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The Relationship Between Influencer Marketing and Generation Z Purchase Intention

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Abstract: This study aims to analyze Influencer Marketing as variable X and Purchase Intention as variable Y. The object of this study is Generation Z's appreciation of Sombong Men's Care skincare products in Jakarta. The theory applied is the S-O-R. This study employs a quantitative approach within the positivism paradigm. A non-probability, purposive sampling method was utilized, with the sample size calculated using Slovin's Formula at a 10% margin of error. Data were collected via an online questionnaire distributed to 100 Generation Z respondents living in Jakarta who had been exposed to promotional content for Sombong Men's Care skincare products. Data analysis was conducted using validity and reliability tests, simple linear regression, and hypothesis testing via SPSS software. The hypothesis testing results revealed that the calculated t-value exceeded the table t-value (20,231 > 1,660). Consequently, the null hypothesis is rejected and the alternative hypothesis is accepted, indicating a significant effect of influencer marketing on purchase intention. The coefficient of determination demonstrates an effect contribution of 0.807 or 80.7%, while the remaining 19.3% is influenced by other factors. The findings demonstrate that influencer marketing has a significant impact and a strong relationship with consumer purchase intention.

Keywords: Influencer Marketing, Purchase Intention, Generation Z, S-O-R Theory.

INTRODUCTION

The advancement of digital technology has brought significant changes to marketing communication patterns across various industrial sectors. Social media has now become one of the primary vehicles for companies to deliver marketing messages (Herdiyani et al., 2022) to consumers in a faster, more interactive, and personal manner. This shift encourages business actors to no longer rely solely on conventional advertising, but rather to leverage digital marketing capable of reaching audiences more broadly and effectively (Haryanto et al., 2024). Influencer marketing is a form of marketing communication that utilizes public figures or individuals with specific influence on social media to convey promotional messages to their followers (Leung et al., 2022). Influencers who possess high credibility and emotional closeness with their audience tend to be more trusted than traditional advertising. This strategy is considered effective in building brand awareness, forming positive perceptions, and driving

consumer purchase intention, especially among young generations who actively use social media (Komsiatun, 2023). Generation Z is a consumer group that has grown up alongside digital technology developments and exhibits high intensity in social media usage. The characteristics of Generation Z--being accustomed to accessing information quickly and tending to rely on recommendations from the figures they follow—make influencers an influential source of information in their purchasing decision-making process. Therefore, understanding Generation Z's behavior in responding to influencer marketing is a crucial aspect for companies in designing targeted marketing strategies.

Competition among skincare brands is becoming increasingly fierce alongside rising consumer awareness of self-care (Nurfatiha et al., 2025). Not limited to women's skincare, men's skincare products are also showing significant development, particularly in urban areas. Men are now paying greater attention to their appearance and skin health, driving a continuous increase in the demand for men's specific skin care products (Ghandawangi, 2024; Nisa & Saputran, 2025). This condition motivates men's skincare brands to adopt marketing strategies relevant to their target market's characteristics. One men's skincare brand actively utilizing influencer marketing is Sombong Men’s Care. This brand uses Denny Sumargo as its primary influencer to convey marketing messages through the TikTok platform. Denny Sumargo was selected because he possesses a strong public image, is widely known by the public, and has a large, diverse following, particularly among Generation Z. Furthermore, his straightforward and authentic communication style is considered aligned with the character of men's skincare products aimed at presenting a masculine and realistic image.

TikTok, as a short-video-based social media platform, plays a strategic role in supporting the effectiveness of influencer marketing (Akbar et al., 2024). TikTok's characteristics—which emphasize visual content, creativity, and engagement—allow marketing messages to be delivered in a more compelling and easily digestible manner for audiences. The high level of engagement among TikTok users from Generation Z makes this platform a potential medium for shaping consumer perceptions and purchase intentions toward a product.

Although influencer marketing has been widely examined in various studies, most prior research remains focused on women's beauty products or discusses influencer marketing in general without highlighting the context of men's skincare. Furthermore, research specifically investigating the impact of male influencers on Generation Z's purchase intention via TikTok remains relatively limited. These limitations indicate a research gap that needs to be addressed to enrich academic literature in marketing communications and consumer behavior.

