022) which supports the existence of a positive relationship between social media marketing and purchase intention, by providing evidence that the more often social media marketing is used, the greater the creation of purchase intention by consumers.

The Third hypotheses formulated in this research study suggests that E-WOM (Electronic Word of Mouth) has a positive effect on Purchase Intention. This means that when consumers receive positive recommendations or reviews about a product or service through electronic channels, they are more likely to make a purchase. The hypothesis is supported by the coefficient value of 0.257, which indicates a moderate positive correlation between E-WOM and Purchase Intention. The T-statics value of 2.812 > 1.96 and a P value of 0.005 ≤ 0.005 further confirm the statistical significance of the relationship between E-WOM and Purchase Intention. Based on these results, the third hypothesis is accepted, and it can be concluded that E-WOM has a significant and positive impact on purchase intention. This finding is consistent with previous research conducted by (Firdaus & Sharif, 2020; Firdaus & Sharif, 2020), which also found a positive correlation between E-WOM and Purchase Intention. The study concluded that the more E-WOM, the higher the likelihood of Purchase Intention. Overall, the results of this research study provide valuable insights into the role of E-WOM in shaping consumer behavior and decision-making. The findings suggest that businesses should focus on building a positive online reputation and encouraging satisfied customers to share their experiences through electronic channels to increase their chances of attracting new customers and boosting sales.

Based on the fifth hypothesis, it is suggested that purchase intention is positively affected by FOMO. The coefficient value of 0.252, T-statics value of 3.221 > 1.96, and P value of 0.001 < 0.005 indicate that this hypothesis can be accepted. Therefore, it can be concluded that FOMO has a significant and positive impact on purchase intention. The findings of this study are in line with the research conducted by (Nuzula & Wahyudi, 2022) which supports the idea that there is a positive correlation between FOMO and purchase intention. Moreover, they discovered that the more FOMO one experiences, the more likely they are to create purchase intention.

Based on the fourth hypothesis, it can be concluded that Social Media Marketing has a significant and positive impact on purchase intention through E-WOM. The validity of this hypothesis is supported by the coefficient value of 0.198, T-statics value of 2.804 > 1.96, and P value of 0.005 ≤ 0.005. These findings are consistent with previous research conducted by (Winarno & Indrawati, 2020), which suggests that there is a positive correlation between Social Media Marketing and Purchase Intention through E-WOM. The study also found that the bigger the Social Media Marketing, the greater the creation of Purchase Intention. The mediation effect in this study is partial mediation, indicating that Luxcrime consumers who evaluate the social media marketing they receive positively will increase their interest in purchasing Luxcrime products.

## Conclusion

The objective of this research is to examine how social media marketing and FOMO impact purchase intention through electronic word of mouth (E-WOM) for Luxcrime products. The study was conducted on 100 participants aged between 17 to 25 years, who were followers of the TikTok account @Luxcrime\_id and had shown interest in Luxcrime products. The findings suggest that social media marketing, FOMO, and electronic word of mouth have a favorable influence on purchase intention. Furthermore, the research discovered that social media marketing has a positive impact on purchase intention through electronic word of mouth. Because this research has limited respondents and research locations that are only conducted via social media, it is hoped that future researchers can use research locations that go directly to the field.

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