

THE INFLUENCE OF PRODUCT VARIETY, INFLUENCER MARKETING, E-WOM, AND BRAND IMAGE ON WARDAH LIP PRODUCT PURCHASE DECISIONS

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Abstract

This study aims to analyze the influence of product variety, influencer marketing, electronic word of mouth (e-WOM), and brand image on the purchase decisions of Wardah lip products among Generation Z in Madiun City. This study employed a quantitative approach using a survey method. The sample consisted of 384 respondents selected through purposive sampling. Data were collected using questionnaires and analyzed using Structural Equation Modeling-Partial Least Square (SEM-PLS) with the assistance of SmartPLS 4.0. The results indicate that product variety has a positive and significant effect on purchase decisions. Influencer marketing also has a positive and significant effect on purchase decisions. Electronic word of mouth has a positive and significant effect on purchase decisions. Brand image has a positive and significant effect on purchase decisions, with the strongest coefficient among the variables examined. Simultaneously, product variety, influencer marketing, electronic word of mouth, and brand image have a positive and significant effect on the purchase decisions of Wardah lip products among Generation Z in Madiun City. These findings indicate that consumer purchase decisions are influenced by a combination of product characteristics, digital marketing strategies, information from other consumers, and brand perceptions.

Keywords: Product Variety; Influencer Marketing; E-WOM; Brand Image; Purchase Decision.

A. INTRODUCTION

The growth of Indonesia's cosmetics industry has prompted companies to increasingly focus on shifts in consumer behavior while adapting their digital marketing strategies to the changing market landscape. Cosmetic products, particularly lip products, are available in various forms, including lipstick, lip cream, lip mousse, lip balm, and lip tint. This condition provides consumers with more alternatives when selecting products that suit their needs and preferences.

Meanwhile, the growing use of social media has simplified and accelerated consumers' access to information about various products (Muthiah & Mariah, 2025; Sholihatin et al., 2023).

Generation Z has emerged as a significant consumer segment within digital marketing, largely due to its strong engagement with technology, social media platforms, influencers, and diverse digital communication channels. Consequently, consumers' purchasing decisions are shaped not only by the attributes of a product but also by information shared on social media and the experiences conveyed by fellow consumers. Wardah lip products were chosen as the focus of this study due to the brand's diverse range of offerings and its active implementation of digital marketing strategies to engage and attract consumers (Anggraini & Ahmadi, 2024; Putri et al., 2025; Yulianita et al., 2024).

According to the Theory of Planned Behavior (TPB), an individual's behavioral intention and actions are shaped by three main components: attitudes, subjective norms, and perceived behavioral control. The theory serves as a conceptual framework for explaining how consumers behave when forming and making purchasing decisions. In the context of cosmetic purchases, consumers' evaluations of a product can shape their attitudes, while information from influencers and other consumers can become part of the social environment that influences purchase decisions.

The diversity of products available can be considered one of the factors that shapes consumers' purchasing decisions. Consumers have different needs and preferences regarding colors, types, textures, and product characteristics. A wider range of product options increases the likelihood that consumers will identify an offering that aligns with their specific needs and preferences. Previous studies have shown that product variety can have a positive effect on purchase decisions (Muthiah & Mariah, 2025; Sholihatin et al., 2023; Yulianita et al., 2024).

Beyond product diversity, influencer marketing has emerged as a significant element in the implementation of digital marketing strategies. Influencers can help companies deliver product information through promotional content, reviews, and usage experiences. Influencer credibility, content authenticity, and audience interaction may influence consumers' acceptance of product information. Findings from earlier studies indicate that influencer marketing can play a role in

shaping consumers' purchase decisions (Anggraini & Ahmadi, 2024; Yasinta & Nainggolan, 2023).

Electronic word-of-mouth (e-WOM) serves as another significant source of information that consumers may consider when making purchasing decisions. Reviews, recommendations, testimonials, and consumer experiences shared through digital platforms can become considerations before consumers purchase a product. Such information may increase consumer confidence when it is considered relevant and trustworthy (Abror & Sulton, 2025; Chandra Kusuma et al., 2022; Putri et al., 2025).

Brand image represents another key factor, reflecting the perceptions and beliefs that consumers associate with a particular brand. Wardah has been recognized as a cosmetic brand associated with halal products, safety, quality, and affordability. Such perceptions may become a basis for consumers when selecting cosmetic products (Chandra Kusuma et al., 2022; Riska Maharani et al., 2024; Yulianita et al., 2024).

