



Analysis Of Determinant Factors Influencing Purchase Intention Of Generation Z On Korean Skin Care Products In Batam City

Suyanti ¹, Immanuel Zai ²

^{1,2)} Study Program of Faculty of Business and Management, University International Batam, Riau Islands

Email: ¹⁾ 2141037.suyanti@uib.edu , ²⁾ Immanuel.zai@uib.edu

How to Cite :

Suyanti, S. Zai, I., (2025). Analysis Of Determinant Factors Influencing Purchase Intention Of Generation Z On Korean Skin Care Products In Batam City. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 13(2). doi: <https://doi.org/10.37676/ekombis.v13i2>

ARTICLE HISTORY

Received [07 October 2024]

Revised [10 March 2025]

Accepted [08 April 2025]

KEYWORDS

Korean Skin Care, Generation Z, Brand Trust, Purchase Intention, Brand Image, Brand Awareness, Celebrity Endorsement, Ewom, Perceived Quality, Batam City.

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



ABSTRACT

By using the TRA perspective, this study aims to analyze the influence of brand image, brand awareness, celebrity endorsement, eWOM, and perceived quality on the purchase intention of generation z towards Korean skin care brands, mediated by brand trust. The study uses a quantitative cross-sectional method and analyzes data using Smart PLS-SEM, which is suitable for more complex models. The results show that the relationship between brand image, celebrity endorsement, brand awareness, and perceived quality towards brand trust are significantly positive impact and brand trust successfully mediated brand image, celebrity endorsement, brand awareness and perceived quality on purchase intention. Meanwhile, eWOM do not have significant impact on brand trust.

INTRODUCTION

In recent years, the beauty industry has become a reliable and promising sector. Based on data from the Statista Consumer Market Outlook Series 2023, the cosmetics industry generated over \$625 billion in sales worldwide, indicating its recent expansion and showing Asia to be the most profitable area for beauty and personal care product sales. For example, South Korea is one of the largest exporters of beauty products and accounts for half of the global market for skin care products (Carter, 2024). The success is largely due to South Korean companies' continued efforts to innovate their products and the successful use of influencers and social media to advertise their brands.

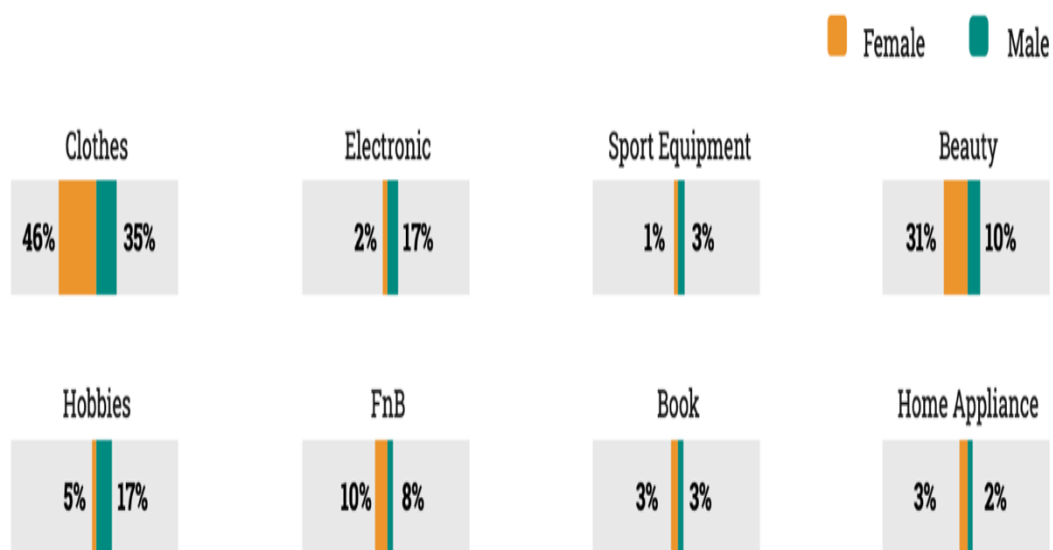
Born between 1997 and 2012, Generation Z is considered a generation heavily influenced by viral products and trends (IDN Times, 2024). Generation Z is more susceptible to the influence of global trends as they often use social media to get information and product

recommendations. This new generation of consumers often base their decisions on information from YouTube, Instagram, and TikTok.

Generation Z, with its growing purchasing power, has become an important target market for many cosmetic companies, especially those that offer cutting-edge products and adhere to the latest trends (Berg et al., 2023). After clothing, beauty items are the most purchased items by Generation Z, as shown in the data in Figure1, which shows the percentage results of their shopping habit (IDN Times, 2024).

Companies selling beauty products to Indonesia's Generation Z should take this insight seriously. Korean skin care products are known for their technological innovation, ingenuity, and use of natural ingredients. K-beauty brands such as Innisfree, The Saem, Nacific, Cosrx and Some By MI are known for their ability to address specific skin needs and ensure their guaranteed quality (Compas, 2020).

Figure 1 Finance And Shopping Behaviour Of Generation Z



*The total percentage may not add up to 100% since we are only showcasing the top 8 choices.

