

THE EFFECT OF SOCIAL MEDIA PROMOTION, E-WOM, BRAND IMAGE, AND PRODUCT QUALITY ON PURCHASING DECISIONS

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Abstract

This research aims to determine the influence of Social Media Promotion, Electronic Word of Mouth (E-WOM), Brand Image, and Product Quality on Purchase Decision among consumers of Glad2Glow skincare products in Madiun City. This study employs a quantitative approach with a causal-associative research design. The research sample consisted of 385 respondents selected through purposive sampling based on the Lemeshow formula. Data were collected through questionnaires and analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, partial tests (t-test), simultaneous tests (F-test), and the coefficient of determination (R^2) using SPSS 25. The results show that Social Media Promotion, E-WOM, Brand Image, and Product Quality each have a positive and significant partial effect on Purchase Decision. Simultaneously, the four variables also have a positive and significant effect on Purchase Decision

Keywords: Social Media Promotion, E-WOM, Brand Image, Product Quality, Purchase Decision

A. INTRODUCTION

The development of digital technology and the internet has significantly changed consumer behavior, particularly in the beauty and skincare industry. Social media is no longer used merely as a communication medium but has also become an important marketing platform that can influence consumer perceptions, lifestyles, and purchasing decisions (Patricia & Nawawi, 2025). Through platforms such as TikTok, Instagram, Shopee, and Tokopedia, consumers can easily obtain information about skincare products, including product benefits, reviews, recommendations, and experiences from other consumers. This condition has contributed to increasingly intense competition in the Indonesian skincare industry.

The increasing use of skincare products is supported by growing public awareness of skin health and personal appearance. Educational and promotional content related to beauty products on digital platforms has gradually influenced consumers to view skincare as part of their daily needs. This phenomenon is particularly evident among younger consumers who have high levels of social media usage and are more responsive to beauty trends. According to Databoks (2022), revenue from the personal care and beauty industry in Indonesia was projected to increase consistently during 2014–2027, indicating that consumer demand for skincare products continues to develop. This growth creates opportunities for skincare brands while simultaneously increasing competition among brands operating in the Indonesian market.

One skincare brand that has experienced growth in the Indonesian market is Glad2Glow. The brand offers various skincare products, including facial cleanser, toner, serum, moisturizer, sunscreen, eye cream, micellar water, and masks. The increasing popularity of Glad2Glow indicates that the brand has gained consumer attention amid intense competition in the skincare industry. A preliminary survey conducted among 36 skincare consumers in Madiun also showed that Glad2Glow had the highest proportion of users compared with several other skincare brands included in the survey. This phenomenon indicates that Glad2Glow has considerable consumer interest in Madiun.

Purchasing decisions are influenced by various considerations before consumers finally choose a product. Consumers generally search for information, evaluate alternatives, and consider product characteristics before deciding to purchase. In the digital environment, information related to skincare products can be obtained through social media promotion, Electronic Word of Mouth (E-WOM), Brand Image, and product quality. These factors can influence consumer perceptions, trust, and evaluation of products before a purchasing decision is made.

One factor that may influence purchasing decisions is social media promotion. Social media provides companies with opportunities to communicate product information directly to consumers through interactive and widely accessible platforms. Glad2Glow actively utilizes social media, particularly TikTok and Instagram, through creative content, live streaming, promotional programs, influencer marketing, and other forms of digital communication. These

activities are intended to attract consumer attention and encourage purchasing decisions. However, intensive social media promotion does not necessarily cause every consumer who views promotional content to make a purchase. This indicates that the effectiveness of social media promotion in influencing purchasing decisions still requires empirical examination.

Previous studies have produced inconsistent findings regarding the relationship between social media promotion and purchasing decisions. Mudzalifah and Rahadhini (2025) found that social media marketing did not have a significant effect on purchasing decisions. In contrast, Khairunisa et al. (2025) found that social media marketing had a significant effect on consumer purchasing decisions. Tanti Widiya et al. (2025) also found that social media marketing had a positive and significant effect on purchasing decisions for Glad2Glow skincare products. These differences indicate a research gap regarding the influence of social media promotion on purchasing decisions.

Another factor that may influence purchasing decisions is Electronic Word of Mouth (E-WOM). E-WOM consists of positive or negative statements made by current, former, or potential consumers regarding a product or company and disseminated through the internet (Hennig-Thurau et al., 2004). In the skincare industry, consumers frequently use reviews, ratings, testimonials, recommendations, and user-generated content as sources of information before purchasing a product. Glad2Glow also receives various forms of consumer reviews and recommendations through digital platforms. Positive E-WOM can increase consumer confidence, while negative reviews may cause consumers to reconsider their purchasing decisions.