Based on this context, this study aims to analyze the effect of influencer marketing conducted by Denny Sumargo on Generation Z's purchase intention for Sombong Men’s Care products in Jakarta. This research is expected to offer empirical contributions to the development of influencer marketing studies--particularly within men's skincare products--while serving as a practical reference for industry players in designing influencer-based marketing strategies that are effective and relevant to Generation Z consumer characteristics.

METHODS

This study adopts a quantitative approach to test and explain the influence of influencer marketing on Generation Z's purchase intention toward Sombong Men’s Care products. A quantitative approach was selected because this study focuses on objectively measuring the relationships between variables through numerical data analyzed using statistical techniques. Through this approach, the study provides an empirical overview of the strength and direction of the effect of influencer marketing on consumer purchase intention.

Research Type and Design

The research design employed in this study is explanatory research. Explanatory research aims to explain the causal relationship between independent and dependent variables. In this

study, influencer marketing is positioned as the independent variable, while purchase intention serves as the dependent variable. The explanatory design was chosen because this study not only describes digital marketing phenomena but also tests hypotheses regarding the effect of influencer marketing on Generation Z's purchase intention.

This research was conducted using a cross-sectional design, wherein data collection occurred within a single specific timeframe without repeated observations over different periods. This design aligns with the study's objective to examine consumer conditions and responses at the time of exposure to influencer marketing on the TikTok platform.

Research Location and Period

This study was conducted in the Jakarta area. The selection of Jakarta as the research location was based on several considerations, including high rates of social media usage--specifically TikTok--and the characteristics of the urban population exhibiting high digital consumption intensity. Jakarta is also a hub for marketing and advertising activities, making it a relevant setting to examine the effectiveness of influencer marketing strategies. The research period spanned from June to December 2025, encompassing research planning, instrument development, data collection, and data analysis. The entire research process was executed systematically to ensure the accuracy and reliability of the findings.

Research Population and Sample

The population in this study comprises all Generation Z consumers residing in Jakarta who have been exposed to Denny Sumargo's influencer marketing content regarding Sombong Men's Care products on TikTok. Generation Z in this research refers to individuals born within a specific year range and known as the digital-native generation. Given time and resource constraints, this study utilizes a representative sample of the population. The sampling technique employed is purposive sampling—a method of selecting samples based on specific criteria established by the researcher to align with the study's objectives. The criteria for respondents in this study include:

1) Belonging to the Generation Z cohort;
2) Residing in Jakarta;
3) Actively using the TikTok platform; and
4) Having seen or been aware of promotional content for Sombong Men's Care delivered by Denny Sumargo.

The sample size was calculated using Slovin's Formula with a 10% margin of error, resulting in a total sample size of 100 respondents. The selection of a 10% margin of error is based on the assumption of a homogeneous population--specifically Generation Z consumers who use Sombong Men's Care products and follow Denny Sumargo's promotional content on TikTok.

Research Variables and Operational Definitions

This study involves two primary variables: an independent variable and a dependent variable. The independent variable is influencer marketing, while the dependent variable is purchase intention. Influencer marketing is defined as a marketing activity that leverages public figures or influential individuals on social media to convey promotional messages to an audience. This variable is measured through several indicators, including influencer credibility, attractiveness, and expertise in conveying product information. Purchase intention is defined as a consumer's tendency or desire to buy a product. It is measured through indicators such as product interest, willingness to try or buy the product, and propensity to recommend the product to others.

Data Collection Techniques

The data collection technique used in this study is a survey using a questionnaire as the research instrument. The questionnaire was structured and distributed online via Google Forms. An online questionnaire was chosen for its effectiveness in reaching Generation Z respondents who are accustomed to digital media. The instrument consists of structured questionnaire statements covering Variable X and Variable Y. Prior to widespread distribution, the research instrument was developed based on theoretical literature and previous studies to ensure alignment between the indicators and the variables being examined. Instrument design was conducted systematically to ensure each statement accurately represents the concept being measured.

Instrument Validity and Reliability Testing

According to Samatan (2018:105), validity represents a key strength in quantitative research alongside reliability. Validity is based on ensuring whether research findings are accurate from the perspective of the researcher, participants, or readers in general. Various terms exist across qualitative literature to describe validity, such as trustworthiness, authenticity, and credibility (Creswell & Miller, 2000). Reliability testing was conducted to determine the consistency of the research instrument. An instrument is declared reliable if its reliability coefficient meets the established criteria. The reliability test results indicated that all variables in this study exhibited a good level of reliability, making the instrument suitable for data collection.