Sumber: IDN Times (2024)

Based on data Badan Pusat Statistik reports that in 2021, Batam's city highly productive population (defined as people aged 15 to 64 years) reached a percentage of 70.31 percent in 2021. Products with special features and high-quality, trendy designs may appeal more to Batam Generation Z due to their comfort with digital media and technology. Due to Batam's proximity to Singapore, the city's market is often influenced by global trends and brands, making the city's Generation Z more receptive to global products.

Generation Z is heavily influenced by social media trends, particularly products reviews and suggestions from influencers. Therefore, electronic word of mouth became a crucial variable in this research (Khairunnisa et al., 2024). This also makes Generation Z a significant and influential market segment, which is why studying this phenomenon is so interesting. They have a lot of disposable income and are quick to follow the latest trends on social media. Batam's consumer tastes are shaped by its proximity to Singapore and differ from those of other regions in Indonesia (Yulfiswandi et al., 2023).

Reports that around 60% of Instagram users in Indonesia actively interact with posts from celebrities or influencers promoting beauty products, highlighting the significant influence of

celebrity endorsement on Generation Z's purchasing intention (Jobst, 2024). This phenomenon, eWOM, brand awareness and perceived quality. The presence of a strong and positive brand image has a significant impact on customers' confidence in their purchasing behavior, while celebrity endorsement often prove effective in attracting consumers' attention and influencing their purchasing behavior (Wijaya & Keni, 2022). Additionally, eWOM has a positive impact on a brand.

When online promotions elicit positive words about a company, consumers develop trust in the product based on these reviews or statement (Sari, Fauzi, & Rini, 2021). Building brand awareness is crucial because customers tend to be attracted to brands that have previously achieved high levels of recognition (Sun, Huang, Fang, & Yan, 2022). Perceived quality is a crucial assessment of a products' quality that can impact consumers' purchasing intention (Suriyadi, 2021). Previous studies have shown that brand trust acts as a mediation for the variables of brand image, celebrity endorsement, eWOM, brand awareness and perceived quality in relation to purchase intention (Sari et al., 2021).

While numerous studies have investigated the factors that influence consumers' purchase intentions for skin care products, there are still limitations in exploring the comprehensive impact of brand image, celebrity endorsement, eWOM, brand awareness, and perceived quality on purchase intention Generation Z in the city of Batam. Furthermore, there is a lack of research that focuses on the mediating variable of brand trust in this particular situation.

LITERATURE REVIEW

Theory Of Reasoned Action (TRA)

This research uses the TRA model as the basic reference for developing the research framework. TRA, developed by Ajzen and Fishbein (1980) as cited in Copeland & Zhao, (2020), assumes that a person's intention to perform a particular action is influenced by his or her attitudes and subjective norms. The main goal of TRA is to understand and study the motivations that lead individuals to engage in certain behaviors (Ghozali, 2020). In this context, brand image, celebrity endorsement, eWOM, brand awareness and perceived quality can influence Generation Z's attitude towards their purchase intentions (Herjanto, Adiwijaya, Wijaya, & Samuel, 2020).

This study seeks to resolve the existing theoretical and empirical gap by combining various cognitive and affective element with TRA in order to clarify the factors that influence purchase intention. By examining variables relevant to skin care product marketing and consumption, as well as TRA constructs, the research provides insights into consumer decision making. Behavioral intention, the most direct predictor of behavior in TRA, is determined by attitude and subjective norm (Lin & Xu, 2021).

TRA explores individuals' perceptions of those around them and those who matter to them, allowing social influences to influence behavioral intentions. According to Ajzen and Fishbein (1980) as cited in Copeland & Zhao, (2020), intention leads to a desired outcome, with attitude and subjective norm playing crucial roles in achieving that outcome. TRA emphasizes the importance of consumers' knowledge and attitudes in shaping purchase intentions, with behavioral intention serving as the final component within the model (Copeland & Zhao, 2020).

Relationship Between Brand Image And Brand Trust

Brand image is the perception that customers hold about a brand, including their associations with thoughts, emotions, and sensations that arise when they encounter or discuss a brand name. Consumers associate a brand with certain elements such as quality, trust, lifestyle, or values that are considered important to a brand (Boronzky & Breuer, 2021; Ling, Zheng, & Cho, 2023).

Brand trust refers to the sense of security consumers feel when interacting with a brand based on their perception of the brand's reliability and their commitment to fulfilling their

preferences (Cuong, 2020). Therefore, the brand image plays a crucial role in building consumer trust in a brand (Ling et al., 2023).

An influential brand image has the capacity to enhance consumer trust in the brand. Brand image acts as a standard by which buyers can differentiate brands based on their distinctiveness, strength and desirability. This can be observed, for example, when a celebrity or influencer that people admire endorses the (Herjanto et al., 2020). Several studies confirm that a positive brand image has a significant impact on brand trust. A direct relationship exists between the quality of a brand's image and the amount of trust that people place in that brand (Benhardy, Hardiyansyah, Putranto, & Ronadi, 2020; Ramadhani & Ruswanti, 2020; Wibowo, Djumarno, & Permana, 2019).

- H1 : Brand image has a significant positive effect towards brand trust.