Previous research has demonstrated the importance of E-WOM in influencing purchasing decisions. Sholikhah and Marlina (2024) found that E-WOM influenced purchasing decisions for Npure products on the Shopee platform. Zakina (2024) also found that E-WOM had a positive and significant effect on purchasing decisions for Glad2Glow products on TikTok Shop. Nevertheless, the influence of E-WOM may vary depending on the credibility, content, intensity, and valence of information received by consumers. Therefore, the relationship between E-WOM and purchasing decisions remains relevant for further examination in the context of Glad2Glow consumers in Madiun.

Brand Image is another factor that can influence consumer purchasing decisions. Brand Image refers to the perceptions and associations that consumers have toward a particular brand (Keller, 2020). A positive Brand Image can create consumer trust, strengthen brand associations, and differentiate a product from competitors. In the skincare industry, Brand Image may be associated with perceptions of product safety, quality, effectiveness, reputation, and brand identity. Glad2Glow operates in a highly competitive skincare market, making a strong and positive Brand Image important for maintaining consumer interest.

However, previous findings regarding the influence of Brand Image on purchasing decisions are inconsistent. Tanti Widiya et al. (2025) found that Brand Image did not have a significant effect on purchasing decisions for Glad2Glow skincare products. In contrast, Zakina (2024) found that Brand Image had a significant partial effect on purchasing decisions for Glad2Glow products on TikTok. These contradictory findings indicate that Brand Image requires further empirical testing, particularly among Glad2Glow consumers in Madiun.

In addition to Brand Image, product quality is an important consideration in the purchasing process. Product quality refers to the totality of product features and characteristics that determine its ability to satisfy consumer needs (Kotler & Keller, 2021). Consumers of skincare products may evaluate product performance, conformity to specifications, features, aesthetics, reliability, durability, and perceived quality before making a purchase. Glad2Glow offers various skincare products designed for different consumer needs. However, differences in individual skin conditions and consumer expectations may result in different perceptions of product quality.

Previous studies support the importance of product quality in purchasing decisions. Supriadi et al. (2021) found that product quality influenced purchasing decisions, while Nudya (2021) found that product quality had a positive and significant effect on consumer trust in Scarlett Whitening body lotion. These findings suggest that product quality can become an important consideration in determining whether consumers decide to purchase skincare products.

Based on the phenomena and previous studies, social media promotion, E-WOM, Brand Image, and product quality are theoretically relevant factors in explaining consumer purchasing

decisions. Nevertheless, previous research has shown inconsistent findings, particularly regarding the effects of social media promotion and Brand Image. Furthermore, previous studies have often examined these variables in different brands, platforms, and research locations. Therefore, this study focuses on Glad2Glow skincare consumers in Madiun to examine the simultaneous and partial effects of social media promotion, E-WOM, Brand Image, and product quality on purchasing decisions.

Theory and Hypothesis Study

Grand Theory of Marketing

Marketing Management Theory is used as the grand theory in this study. According to Kotler and Keller (2022), marketing management involves identifying target markets, attracting new consumers, retaining existing consumers, and creating and delivering value to consumers. The theory is relevant to this study because social media promotion, E-WOM, Brand Image, and product quality represent different aspects of marketing and consumer evaluation that can influence purchasing decisions. Social media promotion functions as a communication instrument, E-WOM represents information exchanged among consumers, Brand Image represents consumer perceptions of a brand, while product quality reflects consumers' evaluation of the value and characteristics of a product.

Social media promotion

Social media promotion is a marketing communication activity that utilizes digital platforms to introduce products, provide information, interact with consumers, and encourage purchasing behavior. Social media allows companies to communicate with consumers more broadly and interactively. Through creative content, promotional offers, live streaming, and influencer activities, companies can increase consumer awareness and engagement with their products. For Glad2Glow, social media promotion is conducted through platforms such as TikTok and Instagram. The use of these platforms enables consumers to obtain information about product benefits, promotions, reviews, and product demonstrations. Effective social media promotion can increase consumer awareness and provide information that supports the evaluation process before purchasing. Therefore, the following hypothesis is proposed:

H1: Social media promotion has a positive and significant effect on purchasing decisions for Glad2Glow skincare products among consumers in Madiun.

