



The influence of social media marketing, brand image, and influencer endorsement towards purchase decisions of skintific skincare products on tiktok shop with trust as the mediator (study on generation Z consumers)

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ABSTRACT

Marketing through social media in recent years has been very widely used, ranging from skincare, fashion, and others, all the items we are looking for are very easy to find on social media with very broad access to e-commerce platforms. This study aims to determine the effect of social media marketing variables in selling skincare skintific products, then the brand image of skincare skintific products, and also the influence of Tasya Farasya's influencer endorsement in marketing these products through Tiktok with the Tiktok Shop feature, with the trust variable as an intervening variable. This study involved 263 people from various regions in Indonesia who were collected online using purposive sampling techniques through online questionnaires. The population of this study is Gen Z aged 17-25 years. The test tool to see the relationship between the independent variables and the dependent variable uses Structural Equation Modeling (SEM) with AMOS 24. The results of this study indicate that social media marketing, brand image, and influencer endorsement have a positive and significant effect on purchasing decisions. Trust has a positive and significant effect on purchasing decisions and significantly mediates social media marketing, brand image, and influencer endorsement on purchasing decisions.

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INTRODUCTION

The well-known global social media application for sharing videos, namely TikTok, continues to experience significant growth in the number of active users every month. Based on data presented by Business of Apps, in the second quarter of 2022, TikTok managed to reach 1.46 billion monthly active users worldwide. This shows an increase of 62.52% when compared with data from a similar period in 2020. Data shows that around 564 million people used TikTok every month in the second

quarter of 2021. In an astonishing comparison with five years ago, the number of monthly active users of This application, developed by ByteDance, has improved very rapidly. From a trend perspective, since the outbreak of the epidemic in 2020, the number of monthly active users of TikTok globally has grown rapidly.

As time goes by more and more people are becoming aware of the value of caring for their skin. As a result, in-person and online sales of skin care products can skyrocket. According to data from (Kompas.id, 2023) Skintific, a skincare company that started introducing its products at the end of 2021, only needed a little time to rise to the top and occupy the top ranking among the most well-known brands in the country. The fact that this skincare product received seven important prizes in one year shows how well it has captured the hearts of the nation's skincare enthusiasts. Of the various awards given by Female Daily, Sociolla, Beautyhaul, and TikTok Live Awards 2022, "Best Moisturizer" is one of the awards given. Skintific, a manufacturer of eye care products, also received the "Best Eye Care" award at the Sociolla Awards for their product, 360o Crystal Massager Lifting Eye Cream. That same year, the Sociolla & TikTok Live Awards also recognized Skintific as the "Best New Brand of 2022." Apart from that, Skintific is known for its innovative products that have gone viral, including the 5x Ceramide Moisturizer, as well as the launch of new products such as Mugwort Acne Clay Bar and Truffle Biome Skin Renewal Moisturizer. With these items, Skintific has become the number one beauty category on almost all Indonesian e-commerce sites, including Shopee and Tokopedia. In fact, in 2022, this product will have the highest sales on TikTok. (Compas.co.id, 2022) Monitoring the competition in the face mask category from 16 to 31 December 2022. As a result, SKINTIFIC Indonesia achieved the highest sales volume market share of 40.9%. The total income earned exceeded IDR 5 billion! This number surpasses 2nd place Eileen Grace (11.6% market share) and 3rd place Bioaqua (3.4% market share).

These high sales cannot be separated from the widespread use of social media marketing by Indonesian brands. In this research, Influencer Tasya Farasya is one of the influencers who influences a lot of consumers, especially in Brand Skintific. Tasya Farasya has a significant impact on how people perceive certain brands and goods. Skintific can take advantage of this strength to increase consumer confidence in its products with support from Tasya Farasya. Currently, Gen Z is a generation that is very interested in using TikTok because this application provides a space for those who want to express their emotions. Therefore, brands and business people must maximize opportunities to attract Gen Z buying interest (Araujo, 2022). This could be a big opportunity for the current generation, the dominant generation is Generation Z (Guarda, 2021). Apart from social media marketing and brand image, the influence of influencers is also quite high in sales.