Relationship Between Celebrity Endorsement And Brand Trust

Celebrity endorsement is a global communication tactic in which brand sellers use celebrity fame to market or promote their products or services (Khan & Zaman, 2021). Celebrity endorsements can produce beneficial results for a brand, including increasing customer acquisitions for the recommended products. Celebrity endorsements additionally promote customer adoption of the products (Herjanto et al., 2020). When a brand receives the endorsement of a celebrity who has extensive expertise in the relevant industry, this typically leads to an increase in consumers' trust and dependence on the brand (Herjanto et al., 2020).

Marketers use celebrity support as a good approach because it meets the psychological needs of customers. People are more likely to trust celebrities or models endorsement if they think the person endorsing them is smart, knowledgeable, and understanding. Furthermore, the celebrity's charm and appeal are important factors in shaping their perceived knowledge and influence (Firman, Ilyas, Reza, Lestari, & Putra, 2021). Research has shown that celebrity endorsement has a notable and significant impact on consumers' trust in a brand (Chetioui, Benlafqih, & Lebdaoui, 2020; Khan & Zaman, 2021; Wijaya & Keni, 2022).

- H2 : Celebrity endorsement has a significant positive effect towards brand trust.

Relationship Between Ewom And Brand Trust

eWOM refers to statements, whether positive or negative, made by consumers concerning commonly used products through the internet (Sari et al., 2021). eWOM plays a crucial role in consumers' purchase decisions as online reviews and comments serve as indicators of product quality and service (Sari et al., 2021). Managing messages efficiently and providing a sense of security and reassurance in transacting through community groups is critical to establish consumers' trust in the products they need. By using this strategy, the product gains added value and trust in the product will be established organically within the group through eWOM (Susanti & Wulandari, 2021).

Consumers engaging in eWOM or online product reviews, used interchangeably in this context, are considered sincere expression of opinions as they do not provide a financial incentive to support the company. This has significant impact on the criteria that customers may seek in eWOM. Consumers who want to minimize the likelihood of making a bad purchase tend to pay close attention to risk indicators associated with the goods they intend to purchase (Bhandari & Rodgers, 2018).

Given that bad eWOM negatively impacts brand trust and purchase intentions, it is essential for brands to actively mitigate this impact. While negative eWOM could be beneficial for consumers by reducing risk, it is important for study to consider the potential impact of other factors on this phenomenon. Previous research studies have established that eWOM has a significantly positive impact on brand trust, as supported by the works of (Alfian & Utami, 2019; Kamalasena & Sirisena, 2021; Sari et al., 2021).

- H3 : eWOM has a significant positive effect towards brand trust.

Relationship Between Brand Awareness And Brand Trust

Brand awareness refers to the extent to which a brand is deeply embedded in consumers' mind, influencing their views and ultimately motivating them to purchase the goods (Ling et al., 2023). A strong reputation and positive perception of a brand increases consumer trust and confidence in that brand. Consumers place their faith in an e-commerce platform primarily due to its strong brand recognition while making online purchases (Ling et al., 2023). Prior studies have shown a strong positive relationship between brand awareness and brand trust, showing that greater brand awareness leads to increased consumer trust Ling et al., (2023); Sun et al., (2022).

A company can increase its brand awareness by using marketing communications to ensure that consumers continue to recognize their product brands. Consumer familiarity is an essential component of brand awareness, which can be increased through various corporate communication techniques.

- H4 : Brand awareness has a significant positive effect towards brand trust.

Relationship Between Perceived Quality And Brand Trust

Quality is a concept based on how consumers perceive a product or service. Poor quality by consumers determines the actual quality of a product, regardless of its objective truth (Sulivyo & Ekasari, 2021). Perceived quality refers to consumers' assessment of the functionality of a product, which is determined by their subjective perceptions (Sun et al., 2022). The perceived quality of a brand often plays a crucial role in customers' purchasing decisions and can significantly impact their brand preferences. Consequently, this influences buyers' choices over which brand to purchase (Sulivyo & Ekasari, 2021).

In order to establish a positive perception of quality, it is essential to make visible improvements to the actual quality of the product. Attempting to persuade people that a brand's product quality is superior when the fact proves otherwise is ultimately pointless. Multiple studies have shown that the way consumers perceive the quality of a product or service has a positive and significant effect on their trust in the brand (Konuk, 2021; Suriyadi, 2021).

- H5 : Perceived quality has a significant positive effect towards brand trust.

Relationship Between Brand Trust And Purchase Intention

Brand trust is a strong indicator of how likely consumers are to purchase a product. Consumers' uncertainty or caution toward a brand indicates the presence of ambiguous elements associated with that brand (Ling et al., 2023). Previous studies have shown that brand trust strongly and positively influences purchase intention, such as the research by Benhardy et al., (2020), Chae et al., (2020) and Herjanto et al., (2020). Consumers tend to select brands that provide security during online transactions.

- H6 : Brand trust has a significant positive effect towards purchase intention.