Electronic Word of Mouth (E-WOM)

According to Hennig-Thurau et al. (2004), E-WOM refers to positive or negative statements made by potential, current, or former consumers regarding a product or company and disseminated through the internet. E-WOM enables consumers to obtain information from other users based on their experiences. Reviews, recommendations, ratings, testimonials, and consumer-generated content can become important sources of information when consumers evaluate skincare products. The presence of E-WOM regarding Glad2Glow can influence consumer confidence and perceptions of the product. Positive reviews and recommendations may strengthen trust, whereas negative experiences may encourage consumers to reconsider their purchasing decisions. Therefore, E-WOM is expected to influence consumer purchasing decisions. The following hypothesis is proposed:

H2: E-WOM has a positive and significant effect on purchasing decisions for Glad2Glow skincare products among consumers in Madiun.

Brand Image

According to Keller (2020), Brand Image represents consumer perceptions of a brand as reflected through brand associations stored in consumer memory. A strong Brand Image can create favorable perceptions, strengthen consumer confidence, and differentiate a brand from competitors. In the skincare industry, Brand Image can be reflected through the brand's reputation, identity, uniqueness, perceived quality, and associations formed through marketing communication and consumer experiences. Glad2Glow operates in a competitive skincare market in which consumers encounter numerous alternative brands. A positive Brand Image can make consumers more confident in choosing Glad2Glow over competing products. Therefore, the following hypothesis is proposed:

H3: Brand Image has a positive and significant effect on purchasing decisions for Glad2Glow skincare products among consumers in Madiun.

Product quality

Product Quality refers to the characteristics and capabilities of a product to satisfy consumer needs and expectations. Product quality may be evaluated through product performance, conformity to specifications, features, aesthetics, reliability, durability, and perceived quality. In skincare products, consumers may consider whether the product performs according to its intended function, whether its characteristics are appropriate for their needs, and whether the product provides the expected benefits. High perceived product quality can increase consumer confidence and reduce uncertainty when making purchasing decisions. Therefore, consumers who perceive Glad2Glow products as having good quality are expected to have a greater tendency to make purchasing decisions. The following hypothesis is proposed: H4: Product quality has a positive and significant effect on purchasing decisions for Glad2Glow skincare products among consumers in Madiun.

Purchasing decision

Purchasing decision refers to the consumer's process of selecting a product after identifying a need, searching for information, evaluating available alternatives, and determining the product to purchase. In the skincare context, consumers may consider information obtained from social media promotion, reviews and recommendations through E-WOM, Brand Image, and perceived product quality before deciding to purchase Glad2Glow. Based on Marketing Management Theory, these marketing-related factors can jointly influence the consumer's evaluation process and final purchasing decision. Therefore, the simultaneous hypothesis is proposed: H5: Social media promotion, E-WOM, Brand Image, and product quality simultaneously have a significant effect on purchasing decisions for Glad2Glow skincare products among consumers in Madiun.

B. METHOD

This study used a quantitative approach with a survey method. The population consisted of consumers in Madiun City who had purchased or used Glad2Glow skincare products. The sample was determined using the Lemeshow formula, resulting in 385 respondents, and was selected through purposive sampling based on the criteria that respondents were residents of Madiun City and had purchased or used Glad2Glow skincare products. Data were collected through an online questionnaire using a four-point Likert scale and analyzed using SPSS 25.

The analysis included validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2).

C. RESULTS AND DISCUSSIONS

Classical Assumption Test

Validity test

Table 1. Validity test Table

Variable Item	Calculated r-value (r-count)	Critical r-value (r-table)	Description
r-count > r-table			
X1_1	0,700	0,100	VALID
X1_2	0,500	0,100	VALID
X1_3	0,528	0,100	VALID
X1_4	0,520	0,100	VALID
X1_5	0,559	0,100	VALID
X1_6	0,420	0,100	VALID
X2_1	0,549	0,100	VALID
X2_2	0,462	0,100	VALID
X2_3	0,574	0,100	VALID
X2_4	0,487	0,100	VALID
X2_5	0,583	0,100	VALID
X2_6	0,427	0,100	VALID
X3_1	0,844	0,100	VALID
X3_2	0,832	0,100	VALID
X3_3	0,857	0,100	VALID
X3_4	0,860	0,100	VALID
X3_5	0,862	0,100	VALID
X3_6	0,848	0,100	VALID
X3_7	0,843	0,100	VALID
X3_8	0,842	0,100	VALID
X4_1	0,537	0,100	VALID
X4_2	0,422	0,100	VALID
X4_3	0,562	0,100	VALID
X4_4	0,566	0,100	VALID
X4_5	0,585	0,100	VALID
X4_6	0,555	0,100	VALID
X4_7	0,622	0,100	VALID
X4_8	0,458	0,100	VALID
X4_9	0,562	0,100	VALID
X4_10	0,617	0,100	VALID
X4_11	0,581	0,100	VALID
X4_12	0,485	0,100	VALID