Social media marketing strategy, according to (Herman et al., 2018) is an effort to produce text, image, and video materials that are shared (uploaded) and encourage social media users to participate and share on those platforms. Product sales are greatly influenced by the influence of social media marketing on customer engagement on social media (Liu et al., 2021). Content marketing also entails producing and sharing content that is informative, entertaining, distinctive, timely, and consistent (Safitri & Barkah, nd). Using social media platforms to advertise products with a more focused emphasis is known as social media marketing, to expand market coverage for online businesses (Lim & Rasul, 2022). To achieve communication goals, social media marketing utilizes the cultural context of online social groups including social networks, virtual environments, social news portals, as well as platforms for sharing social views. (Narottama & Moniaga, 2022) Social media also has the advantage of being easy to use. We believe that if consumers enjoy searching for a luxury fashion brand on social media if they can learn more about the brand's products or interact with other consumers, and if their experience with the brand is positive, then a social media marketing campaign can build brand equity effectively (Zollo et al., 2020).

With brands, consumers can differentiate between similar products and thus see how the brand influences consumer evaluations and the product's brand image. At first, brands were just

differentiators of one product from other products, but now brands are experiencing developments that have an impact on the company's image. According to Damayanti et al. (2021), a good image can increase the value of a product or service thereby increasing consumer purchasing intentions. In addition, consumer perceptions of a strong brand image can influence sales. Positive brand perception of a product will increase the possibility of the product being purchased (Roshan & Sudiksa, 2019).

To introduce the brand image, quite a few companies use promotions through artists, celebrities, or what are usually called influencers, these people are quite influential in a social media network and can promote the company's products or are usually known as endorsed influencers. An influencer is an individual who enjoys public recognition outside of social media and is leveraged by brands for their large follower base (Campbell & Farrell, 2020). Influencers are those who have gained fame and success, especially in entertainment fields, such as films, music, and sports (Ki et al., 2020). The use of recommendations from influencers to promote products is increasingly popular with audiences because influencers often share interesting content about their daily lives, and this makes interacting with their followers easier (Rayasam & Khattri, 2022). (Weinlich & Semerádová, 2022) describes influencers as outside individuals who see an opportunity to turn their interest in social media into the production of social impact content. For this reason, the role of influencers is very important in product marketing.

This research is important because it aims to examine how social media marketing, influencer endorsement and brand image influence the purchase of Skintific skincare on TikTok. The identification of trust as a mediator also helps understand the factors that influence purchase decisions, especially among Gen Z consumers. In the face of an onslaught of diverse skincare products, skincare companies need to improve their strategies in the digital age. This aims to attract attention and build consumer trust. Companies must be able to adapt to the times and meet the increasingly diverse skincare needs.

Most of the previous research in the skincare field focused more on the product quality of the brands they studied, and much of the research was conducted on other platforms such as Shopee, which is a large e-commerce site. Although Skintific has achieved quite large sales, it only covers a few products, such as Moisturizers. However, overall sales of other brand products such as Somehinc and Avoskin are still the largest sales of all products. As explained above, previous research was mostly carried out on other e-commerce, and research on skintific products on TikTok Shop is still relatively small. This research is expected to provide a different perspective on the influence of social media marketing, brand image, and influencer endorsement on consumer purchasing decisions with trust in the product as a mediator.

RESEARCH METHOD

Social Media Marketing and Purchasing Decisions

With the increasing number of social media users, digital marketing has adapted by creating social media marketing (SMM) strategies through social media platforms in response to the growing social media user base. To develop a target market for an online business, social media is used in a marketing strategy known as social media marketing (Pebrianti et al., 2020). Social media marketing According to (Dwivedi et al., 2021) is the use of social media channels, technology, and software to encourage communication, information sharing, and offers that benefit various parties within an organization. Companies can achieve their marketing goals by using social media and digital marketing at relatively low costs (Masuda et al., 2022). Visitors to an e-commerce website or service can be attracted by engaging, high-quality content, (Subriadi & Baturahmah, 2021). Our daily lives now cannot be separated from social media (T. Fernandes et al., 2022).