Previous studies have demonstrated relationships between several of these variables and purchase decisions. Anggraini & Ahmadi (2024) the study highlighted the significant role of influencer marketing in shaping Generation Z's purchasing decisions for beauty products. Chandra Kusuma et al. (2022) found that brand image and electronic word of mouth are associated with purchase decisions. Yasinta & Nainggolan (2023) demonstrated that influencer marketing affects purchase decisions. Yulianita et al. (2024) The findings also indicated that brand image, product diversity, and electronic word-of-mouth (e-WOM) contribute to consumers' decisions to purchase Wardah cosmetic products. In addition, Sulaksono et al. (2022) found that brand image, E-WOM, product quality, and price are related to purchase decisions, while Sholihatin et al. (2023) demonstrated the relevance of product variety in consumer purchase decisions.

Building on the aforementioned background, this study examines four key factors, namely product variety, influencer marketing, electronic word-of-mouth (e-WOM), and brand image, in relation to the purchase decisions of Wardah lip products among Generation Z consumers in

Madiun City. The study seeks to provide empirical evidence on the effects of each variable individually, as well as their combined influence on consumers' purchase decisions.

Based on the research objectives, the following hypotheses are proposed:

H1: Product variety has a positive effect on the purchase decisions of Wardah lip products.

H2: Influencer marketing has a positive effect on the purchase decisions of Wardah lip products.

H3: Electronic word of mouth has a positive effect on the purchase decisions of Wardah lip products.

H4: Brand image has a positive effect on the purchase decisions of Wardah lip products.

H5: Product variety, influencer marketing, electronic word of mouth, and brand image simultaneously have a positive effect on the purchase decisions of Wardah lip products.

B. METHOD

A quantitative research design was adopted in this study, with data collected through a survey. Primary data were gathered by administering questionnaires to Generation Z consumers in Madiun City who had experience using Wardah lip products. Respondents were selected through purposive sampling, resulting in a total sample of 384 participants.

The study examined five variables: product variety (X1), influencer marketing (X2), electronic word-of-mouth (X3), brand image (X4), and purchase decision (Y). Data were measured using a five-point Likert scale, with response options ranging from strongly disagree to strongly agree.

The study utilized a quantitative survey design, with primary data collected through questionnaires administered to Generation Z consumers in Madiun City who use Wardah lip products. Respondents were selected using a purposive sampling technique, resulting in a total sample of 384 participants.

Five variables were examined in this study, comprising product variety (X1), influencer marketing (X2), electronic word-of-mouth (X3), brand image (X4), and purchase decision (Y).

Responses were measured using a five-point Likert scale, extending from “strongly disagree” to “strongly agree.”

This study adopted a quantitative survey approach, with primary data collected through questionnaires distributed to Generation Z consumers in Madiun City who use Wardah lip products. The respondents were selected using purposive sampling, resulting in a total of 384 participants.

The collected data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the support of SmartPLS version 4.0.9.5. The analysis comprised two stages: evaluation of the outer model and assessment of the inner model. The outer model was examined to determine the validity and reliability of the constructs, whereas the inner model was evaluated to assess the relationships among variables and the model’s explanatory power for the endogenous variable. Hypothesis testing was performed based on the path coefficients, t-statistics, and p-values. A hypothesis was considered supported when the t-statistic exceeded 1.96 and the p-value was below 0.05.

The research variables consisted of product variety (X1), influencer marketing (X2), electronic word of mouth (X3), brand image (X4), and purchase decision (Y). The research instrument used a five-point Likert scale, ranging from strongly disagree to strongly agree.

The data were analyzed using Structural Equation Modeling-Partial Least Square (SEM-PLS) with the assistance of SmartPLS 4.0.9.5. The analysis involved the evaluation of the outer model and inner model. The outer model was used to evaluate the validity and reliability of the constructs, while the inner model was used to examine the relationships between variables and the model's ability to explain the endogenous variable. Hypothesis testing was conducted by examining the path coefficient, t-statistic, and p-value. A hypothesis was accepted when the t-statistic was greater than 1.96 and the p-value was less than 0.05. This study employed a quantitative approach using a survey method. Primary data were obtained by distributing questionnaires to Wardah lip product users who belonged to Generation Z in Madiun City. The sampling technique used was purposive sampling, with a total of 384 respondents.

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A quantitative survey design was applied in this study, with primary data gathered through questionnaires administered to Generation Z consumers in Madiun City who use Wardah lip products. Participants were selected through purposive sampling, yielding a total of 384 respondents.

For data analysis, Structural Equation Modeling-Partial Least Squares (SEM-PLS) was utilized with SmartPLS version 4.0.9.5. The analytical procedure included the assessment of both the outer and inner models. The outer model was evaluated to establish the validity and reliability of the measurement constructs, whereas the inner model was assessed to determine the relationships among the variables and the extent to which the model explains the endogenous

variable. The hypotheses were tested based on path coefficients, t-statistics, and p-values. A hypothesis was regarded as accepted when the t-statistic was above 1.96 and the p-value was below 0.05.