X4_13	0,531	0,100	VALID
X4_14	0,488	0,100	VALID
Y1_1	0,629	0,100	VALID
Y1_2	0,459	0,100	VALID
Y1_3	0,603	0,100	VALID
Y1_4	0,518	0,100	VALID
Y1_5	0,479	0,100	VALID
Y1_6	0,568	0,100	VALID
Y1_7	0,599	0,100	VALID
Y1_8	0,464	0,100	VALID

Source: SPSS Output (Processed)

The test results indicate that all statement items have a significant correlation with the total score of their respective variables. Therefore, all statement items are considered valid and appropriate for use as research instruments in this study.

Reliability Test

Table 2. Reliability Test Table

Variable Item	Calculated Alpha Value	Cronbach Alpha	Description
Social Media (X ₁)	0,811	0,70	Reliable
Electronic Word of Mouth (E-WOM) (X ₂)	0,796	0,70	Reliable
Brand Image (X ₃)	0,864	0,70	Reliable
Product Quality (X ₄)	0,814	0,70	Reliable
Purchase Decision (Y)	0,864	0,70	Reliable

Source: SPSS Output (Processed)

Based on the reliability test results, all variables obtained Cronbach's Alpha values above 0.70. This indicates that the statement items demonstrate good internal consistency. Therefore, all research instruments are considered reliable and suitable for use in the subsequent analysis.

Hypothesis Testing

Multiple Linear Regression Test

Table 3. Multiple Linear Regression Test Table

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.617	.592		1.042	.298
Social Media (X ₁)	.364	.058	.268	6.246	.000

<i>Electronic Word of Mouth (E-WOM) (X₂)</i>	.126	.053	.092	2.359	.019
<i>Brand Image (X₃)</i>	.294	.050	.296	5.877	.000
<i>Product Quality (X₄)</i>	.176	.030	.308	5.801	.000

a. Dependent Variable: Purchase Decision (Y)

Source: SPSS Output (Processed)

The regression equation can be interpreted as follows. The constant (a) of 0.617 indicates that when Social Media Promotion (X₁), Electronic Word of Mouth (E-WOM) (X₂), Brand Image (X₃), and Product Quality (X₄) are held constant at zero, Purchasing Decisions (Y) have a value of 0.617. The regression coefficient for Social Media Promotion (b₁) is 0.364, indicating that a one-unit increase in Social Media Promotion increases Purchasing Decisions by 0.364 units, assuming the other variables remain constant. The E-WOM coefficient (b₂) of 0.126 indicates that a one-unit increase in E-WOM increases Purchasing Decisions by 0.126 units, *ceteris paribus*.

The Brand Image coefficient (b₃) of 0.294 indicates that a one-unit increase in Brand Image increases Purchasing Decisions by 0.294 units, assuming the other variables remain constant. Meanwhile, the Product Quality coefficient (b₄) of 0.176 indicates that a one-unit increase in Product Quality increases Purchasing Decisions by 0.176 units, with Social Media Promotion, E-WOM, and Brand Image held constant.

Table 4. Statistical Test t

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta		
1 (Constant)	.617	.592		1.042	.298
Social Media (X ₁)	.364	.058	.268	6.246	.000
<i>Electronic Word of Mouth (E-WOM) (X₂)</i>	.126	.053	.092	2.359	.019
<i>Brand Image (X₃)</i>	.294	.050	.296	5.877	.000
<i>Product Quality (X₄)</i>	.176	.030	.308	5.801	.000

a. Dependent Variable: Purchase Decision (Y)

Source: SPSS Output (Processed)

Social Media Promotion (X_1) obtained a t-value of $6.246 > t$ -table value of 1.966, with a significance value of $0.000 < 0.05$. This indicates that Social Media Promotion has a positive and significant effect on Purchasing Decisions. Therefore, H_0 is rejected and H_1 is accepted. This finding indicates that attractive, informative, and consistent promotional content on social media can increase consumer interest and confidence in purchasing Glad2Glow skincare products. This result is supported by Tanti Widiya et al. (2025), who found that social media promotion has a positive and significant effect on purchasing decisions for Glad2Glow skincare products. Similarly, Setiyadi et al. (2022) and Khairunisa et al. (2025) found that social media marketing or promotion positively and significantly influences purchasing decisions