Data Analysis Techniques

Data analysis in this study was performed using Statistical Package for the Social Sciences (SPSS) software. The data analysis stages encompassed descriptive analysis, classical assumption tests, and simple linear regression analysis. Descriptive analysis was used to outline respondent characteristics and provide an overview of the response distributions for each variable, including minimum, maximum, mean, and standard deviation values.

Classical assumption tests were conducted to ensure that the data met the prerequisites for regression analysis. The tests applied in this study included normality testing and other relevant diagnostics. The test results confirmed that the data satisfied all necessary assumptions for subsequent regression analysis. Simple linear regression analysis was utilized to examine the effect of influencer marketing on purchase intention. This regression model was appropriate since the study involves only one independent variable and one dependent variable. Hypothesis testing was carried out by comparing the significance value against the predetermined significance level of 5%.

Hypothesis Testing

According to Samatan (2017:88), etymologically, the term hypothesis originates from two words: *hypo*, meaning under or less, and *thesis*, meaning proposition or opinion. The term was adopted into Indonesian as *hipotesis*, defined as a provisional assumption or tentative conclusion whose truth has not yet been fully proven. Additionally, the coefficient of determination (r^2) was used to measure the extent of influencer marketing's contribution in explaining variations in purchase intention. This value illustrates how strongly the independent variable accounts for the dependent variable within the research model.

RESULTS AND DISCUSSION

Results

1. **Respondent Characteristics**

The respondents in this study comprised 100 individuals who fall into the Generation Z category and reside in Jakarta. All respondents are active TikTok users and have seen or been exposed to promotional content for Sombong Men's Care products presented by Denny Sumargo. These characteristics demonstrate that the respondents possess strong relevance to the context of this study, ensuring that the collected data accurately reflects the perceptions of the target market under investigation.

2. Instrument Validity and Reliability Testing

The validity test results show that all statement items for the influencer marketing and purchase intention variables have item-total correlation values greater than the critical table value. Consequently, all items are declared valid and capable of measuring the constructs under study. Furthermore, the reliability test conducted using the Cronbach's Alpha method yielded coefficient values above the established threshold, indicating that all research instruments are reliable and consistent for data collection.

3. Classical Assumption Testing

The normality test results indicate that the research data are normally distributed, as evidenced by a significance value greater than 0.05. Additionally, the heteroscedasticity test showed no specific pattern in the residual scatter plot, demonstrating that the regression model is free from heteroscedasticity. With the classical assumptions fulfilled, the regression model used in this study is eligible for further analysis.

4. Simple Linear Regression Analysis

Simple linear regression analysis was employed to determine the effect of influencer marketing on Generation Z's purchase intention toward Sombong Men's Care products. The analysis revealed that influencer marketing has a positive regression coefficient, indicating a direct relationship between the two variables. This implies that the more favorable respondents' perceptions of Denny Sumargo's influencer marketing are, the higher their purchase intention toward Sombong Men's Care products will be.

5. Hypothesis Testing (t-Test)

The t-test results demonstrate that the calculated t-value = 20.231 exceeds the critical table value = 1.660 with a significance level of 0.000 (< 0.05). These findings confirm that influencer marketing has a positive and significant effect on Generation Z's purchase intention. Therefore, the alternative hypothesis is accepted and the null hypothesis is rejected, affirming a tangible impact of influencer marketing on consumer purchase intention.

6. Coefficient of Determination

The resulting coefficient of determination (R^2) value is 0.807. This value indicates that 80.7% of the variation in Generation Z's purchase intention can be explained by the influencer marketing variable, while the remaining 19.3% is influenced by other factors outside the scope of this research model. The high R^2 value highlights that influencer marketing serves as a highly dominant factor in driving consumer purchase intention toward Sombong Men's Care products.

7. Summary of Findings

Overall, the research results indicate that influencer marketing conducted by Denny Sumargo via the TikTok platform exerts a strong, positive, and significant effect on Generation Z's purchase intention toward Sombong Men's Care products. These findings demonstrate that influencer credibility, an authentic communication style, and the alignment between the influencer's image and the product effectively build positive perceptions and drive consumer purchase intention.