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The data were analyzed using Structural Equation Modeling-Partial Least Square (SEM-PLS) with the assistance of SmartPLS 4.0.9.5. The analysis involved the evaluation of the outer model and inner model. The outer model was used to evaluate the validity and reliability of the constructs, while the inner model was used to examine the relationships between variables and the model's ability to explain the endogenous variable. Hypothesis testing was conducted by examining the path coefficient, t-statistic, and p-value. A hypothesis was accepted when the t-statistic was greater than 1.96 and the p-value was less than 0.05. This study employed a quantitative approach using a survey method. Primary data were obtained by distributing questionnaires to Wardah lip product users who belonged to Generation Z in Madiun City. The sampling technique used was purposive sampling, with a total of 384 respondents.

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This research adopted a quantitative survey method, using primary data collected from questionnaires distributed to Generation Z consumers in Madiun City who use Wardah lip products. A purposive sampling technique was applied, resulting in 384 respondents.

The collected data were processed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) through SmartPLS version 4.0.9.5. The analytical procedure covered the evaluation of the outer and inner models. The outer model assessment focused on determining construct validity and reliability, while the inner model assessment examined the relationships among the research variables and the model's explanatory ability for the endogenous variable.

Hypothesis testing was performed using path coefficients, t-statistics, and p-values. The hypothesis was considered accepted if the t-statistic exceeded 1.96 and the p-value was below 0.05.

The study incorporated five research variables: product variety (X1), influencer marketing (X2), electronic word-of-mouth (X3), brand image (X4), and purchase decision (Y). Data were collected using a five-point Likert scale, with response categories ranging from “strongly disagree” to “strongly agree.”

The collected data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the aid of SmartPLS version 4.0.9.5. The analytical procedure comprised the assessment of the outer and inner models. The outer model was evaluated to assess the validity and reliability of the constructs, whereas the inner model was examined to determine the relationships among the research variables and the model’s explanatory power for the endogenous variable. Hypothesis testing was conducted based on the path coefficients, t-statistics, and p-values. A hypothesis was considered supported when the t-statistic exceeded 1.96 and the p-value was below 0.05.

C. RESULTS AND DISCUSSIONS

Respondent Characteristics

The study involved 384 respondents. Based on age, the largest group consisted of respondents aged 22–25 years, accounting for 53.9%. Based on domicile, respondents from Taman District accounted for 148 respondents or 38.5%, Kartoharjo District accounted for 130 respondents or 33.9%, and Manguharjo District accounted for 106 respondents or 27.6%. This composition indicates that the study was dominated by Generation Z consumers aged 22–25 years. This characteristic is relevant to the research object because this age group is closely associated with beauty trends and digital media use.

Outer Model Evaluation

The outer loading results indicate that the indicators of the research variables met the validity criteria. The outer loading values for product variety ranged from 0.778–0.853, influencer

marketing from 0.735–0.791, electronic word of mouth from 0.970–0.985, brand image from 0.731–0.867, while the purchase decision indicators were above 0.70.

The reliability test also showed that all constructs had Cronbach's Alpha and Composite Reliability values above 0.70. Product variety had Cronbach's Alpha of 0.824 and Composite Reliability of 0.883. Influencer marketing had values of 0.763 and 0.849. Electronic word of mouth had values of 0.978 and 0.985. Brand image had values of 0.911 and 0.929, while purchase decision had values of 0.781 and 0.850. Therefore, the research instrument was considered reliable.

Inner Model Evaluation

The results indicate that the model has the ability to explain purchase decisions. The R-Square value reported in Table 4.9 of the thesis is 0.573. This value indicates that product variety, influencer marketing, electronic word of mouth, and brand image jointly explain 57.3% of the variance in purchase decisions, while the remaining variance is explained by other factors outside the research model. Verification note before submission: Table 4.11 of the thesis reports an R-Square value of 0.561. Because the thesis contains different R-Square values in different sections, this value should be verified against the original SmartPLS output before the article is submitted.

The Goodness of Fit results reported in the study include an SRMR value of 0.077, an NFI value of 0.678, and a Q-Square value of 0.544. A Q-Square value greater than zero indicates the predictive relevance of the model for the purchase decision variable.

Hypothesis Testing

Table 1. Hypothesis Testing Results

Hypothesis	Relationship	Original Sample	T-Statistic	P-Value	Decision
H1	Product Variety → Purchase Decision	0.157	3.121	0,002	Accepted
H2	Influencer Marketing → Purchase Decision	0.193	2,826	0,000	Accepted
H3	E-WOM → Purchase Decision	0.143	2,826	0,005	Accepted
H4	Brand Image → Purchase Decision	0.456	10,118	0,000	Accepted

Source: Processed data (2026).