The Role Of Brand Trust As A Mediation Variable

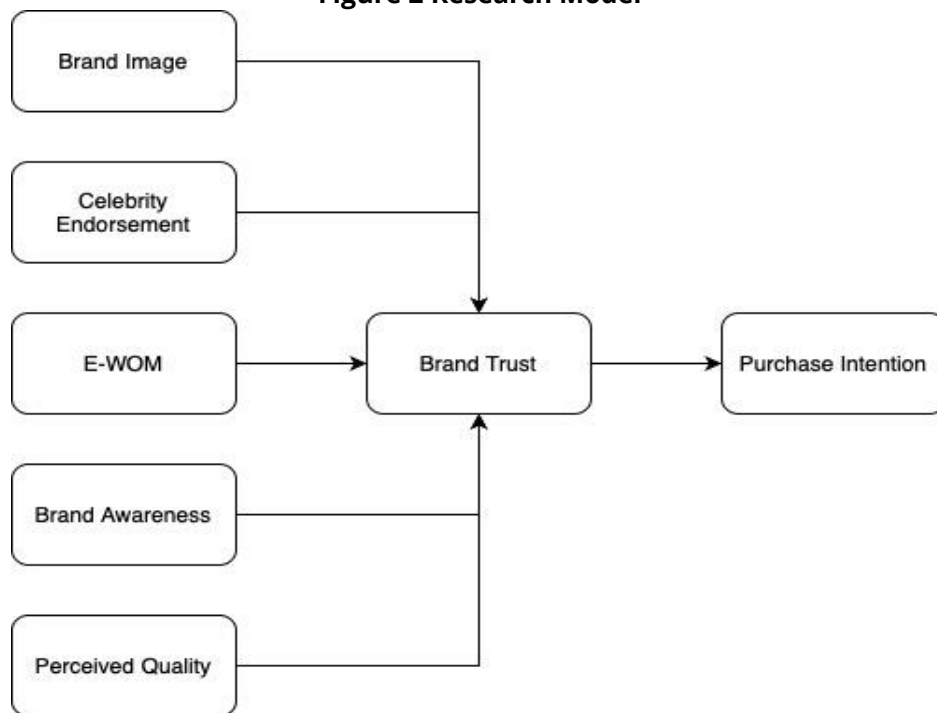
This study examines the role of brand trust as a mediator in the relationship between brand image, celebrity endorsement, eWOM, brand awareness, perceived quality, and consumer purchase intention. Brand image perception has the potential to increase consumer trust in the brand, thereby increasing purchase intention. The consistency between a brand's image and its quality strengthens consumers' trust and makes purchasing decisions easier (Ling et al., 2023; Rahman, Abir, Yazdani, Hamid, & Mamun, 2020; Sari et al., 2021).

The objective of this study is to investigate the role of brand trust acts as a mediator in the connection between brand awareness and purchase intention by testing the hypotheses proposed by Hasan & Elviana, (2022), Ling et al., (2023) and Sun et al., (2022). Prior studies have shown that brand trust effectively mediates the connection between celebrity endorsement and purchase intention Nuraida et al., (2022), Sanny et al., (2020), Wijaya & Keni, (2022), as well as

between eWOM and purchase intention (Kamalasena & Sirisena, 2021; Sari et al., 2021; Susanti & Wulandari, 2021).

- H7 : Brand trust acts as a mediator between brand image and purchase intention.
- H8 : Brand trust mediates relationship between celebrity endorsement and purchase intention.
- H9 : Brand trust mediates relationship between eWOM and purchase intention.
- H10 : Brand trust mediates relationship between brand awareness and purchase intention.
- H11 : Brand trust mediates relationship between perceived quality and purchase intention.

Figure 2 Research Model



Source: Research model development (2024)

METHODS

This study implements a cross-sectional quantitative approach and uses structured questionnaires to collect data from Generation Z individuals in Batam city who are involved in purchasing of Korean skin care brands. This method employs quantitative techniques to evaluate theories, establish relationships between variables that have been adjusted or already exist, and provide statistically validated explanations, resulting in the formation of factual conclusions based on the outcomes of model testing.

The respondents were collected online by distributing questionnaires through Google Forms. Data to support the argument were acquired from several sources, including websites, books, and scholarly journals. The data was processed using the Partial Least Squares (PLS) algorithm because there were mediating variables that connected the independent and dependent variables.

Smart PLS SEM is particularly well-suited for the intricate model adopted. The study requires a total of 280 respondents, as determined by Hair et al., (2019), which is 10 times the number of indicators employed, totaling 28 questions.

RESULTS

Characteristics of Respondents

Table 1 Profile of Respondents

	Element	Frequency	Percentage (%)
Age	Under 18 years old	7 respondents	2.5
	18-22	175 respondents	62.5
	23-27	98 respondents	35
Gender	Female	233 respondents	83.2
	Male	47 respondents	16.8
Job	Unemployeed	1 respondent	0.4
	Housewife	3 respondents	1.1
	Student	7 respondents	2.5
	Full time college student	161 respondents	57.5
	Entrepreneur	29 respondents	10.4
	Private employee	76 respondents	27.1
	Government employee	3 respondents	1.1
How often do you shop for Korean skin care brand products?	Depending on the season or specific events	76 respondents	27.1
	Only when there are new products or collections	123 respondents	43.9
	Once a month	75 respondents	26.8
	Twice a month	4 respondents	1.4
	Every weekend	2 respondents	0.7

Note: Number of respondents (n = 280)

The total number of respondents recorded is 280. The study shows that a significant proportion of participants are between 18-22 years old. This finding reveals a strong preference towards Korean skin care among teenagers, young adults, and Generation Z. Table 1 shows that a significant proportion of the responses are women, suggesting that the primary consumer base for Korean skin care products is predominantly female. 43.9 percent of the respondents exclusively purchase Korean skin care products when new products or collections are released, suggesting that their purchasing decisions are heavily influenced by product innovation. Furthermore, 76 participants were seen engaging in shopping activities based on specific seasons or events, while an additional 75 participants did so regularly throughout the month.