DISCUSSION

This study aims to analyze the effect of influencer marketing on Generation Z's purchase intention toward Sombong Men's Care products, focusing on promotional activities conducted by Denny Sumargo on TikTok. Based on data analysis, the findings reveal that influencer marketing exerts a positive and significant effect on Generation Z's purchase intention. This provides empirical insights into the effectiveness of influencer-based marketing strategies in shaping consumer behavior in the digital era.

The simple linear regression results show that influencer marketing contributes meaningfully to increasing consumer purchase intention. The significance level falling below the required threshold and the calculated t-value exceeding the table t-value confirm that the research hypothesis is accepted. Thus, it can be stated that the better the execution of influencer marketing, the higher Generation Z's purchase intention toward Sombong Men's Care products.

These findings reinforce the view that influencer marketing is an effective strategy for influencing consumer attitudes and purchase intentions. The high coefficient of determination (R^2) obtained in this study demonstrates that influencer marketing plays a dominant role in explaining variations in purchase intention. This indicates that most changes in Generation Z's purchase intention can be explained by the presence and quality of influencer marketing, while the remainder is influenced by other factors outside the research model. This underscores that in the context of men's skincare marketing, influencer marketing is not merely a supporting element, but a key driver of consumer behavior.

Conceptually, these results can be explained through the core dimensions of influencer marketing: credibility, attractiveness, and expertise. As a public figure, Denny Sumargo possesses high brand recognition alongside a strong, consistent public image. His credibility encourages audiences to trust the information presented, ensuring marketing messages are perceived as relevant recommendations rather than pushy advertisements. This trust plays a pivotal role in fostering positive consumer attitudes toward the promoted products.

In addition to credibility, influencer attractiveness captivates Generation Z. Attractiveness encompasses not only physical appearance but also communication style, personality, and the ability to deliver authentic messages. Generation Z values authenticity and transparency; thus, natural promotional content gains better traction than rigid, formal marketing messages. In this context, Denny Sumargo's straightforward and unvarnished communication style enhances the overall impact of the influencer marketing strategy.

An influencer's expertise in conveying product details also contributes to higher purchase intention. Influencers who clearly explain product benefits assist consumers during their evaluation process prior to purchase. In the men's skincare industry, clarity regarding product function and benefits is crucial, given that many male consumers remain unfamiliar with routine skin care usage. Therefore, influencers who deliver educational yet persuasive content hold immense potential in shaping purchase intention.

The deployment of TikTok as a promotional platform further amplifies the effect of influencer marketing on Generation Z. TikTok is characterized by dynamic, short-form visual video content. These features align with Generation Z's preference for concise, engaging, and easily digestible media. Furthermore, TikTok's algorithm allows content to reach wide audiences regardless of follower count, offering a valuable channel for marketing messages to spread effectively.

In this study, TikTok functions not only as a message delivery medium but also as an interactive space between the influencer and the audience. Engagements through comments, likes, and shares strengthen consumer interaction with promotional content. High engagement levels heighten consumer interest, ultimately driving purchase intention. Hence, the success of influencer marketing is intrinsically tied to the characteristics of the social media platform utilized.

These findings align with prior research indicating that influencer marketing positively impacts consumer purchase intention. Previous studies have shown that influencer credibility and attractiveness increase consumer trust in a brand, which subsequently drives purchase intent. This study expands upon existing literature by contextualizing these dynamics within the men's skincare sector on TikTok, specifically targeting Generation Z as the primary market segment.

Within the men's skincare context, the findings suggest that influencer marketing plays a strategic role in overcoming psychological barriers among male consumers regarding skin care usage. Male influencers displaying masculine, relatable images help normalize skincare as part of a modern male lifestyle, fostering positive perceptions toward men's skincare products and elevating purchase intent.

Additionally, the results indicate that influencer marketing bridges the information gap between brands and consumers. Content presented by influencers allows consumers to access product information more easily and enjoyably. This process builds a clearer understanding of product benefits, reinforcing the intention to buy. In other words, influencer marketing functions simultaneously as an educational and promotional tool in men's skincare marketing.

From a consumer behavior perspective, purchase intention formed through influencer marketing reflects a psychological process involving attention, comprehension, and message acceptance. Consumers engaged by an influencer's content pay attention to the message, cognitively process the information, and ultimately form positive attitudes and purchase intentions. This sequence demonstrates that influencer marketing impacts consumers on both emotional and rational levels.