Consumer purchasing decisions are influenced by The interaction between reviewers' facial expressions and the content of online reviews influences consumer intentions to purchase products (S. Fernandes et al., 2022). (Tsai et al., 2020) define purchasing decisions as a consumer's tendency to buy a particular product. (Fern Yeo et al., 2022) noted that consumers often refer to two types of value in making purchasing decisions, namely perceived acquisition value and perceived transactional value. According to the findings of Angkie & and Tanoto (2019), social media marketing has a positive and important impact on purchasing decisions.

Brand Image and Purchase Decisions

Brand image is a picture or impression formed in consumers' memories regarding a brand (Harda et al., 2022). Brand image can influence online purchases. Purchase intention increases proportionally to the profitability of the brand image (Muhammad Harda Dimas Firmanza1, 2022). The essence of the brand image concept is an explanation of some relationships and beliefs that consumers have towards a particular brand.

Purchasing decision indicators include the extent to which customers feel confident about the product, whether they have a habit of purchasing the product, whether they recommend it to others, and whether they make repeat purchases. (Noviandini & Yasa, 2021) Studies (Agmeka et al., 2019) Show that brand image has a positive and important influence on purchasing decisions.

Influencer Endorsements and Purchase Decisions

Businesses all over the world are now utilizing social media influencer marketing as a tool valuable marketing to promote their brand (Rayasam & Khattri, 2022). One salient aspect of management's impression of influencer endorsements is the consumer's inference of the endorser's motives (Aw & Chuah, 2021). (Crisafulli et al., 2022) have researched the impact of social media influencers on brand perception, individual identity, and intention to purchase. The use of influencers has become an economically efficient means for companies with limited budgets to reach a wide audience (Putri & Patria, 2018). The theory is that when selected celebrities and influencers are seen as role models, the public will be more likely to trust them and be persuaded to support their recommendations. (Yaacob et al., 2021). Building strong and lasting relationships with their followers is of utmost importance. An influencer's main goal is to create a successful community (Belanche et al., 2021).

According to (Gunawan, nd), the purchase decision is the stage where consumers evaluate their preference choices towards the brand they want. The choices made by buyers in this context are strictly related to elements such as the product or service they choose, the size of the purchase, the location of the purchase, the time of purchase, and the payment method they use. (Staniewski & Awruk, 2022) The results of their research indicate that support provided by influencers has a positive and significant impact on purchasing decisions.

Trust and Purchase Decisions

Confidence or trust is a fundamental factor that influences consumer behavior in transactions via the Internet (Setyoparwati, 2019). Research in the online shopping domain shows that online trust is effective in reducing risk perceptions (Jadil et al., 2022). Trust in a brand refers to consumers' belief that the brand can be trusted and holds responsibility for consumer welfare, which then influences consumers' choices or preferences (Kumar et al., 2021). In conclusion, trust is a person's willingness to trust the actions of others, which generates hope for that individual (Noviandini & Yasa, 2021) Trust represents confidence in another party, trust can reduce unnecessary behavior and costs in the process of collaborating and forming a network of relationships (Yeon et al., 2019).

According to (Rybackowska et al., 2020) The purchasing decision stage is when consumers evaluate the most preferred brand options. Purchasing decisions are deliberate actions and are

based on considered preferences when consumers consciously choose from a variety of available alternatives (Staniewski & Awruk, 2022). (Hanaysha, 2022) confirms that trust has a positive effect on purchasing decisions.