Model Test

Table 2 Average Variance Extracted (AVE) Value

Variable	AVE	Determination
Brand Awareness	0.756	Valid
Brand Image	0.746	Valid
Brand Trust	0.735	Valid
Celebrity Endorsement	0.727	Valid
EWOM	0.762	Valid
Purchase Intention	0.763	Valid
Perceived Quality	0.769	Valid

Source: Primary data (2024)

During the process of assessing the validity of the data using convergent validity, it is necessary for the value to be higher than 0.5 (Hair, Risher, Sarstedt, & Ringle, 2019). Table 2 demonstrates that all AVE values of the variables are valid and above the 0.5 barrier, indicating that they satisfy the given criteria and successfully pass the validity test.

Table 3 Reliability

Variable	Composite Reliability	Determination
Brand Awareness	0.925	Reliable
Brand Image	0.921	Reliable
Brand Trust	0.917	Reliable
Celebrity Endorsement	0.914	Reliable
EWOM	0.941	Reliable
Purchase Intention	0.928	Reliable
Perceived Quality	0.909	Reliable

Source: Primary data (2024)

The reliability testing results show that the data in Table 3 meets the minimum requirement value of more than 0.7 (Hair et al., 2019). Consequently, the outcomes of the composite reliability test indicate that every indication fulfills the criteria, successfully passes the reliability test, and may be considered reliable.

Table 4 R Square

Variable	R Square Adjusted	Determination
Brand Trust	0.595	Strong
Purchase Intention	0.443	Moderate

Source: Primary data (2024)

According to the R Square test table, the variable brand trust has a coefficient of determination (R^2) value of 0.595. This indicates that the factors of brand image, celebrity endorsement, eWOM, brand awareness, and perceived quality collectively account for 59.5 percent of the variation in brand trust. The purchase intention has a score of 0.443, signifying that brand trust effectively accounts for 44.4 percent of the purchase intention. A strong R square value is defined as being larger than 0.50, whereas a weak R square value is defined as being less than 0.25 (Hair et al., 2019).

DISCUSSION

Hypothesis Test

Table 5 Path Coefficients

Variable	T-Statistic	P-Value	Determination
BA → BT	2.509	0.012	Accepted
BI → BT	2.771	0.006	Accepted
BT → PI	10.093	0.000	Accepted
CE → BT	2.150	0.032	Accepted
EWOM → BT	1.873	0.062	Rejected
PQ → BT	2.657	0.008	Accepted

Source: Primary data (2024)

There are results for the relationships between factors in Table 5. The findings for hypothesis 1, which investigates the correlation between brand image and brand trust, reveal a t-statistic value greater than 1.96, which is 2.771, and a p-value lower than 0.05, specifically 0.006. This shows that brand image has a significant positive impact on brand trust. This discovery is consistent with the claim made by Benhardy et al., (2020), Ramadhani & Ruswanti, (2020), and Wibowo et al., (2019). This affirms that a favorable brand reputation can bolster consumer confidence in Korean skin care companies. The level of confidence in a brand plays a significant role in shaping the purchasing decisions of Generation Z when it comes to Korean skin care products in Batam City.

The second hypothesis, which investigates the correlation between celebrity endorsement and brand trust, reveals a t-statistic value of 2.150 and a p-value of 0.032, showing a statistically significant positive result. This finding aligns with the studies conducted by Chetoui et al., (2020), Khan & Zaman, (2021) and Wijaya & Keni, (2022). Brand organizations should carefully consider using marketing methods that use celebrity endorsements due to the significance of this outcome. The endorsement of a reputable celebrity significantly bolsters consumer confidence in a Korean skin care brand.

Hypothesis 3 investigates the correlation between eWOM and brand trust. The t-statistic value for this hypothesis is 1.873, which is below the critical value of 1.96. Additionally, the p-value for this hypothesis is 0.062, which is greater than the significance level of 0.05. These results suggest that eWOM does not have a significant impact on brand trust, contradicting the claims made by Alfian & Utami, (2019), Kamalasena & Sirisena, (2021), and Sari et al., (2021). This finding validates that online reviews do not have a significant impact on the trust levels of Generation Z individuals in Batam City. While eWOM offers complementary information on the use of Korean skin care, its impact on brand trust is not significant in this particular case.

Hypothesis 4, which investigates the correlation between brand awareness and brand trust, reveals a t-statistic value of 2.509 and a p-value of 0.012. These findings suggest that the level of familiarity with a brand has a significant positive impact on the level of confidence and reliance consumers have in that brand.