Electronic Word of Mouth (E-WOM) (X_2) obtained a t-value of $2.359 > t$ -table value of 1.966, with a significance value of $0.019 < 0.05$. This indicates that E-WOM has a positive and significant effect on Purchasing Decisions. Therefore, H_0 is rejected and H_2 is accepted. This finding shows that reviews, recommendations, and experiences shared by other consumers through digital platforms can increase consumer trust and encourage purchasing decisions. This result is supported by Sholikhah and Marlina (2024), who found that E-WOM significantly affects purchasing decisions for Npure products on Shopee. Nurul Zakina (2024) also found that E-WOM has a positive and significant effect on purchasing decisions for Glad2Glow products on TikTok Shop.

Brand Image (X_3) obtained a t-value of $5.877 > t$ -table value of 1.966, with a significance value of $0.000 < 0.05$. This indicates that Brand Image has a positive and significant effect on Purchasing Decisions. Therefore, H_0 is rejected and H_3 is accepted. This result indicates that a positive, recognizable, and reputable brand image can increase consumer confidence and reduce doubts when choosing Glad2Glow skincare products. This finding is supported by Nurul Zakina and Nur Elfi Husda (2026), who found that Brand Image has a positive and significant effect on purchasing decisions for Glad2Glow products on TikTok Shop. Similarly, Ayuningtyas et al. (2025) found that Brand Image positively and significantly influences purchasing decisions among Glad2Glow consumers in Surakarta.

Product Quality (X_4) obtained a t-value of $5.801 > t$ -table value of 1.966, with a significance value of $0.000 < 0.05$. This indicates that Product Quality has a positive and

significant effect on Purchasing Decisions. Therefore, H_0 is rejected and H_4 is accepted. This finding shows that good product quality, safety, effectiveness, and suitability for consumer needs can increase consumer confidence in purchasing Glad2Glow skincare products. This result is supported by Rahmawati et al. (2025), who found that Product Quality has a positive effect on purchasing decisions for Azarine sunscreen products. Efendi and Aminah (2023) and Oktaviani et al. (2025) also found that Product Quality has a positive and significant effect on purchasing decisions for skincare products.

Table 5. Statistical Test f

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5165.645	4	1291.411	417.597	.000 ^b
	Residual	1175.144	380	3.092		
	Total	6340.790	384			

Source: SPSS Output (Processed)

Social Media Promotion (X_1), E-WOM (X_2), Brand Image (X_3), and Product Quality (X_4) simultaneously have a positive and significant effect on Purchasing Decisions (Y). This is indicated by the F-value of $417.597 > F$ -table value of 2.395, with a significance value of $0.000 < 0.05$. These results indicate that purchasing decisions are influenced by the combination of effective social media promotion, positive E-WOM, a strong brand image, and good product quality. This finding is supported by Setiyadi et al. (2022), who found that product quality, social media marketing, E-WOM, and promotion significantly influence purchasing decisions. Ayuningtyas et al. (2025) also found that social media marketing, product quality, and Brand Image have a positive and significant effect on purchasing decisions.

D. CONCLUSIONS

Based on the research findings, Social Media Promotion, Electronic Word of Mouth (E-WOM), Brand Image, and Product Quality significantly influence purchasing decisions for Glad2Glow skincare products among consumers in Madiun City, both individually and simultaneously. These findings indicate that effective digital promotion, positive consumer reviews and recommendations, a strong brand image, and good product quality are important factors in encouraging consumers to purchase Glad2Glow products. This study is limited to

Glad2Glow skincare consumers in Madiun City and uses a quantitative survey approach, so the findings may not be fully generalizable to consumers in other regions, brands, or market segments. In addition, the data were collected through self-reported questionnaires, which may be influenced by respondents' individual perceptions and experiences. Future research is therefore recommended to examine different locations and skincare brands, use larger and more diverse samples, and include other variables such as price, brand trust, influencer marketing, consumer satisfaction, and perceived value to provide a more comprehensive understanding of purchasing decisions in the skincare industry.

E. SUGGESTIONS

Based on the results of this study, future researchers are encouraged to conduct further research by developing the research model through the addition of other variables that may influence purchasing decisions, such as price, brand trust, influencer marketing, consumer satisfaction, or perceived value. Future studies may also use different research objects, skincare brands, platforms, and geographical locations to obtain broader and more generalizable findings. In addition, researchers may consider using a larger sample size and different research approaches or analytical methods to provide more comprehensive insights into consumer purchasing decisions in the skincare industry.

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