This research carries practical implications for industry practitioners in the men's skincare sector. Brands can leverage influencer marketing as a primary strategy to reach Generation Z, particularly through TikTok. Selecting influencers with high credibility, authentic communication styles, and strong brand alignment is critical to campaign success. Furthermore, promotional content must be crafted creatively and relevantly to capture attention and drive audience engagement.

Although this study demonstrates significant results, consumer purchase intention is also shaped by factors beyond influencer marketing, such as product quality, pricing, usage experience, and overall brand image. Nevertheless, the substantial contribution of influencer marketing identified in this study highlights its critical role in digital marketing strategies targeted at Generation Z.

Overall, the discussion and analysis confirm that influencer marketing is an effective strategy for boosting Generation Z's purchase intention toward Sombong Men’s Care products. The combination of influencer credibility, TikTok's platform dynamics, and product relevance to consumer needs serves as the key driver of purchasing behavior. This study provides empirical contributions to the literature on influencer marketing and consumer behavior while offering a foundation for developing more effective marketing strategies in the future.

Analysis Based on S-O-R Theory (Stimulus, Organism, Response)

1. **First Assumption: Humans Are Not Passive Receivers**

This assumption indicates that individuals possess active agency and desire. Today's audience selectively engages with content they prefer while ignoring what is unnecessary or unappealing to them. Control over media consumption rests firmly in the hands of the audience, especially as social media platforms offer vast choices to watch, follow, and use as reference points for purchasing decisions—including the skincare products analyzed in this study.

2. **Second Assumption: Involvement of Internal Processes**

When exposed to a stimulus, an individual engages internal processing mechanisms. This involves internally organizing incoming messages gathered through the senses prior to interpreting the sensory input received.

3. Third Assumption: Same Stimulus, Different Responses

Exposure to an identical stimulus can yield varying responses across different audience members. This variation occurs because individuals maintain unique internal perceptions shaped by distinct beliefs, desires, and personal experiences. These differences influence how each person selects and determines what they favor or reject.

4. Fourth Assumption: Internal Processing

Overall, every stimulus received by the audience undergoes internal processing. As outlined in the second assumption, consumers exposed to information or advertising process those inputs internally before making a final decision.

5. Application to Sombong Men's Care Advertising on Denny Sumargo's TikTok Account

This theoretical framework aligns directly with the variations observed in the empirical findings. The analysis of Generation Z demonstrates that these consumers actively determine which skincare options suit their personal routine--particularly male Gen Z consumers, who form the primary target market for Sombong Men's Care. Business practitioners recognize that choices made by individuals, especially within Generation Z, stem from internal processing involving personal considerations that extend beyond the influence of the marketer, even when the influencer is also the brand owner.

Furthermore, scholars acknowledge that individuals possess differing perspectives, desires, background experiences, knowledge levels, and specific needs. Consequently, identical promotional information on TikTok regarding Sombong Men's Care elicited varied responses among survey participants, even though the aggregate response toward Denny Sumargo and the endorsed product remained overwhelmingly positive.

Finally, every stimulus is evaluated internally prior to decision-making. Responses are mediated through the organismic phase--integrating personal knowledge, experience, preferences, and beliefs. This internal mediation explains why individuals formulate distinct responses when presented with the same external stimulus.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

This study was conducted to analyze the effect of influencer marketing on Generation Z's purchase intention toward Sombong Men's Care products, focusing on promotional activities carried out by Denny Sumargo on TikTok. Based on the entire research process—from problem formulation and literature review to data collection and analysis—it can be concluded that influencer marketing plays a highly significant role in shaping Generation Z consumers' purchase intention toward men's skincare products.

The research results indicate that influencer marketing has a positive and significant effect on Generation Z's purchase intention. These findings confirm that marketing strategies leveraging influencer figures can meaningfully impact consumer attitudes and buying intentions. The significance value obtained in hypothesis testing fell below the established threshold, leading to the acceptance of the alternative hypothesis. Consequently, the better the execution of influencer marketing, the higher Generation Z's purchase intention toward Sombong Men's Care products. The magnitude of this effect is further reflected in the high coefficient of determination, indicating that a substantial portion of the variation in purchase intention can be explained by influencer marketing.