Based on the description above, the following research framework can be built:

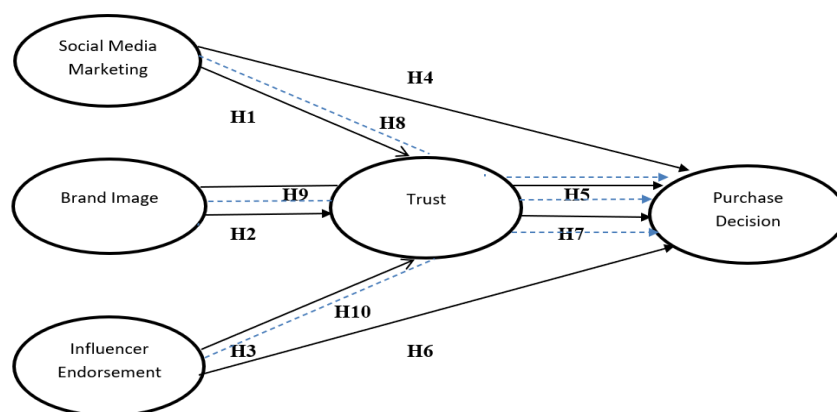


Figure 1. Research Framework

The research hypothesis proposed by the researcher is as follows:

- H1: Social Media Marketing has a positive and significant effect on SKINTIFIC consumer trusts
- H2: Brand Image has a positive and significant effect on SKINTIFIC consumer trust
- H3: Influencer Endorsement has a positive and significant effect on SKINTIFIC consumer trust
- H4: Social Media Marketing has a positive and significant effect on SKINTIFIC consumers' purchasing decisions
- H5: Brand Image has a positive and significant effect on SKINTIFIC consumers' purchasing decisions
- H6: Influencer Endorsement has a positive and significant effect on SKINTIFIC consumers' purchasing decisions
- H7: Trust has a positive and significant effect on SKINTIFIC consumers' purchasing decisions
- H8: Social Media Marketing has a positive and significant effect on purchasing decisions with the Trust variable as a mediating variable
- H9: Brand Image has a positive and significant effect on Purchasing Decisions with the Trust variable as a mediating variable
- H10: Influencer Endorsement has a positive and significant effect on Purchasing Decisions with the Trust variable as a mediating variable

In this research, causal research is the model used. This research uses a questionnaire that is distributed to respondents who are deemed to meet predetermined criteria. The questionnaire uses a Likert scale of 1 to 5 with categories: Strongly agree with a score of 5; Agree has a score of 4; Disagree has a score of 3; Disagree has a score of 2; Strongly disagree with a score of 1.

Based on the research construct built from the theoretical studies submitted, Four items for Social Media Marketing in this study refer to previous research by (Imran Khan, 2022). Brand Image, three items refer to (Fanni Agmeka, Ruhmaya Nida Wathoni, Adhi Setyo Santoso, 2019). Influencer Endorsement, four items refer to (Afandi, Jimmy Prawira Samudra, Sherley, Veren, Wisely Liang 2021). Trust, four items refer to (Afandi, Jimmy Prawira Samudra, Sherley, Veren, Wisely Liang 2021) Hisashi Masuda, Spring H. Han, Jungwoo Lee (2022). Purchase Decision, three items refer to Sook Fern Yeo, Cheng Ling Tan, Ajay Kumar, Kim Hua Tan, Jee Kit Wong (2022).

The population that is the focus of this research is Generation Z individuals living in Indonesia. The total sample in this study consisted of 263 respondents. Data collection was carried out through the online distribution of questionnaires during the period from July to August. This research will use Structural Equation Modeling (SEM) with the AMOS 24 statistical tool to analyze and evaluate the measurement model and research the structural model that is being built. Approach The sampling technique used is the purposive sampling method, with the criteria for participants aged between 17 and 25 years, being active users of the Tiktok social media platform, and having visited the TikTok Shop Skintific account.