This aligns with the conclusions drawn in the studies conducted by Ling et al., (2023) and Sun et al., (2022). This finding validates the positive correlation between customer awareness of a brand and their level of confidence in the brand. This study emphasizes the significance of brand awareness as a crucial element in establishing and enhancing brand trust among Generation Z in Batam City, specifically in relation to their intention to purchase Korean skin care products.

Hypothesis 5: The results in Table 5 show that the relationship between perceived quality and brand trust has a t-statistic value of 2.657 and a p-value below 0.05, specifically 0.008. This indicates that perceived quality has a significant positive impact on brand trust, consistent with the research by Konuk, (2021) and Suriyadi, (2021). This finding confirms that perceived quality can enhance Generation Z's trust in Korean skin care brands in Batam City. In other words, the higher the consumers' perception of a product's quality, the greater their trust in the brand. This is important for Korean skin care companies to improve consumer trust through strategies that ensure their products are perceived to have high quality.

Hypothesis 6: The relationship between brand trust and purchase intention shows a t-statistic value of 10.093 and a p-value of 0.000. This indicates that brand trust has a significant positive impact on purchase intention, consistent with the research by Benhardy et al., (2020), Chae et al., (2020) and Herjanto et al., (2020). The result shows the importance of brand trust in influencing consumers' purchase intention.

When consumers have high trust in a brand, their intention to purchase products from that brand increases significantly. For companies, particularly and maintaining high levels of brand trust is crucial for driving purchase intention among generation x consumers.

Table 6 Specific Indirect Effects

Variable	T-Statistic	P-Value	Determination
BA → BT → PI	2.405	0.017	Accepted
BI → BT → PI	2.591	0.010	Accepted
CE → BT → PI	2.065	0.039	Accepted
EWOM → BT → PI	1.839	0.067	Rejected
PQ → BT → PI	2.493	0.013	Accepted

Source: Primary data (2024)

Table 6 presents the findings that demonstrate the positive and significant impact of brand trust on purchase intention. This relationship is mediated by the variables of brand image, celebrity endorsement, brand awareness, and perceived quality. The t-statistic values for each variable are above 1.96, indicating their statistical significance. Additionally, the p-values are below 0.005, further supporting the significance of the results. These findings align with the statements made in previous research studies conducted by Ling et al., (2023), Rahman et al., (2020), Sari et al., (2021), Hasan & Elviana, (2022), Sun et al., (2022), Nuraida et al., (2022), Sanny et al., (2020), and Wijaya & Keni, (2022). However, it should be noted that brand trust did not have a mediating effect on the relationship between eWOM and purchase intent. This conclusion is based on a t-static value of 1.839 and a p-value of 0.067, which is above the threshold of 0.005. Therefore, the findings of this study are inconsistent with the statements made in previous research conducted by Kamalasena & Sirisena, (2021), Sari et al., (2021), and Susanti & Wulandari, (2021).

Consumers will naturally enhance their trust in a brand when it possesses a favorable brand image, celebrity endorsement, increases brand awareness, and a perception of excellent quality. For companies, particularly those in the Korean skin care market in Batam city, this highlights the significance of not only establishing a robust reputation, utilizing trustworthy celebrity endorsements, and ensuring a high perceived quality, but also actively striving to cultivate and sustain brand trust as a mediator that enhances the intention to purchase. While favorable online evaluations hold significant importance and value, their impact on purchase intent is multifaceted and cannot be entirely attributed to establishing brand confidence. Hence, it is vital for organizations to contemplate supplementary tactics to properly use the potential of eWOM.

CONCLUSION

The finding has several important implications. Brand image, celebrity endorsement, brand awareness, and perceived quality all significantly enhance brand trust, which in turn drives purchase intention. However, eWOM does not significantly impact brand trust. Therefore, companies, especially those targeting Generation Z in Batam City, should focus on strengthening their brand image, leveraging credible celebrity endorsement, enhancing brand awareness, and ensuring high products quality to build trust and boost purchase intentions.

SUGGESTION

The limitations of this study include the fact that most respondents are full-time students aged 18-22 years living in Batam city. This raises the possibility that the findings of this study may not be generalizable to different populations, such as respondents outside Batam city or respondents from generations other than Generation Z. Therefore, this study recommends that future research consider a more diverse set of respondent criteria, including variations in geographical location and age groups. Additionally, it is suggested that future research links these variables with respondents' monthly expenses to obtain a broader perspective.

Furthermore, purchase intention is influenced by various other factors such as the attitude of the buyer towards the brand or the motivation of the consumer in the purchase interest goods. Future research is recommended to apply other theories that can provide broader and deeper perspectives.