These findings affirm that in digital marketing—particularly within the men's skincare industry—influencer marketing serves not merely as a supplementary strategy, but as a primary driver of Generation Z consumer behavior. Conceptually, these results reinforce the view that influencer marketing operates through mechanisms of trust and emotional closeness between influencers and their audiences. As an influencer, Denny Sumargo possesses a strong public image, high credibility, and an authentic communication style. These traits encourage

audiences to trust the information presented and view promotional messages as relevant recommendations. This trust forms the foundation for positive consumer attitudes, which subsequently drive purchase intent.

In addition to credibility, influencer attractiveness plays a vital role in enhancing marketing effectiveness. Attractiveness encompasses not only physical appearance, but also personality, message delivery, and the ability to build rapport with an audience. Generation Z values authenticity and transparency; thus, influencers who convey honest, unvarnished messages tend to be more effective in influencing consumer behavior. In this study, the influencer's straightforward and realistic communication style proved effective in capturing attention and generating interest in men's skincare products.

An influencer's expertise in communicating product details also contributes to increased purchase intention. Men's skincare remains a relatively new product category for certain male consumers. Therefore, clear information regarding product benefits, usage instructions, and relevance to consumer needs is essential. Influencers who explain products in a simple, digestible manner assist consumers during their pre-purchase evaluation. This demonstrates that influencer marketing functions not only as a promotional tool, but also as an educational medium.

The utilization of TikTok as a promotional platform further amplifies the effect of influencer marketing on Generation Z's purchase intention. TikTok is characterized by dynamic, short-form visual video content that aligns closely with Generation Z's preferences. Its algorithm enables content to reach broad audiences without relying solely on follower counts, allowing marketing messages to spread efficiently. In this study, TikTok provided an ideal medium for delivering influencer content in an engaging and relevant manner, thereby increasing the likelihood of driving purchase intent.

Furthermore, the findings show that influencer marketing plays an important role in reshaping consumer perceptions of men's skincare. Skincare usage has traditionally been associated with women, creating psychological barriers for some men. The presence of male influencers exhibiting masculine, authentic public images helps normalize skincare as part of a modern male lifestyle. This shift contributes to greater consumer acceptance of men's skincare products and boosts purchase intention. From an academic perspective, this study provides empirical contributions to influencer marketing and consumer behavior literature by integrating men's skincare products, male influencers, and the TikTok platform into a single research model. Focusing on Generation Z as the primary consumer cohort offers deeper insights into digital consumer behavior in the social media era.

An analysis grounded in the S-O-R framework indicates that individuals respond differently to the same stimulus. In this study, the stimulus presented via TikTok for Sombong Men’s Care featuring Denny Sumargo (who is also the brand owner) elicited varied responses across Generation Z participants, as reflected in the response distribution. Nevertheless, the aggregate mean response remained overwhelmingly positive.

Research Limitations and Recommendations

This study presents several limitations that should be considered when interpreting and generalizing the findings:

1) Single Influencer Focus: The study focuses exclusively on one influencer, Denny Sumargo. Consequently, the findings reflect influencer marketing effects specific to his characteristics, image, and communication style, and may not generalize to influencers with different backgrounds, popularity levels, or communication approaches.
2) Geographic and Demographic Scope: The geographic scope was limited to Jakarta among Generation Z respondents. Although Jakarta is a hub for digital and marketing activity, consumer behaviors and preferences in other regions may differ, limiting the broad generalizability of these results across the entire Indonesian Generation Z population.

3) Methodological Scope: The study employed a quantitative survey via online questionnaires, making the data reliant on subjective respondent perceptions. This approach does not explore deeper qualitative motivations, personal experiences, or nuanced psychological processes. Additionally, because only one independent variable (influencer marketing) was examined, other potential drivers of purchase intention--such as product quality, pricing, brand image, and broader promotional efforts--were not analyzed.

Based on these limitations, future research is recommended to:

1) Expand the scope by examining multiple influencers or comparing different influencer tiers (e.g., macro-influencers vs. micro-influencers) to gain a more comprehensive understanding of marketing effectiveness.
2) Broaden the geographic sampling area to include respondents from diverse regions across Indonesia to strengthen generalizability.
3) Combine quantitative and qualitative approaches (mixed methods) to gain deeper insights into the psychological processes behind purchase intention formation.

Incorporate additional variables--such as brand trust, perceived quality, consumer engagement, and attitude toward the brand--to construct a more comprehensive research model for the skincare industry.

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