1. The Effect of Product Variety on Purchase Decisions

The results show that product variety has a positive and significant effect on purchase decisions, with an original sample value of 0.157, a t-statistic of 3.121, and a p-value of 0.002.

These results indicate that better product variety increases consumers' tendency to make a purchase.

For Generation Z consumers, the availability of various colors, types, and textures of lip products provides alternatives that can be adjusted to individual needs and usage styles. Consumers do not merely consider the existence of a brand but also its ability to provide choices that match their preferences. This finding is consistent with Muthiah and Mariah (2025), Sholihatin et al. (2023), and Yulianita et al. (2024), who found that product variety has a positive effect on purchase decisions.

2. The Effect of Influencer Marketing on Purchase Decisions

Influencer marketing was found to have a positive and significant effect on purchase decisions. The original sample value of 0.193, t-statistic of 4.760, and p-value of 0.000 indicate that influencer-based marketing activities can increase consumers' tendency to purchase products.

Promotional content and product reviews presented by influencers can help consumers obtain product information in an engaging and accessible manner. For Generation Z, which actively uses social media, influencer content can serve as an important source of information before making a purchase decision. This finding is consistent with Anggraini and Ahmadi (2024) and Yasinta and Nainggolan (2023), which demonstrate the influence of influencer marketing on purchase decisions.

3. The Effect of Electronic Word of Mouth on Purchase Decisions

The findings demonstrate that electronic word-of-mouth (e-WOM) exerts a positive and statistically significant influence on purchase decisions, as indicated by an original sample coefficient of 0.143, a t-statistic of 2.826, and a p-value of 0.005. This finding suggests that information and opinions conveyed by other consumers through digital platforms can contribute to shaping consumers' purchasing decisions.

Reviews, testimonials, and product-use experiences can provide additional considerations when consumers evaluate a product. Information from other consumers offers insights into actual usage experiences that may not always be obtained from company marketing communications.

This finding is consistent with Kusuma et al. (2022), Putri et al. (2025), and Yulianita et al. (2024), which demonstrate that e-WOM has a positive effect on purchase decisions.

4. The Effect of Brand Image on Purchase Decisions

The results reveal that brand image has a positive and statistically significant impact on purchase decisions, as reflected by an original sample coefficient of 0.456, a t-statistic of 10.118, and a p-value of 0.000. Among all variables examined, brand image demonstrates the highest path coefficient, indicating that it represents the most influential factor within the proposed research model.

Wardah's image as a cosmetic brand associated with halal products, safety, quality, and affordability can strengthen consumer trust. A favorable perception of a brand can strengthen consumers' trust in the products it offers. Consequently, consumers may be more inclined to select the brand's products when making purchasing decisions.

This finding is consistent with Kusuma et al. (2022), Sulaksono et al. (2022), and Riska Maharani et al. (2024), which demonstrate that brand image has a positive and significant effect on purchase decisions.

5. The Simultaneous Effect of Product Variety, Influencer Marketing, E-WOM, and Brand Image

The findings indicate that product variety, influencer marketing, electronic word-of-mouth (e-WOM), and brand image collectively exert a positive and significant influence on the purchase decisions of Wardah lip products among Generation Z consumers in Madiun City.

These findings indicate that purchase decisions are not shaped by a single factor. Consumers consider the diversity of product choices, obtain information through influencers, examine other consumers' experiences through digital media, and evaluate their perceptions of the brand. The combination of these factors forms the consumer decision-making process before a purchase is made. This finding is consistent with Sulaksono et al. (2022), Yasinta and Nainggolan (2023), and Yulianita et al. (2024), which demonstrate that combinations of marketing factors can influence purchase decisions.

D. CONCLUSIONS

This study demonstrates that product variety, influencer marketing, electronic word of mouth, and brand image play important roles in the purchase decisions of Wardah lip products among Generation Z in Madiun City. Product variety provides choices that correspond to consumer needs, influencer marketing facilitates product information through digital media, e-WOM provides information based on other consumers' experiences, while brand image builds perceptions and trust toward the product. Among the factors examined, brand image demonstrates the strongest influence. Overall, purchase decisions are formed through a combination of product characteristics, digital marketing communication, consumer information, and brand perceptions.

E. SUGGESTIONS

Wardah is advised to maintain product quality and continue developing product variety in accordance with beauty trends and the preferences of Generation Z consumers. Influencer marketing and social media communication strategies should also be developed consistently by selecting influencers who possess credibility and relevance to the target consumers. In addition, the company should maintain product quality to encourage positive consumer reviews and strengthen its brand image.

For consumers, purchase decisions should not be based solely on trends or promotional activities but should also consider product quality, safety, personal needs, and product suitability. Future research may incorporate additional variables such as price, lifestyle, or consumer loyalty and expand the research area to obtain a more comprehensive understanding of the factors influencing purchase decisions.

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