REFERENCES

- Alfian, Zaniel, & Utami, Sorayanti. (2019). Pengaruh e-WOM terhadap keinginan untuk membeli dengan kepercayaan merek sebagai variabel mediasi pada pengguna aplikasi steam di Banda Aceh. *Ilmiah Mahasiswa Ekonomi Manajemen*, 4(1), 258–268. <https://doi.org/https://doi.org/10.24815/jimen.v4i1.9108>
- Benhardy, Kartika Aprilia, Hardiyansyah, Putranto, Agus, & Ronadi, Matthew. (2020). Brand image and price perceptions impact on purchase intentions: Mediating brand trust. *Management Science Letters*, 10(14), 3425–3432. <https://doi.org/10.5267/j.msl.2020.5.035>
- Berg, Achim, Hudson, Sara, Weaver, Kristi Klitsch, Pacchia, Megan Lesko, & Amed, Imran. (2023, May). The beauty market in 2023: A special State of Fashion report. Retrieved June 12, 2024, from McKinsey & Company website: <https://www.mckinsey.com/industries/retail/our-insights/the-beauty-market-in-2023-a-special-state-of-fashion-report#/>
- Bhandari, Manu, & Rodgers, Shelly. (2018). What does the brand say? Effects of brand feedback to negative eWOM on brand trust and purchase intentions. *International Journal of Advertising*, 37(1), 125–141. <https://doi.org/10.1080/02650487.2017.1349030>
- Boronczyk, Felix, & Breuer, Christoph. (2021). The company you keep: Brand image transfer in concurrent event sponsorship. *Journal of Business Research*, 124, 739–747. <https://doi.org/10.1016/j.jbusres.2019.03.022>
- Carter, Paris. (2024, April 8). The Beauty Industry's Boom. Retrieved August 4, 2024, from globalEDGE website: <https://globaledege.msu.edu/blog/post/57407/the-beauty-industry%27s-boom#:~:text=The beauty and personal care,in global revenue by 2028.>
- Chae, Heeju, Kim, Seunggwon, Lee, Jungguk, & Park, Kyoungnye. (2020). Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention; focused on the scarcity message frequency. *Journal of Business Research*, 120, 398–406. <https://doi.org/10.1016/j.jbusres.2019.11.040>
- Chetioui, Youssef, Benlafqih, Hikma, & Lebdaoui, Hind. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management*, 24(3), 361–380. <https://doi.org/10.1108/JFMM-08-2019-0157>
- Compas. (2020). 5 Brand Skincare Korea Terbaik dan Data Penjualannya di E-commerce. Retrieved from Compas.co.id website: <https://compas.co.id/article/brand-skincare-korea-terbaik/>
- Copeland, Lauren Reiter, & Zhao, Li. (2020). Instagram and theory of reasoned action: US consumers influence of peers online and purchase intention. *International Journal of Fashion Design, Technology and Education*, 13(3), 265–279. <https://doi.org/10.1080/17543266.2020.1783374>
- Cuong, Dam Tri. (2020). The role of brand trust as a mediator in the relationship between brand satisfaction and purchase intention. *International Journal of Psychosocial Rehabilitation*,

- 24(6), 1475–14735. <https://doi.org/10.37200/IJPR/V24I6/PR261416>
- Firman, Ahmad, Ilyas, Gunawan Bata, Reza, Heru Kreshna, Lestari, Setyani Dwi, & Putra, Aditya Halim Perdana Kusuma. (2021). The Mediating Role of Customer Trust on the Relationships of Celebrity Endorsement and E-WOM to Instagram Purchase Intention. *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 8(1), 107–126. <https://doi.org/10.24252/minds.v8i1.20594>
- Ghozali, Imam. (2020). 25 Grand theory ilmu manajemen, akuntansi, dan bisnis. Semarang: Yoga Pratama.
- Hair, Joseph F., Risher, Jeffrey J., Sarstedt, Marko, & Ringle, Christian M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hasan, Golan, & Elviana. (2022). Effect of brand image, celebrity endorsement, ewom, brand awareness and social media communication on purchase intention with brand trust as a mediation variable on smartphone users in batam city. *Conference on Business, Social Sciences and Technology*, 2(1), 153–161. Retrieved from <https://journal.uib.ac.id/index.php/conescintech>
- Herjanto, Halimin, Adiwijaya, Michael, Wijaya, Elizabeth, & Semuel, Hatane. (2020). The effect of celebrity endorsement on instagram fashion purchase intention: The evidence from Indonesia. *Organizations and Markets in Emerging Economies*, Vol. 11, pp. 203–221. <https://doi.org/10.15388/omee.2020.11.31>
- IDN Times. (2024). Understanding and uncovering the behavior, challenges, and opportunities.
- Jobst, Nina. (2024). Main positive aspects for consumers' impression of Korean beauty products in Indonesia in 2021. Retrieved from Statista website: <https://www.statista.com/statistics/1018261/south-korea-factors-korean-beauty-products-positive-in-indonesia/>
- Kamalasena, B. D. T. M., & Sirisena, A. B. (2021). The impact of online communities and e word of mouth on purchase intention of generation Y: The mediating role of brand trust. *Marketing*, 7(1), 92–116.
- Khairunnisa, Alya Syafira, Syaella, Balqis Najmi Aqila Putri, Fauziah, Firda Nur, Nazhirah, Hasna Maisya, Sofa, Myisha Azlia Nafhatus, Nayyara, Najma Silma, & Rozak, Rama Wijaya Abdul. (2024). Analisis pengaruh influencer terhadap keputusan pembelian skincare dan make up di kalangan Gen Z. *Jurnal Mahasiswa Kreatif*, 2(3), 19–30. <https://doi.org/10.59581/jmk-widyakarya.v2i1.3101>
- Khan, Sanan Waheed, & Zaman, Umer. (2021). Linking celebrity endorsement and luxury brand purchase intention through signaling theory: A serial-mediation model involving psychological ownership, brand trust and brand attitude. In *Pakistan Journal of Commerce and Social Sciences* (Vol. 15).
- Konuk, Faruk Anil. (2021). The moderating impact of taste award on the interplay between perceived taste, perceived quality and brand trust. *Journal of Retailing and Consumer Services*, 63, 1–8. <https://doi.org/10.1016/j.jretconser.2021.102698>
- Lin, Carolyn A., & Xu, Xiaowen. (2021). Exploring bottled water purchase intention via trust in advertising, product knowledge, consumer beliefs and theory of reasoned action. *Social Sciences*, 10(8), 1–18. <https://doi.org/10.3390/socsci10080295>
- Ling, Shuai, Zheng, Can, & Cho, Dongmin. (2023). How brand knowledge affects purchase

- intentions in fresh food E-commerce platforms: The serial mediation effect of perceived value and brand trust. *Behavioral Sciences*, 13(8), 1–21.
<https://doi.org/10.3390/bs13080672>
- Nuraida, Citra Fitrah, Andharini, Sri Nastiti, & Satiti, Novita Ratna. (2022). The influence of celebrity endorsers on purchasing intention through the shopee application with brand trust as mediation variable. *Jamanika : Jurnal Manajemen Bisnis Dan Kewirausahaan*, 2(03), 235–244. <https://doi.org/10.22219/jamanika.v2i03.22742>
- Rahman, Md Adnan, Abir, Tanvir, Yazdani, Dewan Muhammad Nur A., Hamid, Abu Bakar Abdul, & Mamun, Abdullah Al. (2020). Brand image, eWOM, trust and online purchase intention of digital products among malaysian consumers. *Journal of Xia'an University of Architecture & Technology*, XII(III), 4934–4946. <https://doi.org/10.37896/jxat12.03/452>
- Ramadhani, Rendy, & Ruswanti, Endang. (2020). The influence of brand communication, brand image, and brand trust on brand loyalty at university in jakarta. *IOSR Journal of Business and Management*, 22(11), 14–19. <https://doi.org/10.9790/487X-2211021419>
- Sanny, Lim, Arina, Aisha Nur, Maulidya, Ratu Tasha, & Pertiwi, Ressay Putri. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 10(10), 2139–2146.
<https://doi.org/10.5267/j.msl.2020.3.023>
- Sari, Nasya Nirma, Fauzi, Amrin, & Rini, Endang Sulistya. (2021). The effect of electronic word of mouth (e-wom) and brand image on repurchase intention moderated by brand trust in the garuda indonesia airline. *International Journal of Research and Review*, 8(9), 81–91.
<https://doi.org/10.52403/ijrr.20210912>
- Sulivyo, Lod, & Ekasari, Ayu. (2021). Impact of eperiental marketing and perceived quality on brand loyalty with brand trust as mediation. *International Journal of Multicultural and Multireligious Understanding*, 8(8), 397–409. <https://doi.org/10.18415/ijmmu.v8i8.2745>
- Sun, Yuling, Huang, Yifan, Fang, Xiang, & Yan, Feng. (2022). The purchase intention for agricultural products of regional public brands: Examining the influence of awareness, perceived quality and brand trust. *Mathematical Problems in Engineering*, 2022(1), 1–10.
<https://doi.org/10.1155/2022/4991059>
- Suriyadi, Florencia Irena. (2021). Pengaruh perceived information quality dan endorser credibility terhadap purchase intention dengan brand trust sebagai variabel intervening; produk scarlett whitening. *Strategi Permasaran*, 8(2), 1–15.
- Susanti, Nur Fauziah, & Wulandari, Ririn. (2021). How does the electronic word o mouth (EWOM) built brand trust in increasing buying interest during the covid-19 pandemic? *International Journal of Economics, Business and Management Research*, 5(3), 70–83.
Retrieved from www.ijebmr.com
- Wibowo, Riyoko Yudhi, Djumarno, & Permana, Dudi. (2019). Determined brand trust in insurance: The effect of brand image and brand awareness on purchase intention (An empirical study on BCA insurance). *International Journal of Innovative Science and Research Technology*, 4(7), 1352–1359. Retrieved from www.ijisrt.com
- Wijaya, Valentino, & Keni, Keni. (2022). Pengaruh celebrity endorsement terhadap purchase intention produk skincare dengan brand trust dan brand attitude sebagai variabel mediasi. *Muara Ilmu Ekonomi Dan Bisnis*, 6(2), 274–287.
<https://doi.org/10.24912/jmieb.v6i2.19301>

Yulfiswandi, Zai, Immanuel, Vedalla Putra, Chanda, Tan, Charles, Prawira, Johanes, & Thian Way, Ng. (2023). Penerapan ERP dan Supply Chain Management di Penginapan Homstay Batam. *Ilmiah Ekonomi Dan Bisnis*, 16(1), 34–40. <https://doi.org/10.51903/e-bisnis.v16i1>