RESULTS AND DISCUSSIONS

Result

Respondent Characteristics

Respondent characteristics data is presented in Table 1, totaling 263 respondents. The data is dominated by age range 21-25 years (69.96%), women (74.14%), domiciled on Kalimantan Island (45.63%), bachelor degree education (45.25%), working as College Student (61.22%), and income IDR 2,000,000 - IDR 2,999,999 (26.24%).

Table 1. Characteristics of Respondents

Category	Items	F	%
Age	17-20 Years	79	30.04
	21-25 Years	184	69.96
Total		263	100
Gender	Man	68	25.86
	Woman	195	74.14
Total		263	100
Domicile	Kalimantan	120	45.63
	Java	89	33.84
	Sulawesi	5	1.90
	Sumatra	12	4.56
	Bali	37	14.07
Total		263	100
Education	Elementary School	0	0
	Middle/Junior High School	0	0
	Senior High School	115	43.72
	Diploma	26	9.89
	Bachelor degree	119	45.25
	Master (S2)	3	1.14
Total		263	100
Work	Student	5	1.90
	College Student	161	61.22
	Government employees	10	3.80
	Private employees	62	23.57
	Businessman	11	4.19
	TNI/Polri	5	1.90
	Other	9	3.42
Total		263	100
Income	< IDR 1,000,000	46	17.49
	IDR 1,000,000 - IDR 1,999,999	49	18.63
	IDR 2,000,000 - IDR 2,999,999	69	26.24
	IDR 3,000,000 - IDR 3,999,999	46	17.49
	> IDR 4,000,000	53	20.15
Total		263	100

Measurement Models

The results of the suitability, validity, and reliability tests are as follows:

Table 2. Goodness of Fit Index

Goodness of Fit Index	Cut off Value		Results
χ^2	Expected to be low	383.692	
Df		128	
χ^2 - Significance Probability	≥ 0.05	0.000	
CMIN/DF	≤ 3.00	2.998	Good fit
RMSEA	≤ 0.08	0.097	Bad fit
RMR	$< 0,05$	0.085	Bad fit
NFI	≥ 0.90	911	Good fit
IFI	≥ 0.90	939	Good fit
TLI	≥ 0.90	927	Good fit
CFI	≥ 0.90	939	Good fit

Based on the Goodness of Fit (GOF) measurement results in Table 2, it can be stated that the model suitability requirements are acceptable. Five measures indicated goodness of fit. If there are 3-4 measurements with a good level of suitability or above the cut-off value, the research model configuration can be declared adequate and accepted.

Table 3. Value of Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) in Overall Model Fit

	Items	SLF	CR	AVE
Social Media Marketing	Using TikTok social media is very fun.	0.868	0.955	0.753
	TikTok social media allows sharing of information with other people.	0.838		
	It's easy to give my opinion via TikTok social media.	0.884		
	Using social media TikTok is very popular.	0.881		
Brand Image	Skintific has a different image compared to other brands.	0.873	0.936	0.784
	Skintific has a clean image.	0.871		
	Skintific attracted my sympathy to buy this product.	0.913		
Influencer Endorsements	Influencer Tasya Farasya can be trusted when conveying the advantages of products.	0.851	0.950	0.752
	Influencer Tasya Farasya's attractive appearance is one strategy to attract consumer attention.	0.857		
	Influencer Tasya Farasya can attract attention to the products she endorses	0.862		
	I am more interested in product brands that are reviewed by experienced influencers.	0.898		
Trust	I believe this Skintific product is honest	0.951	0.963	0.862
	I consider Skintific Products to be trustworthy	0.909		
	I am sure that Skintific products are of good quality	0.941		
	I am sure that Skintific products can meet the quality that has been claimed	0.913		
Purchase Decision	I will buy Skintific products through the Tiktok Shop	0.853	0.935	0.679
	I will consider purchasing skintific products through Tiktok Shop	0.793		
	I plan to buy skintific products through Tiktok Shop	0.826		

Based on the data in Table 3, the results of validity and reliability testing show that the indicators used in the model built meet validity and reliability standards. The existing indicators have a standardized stress factor (SLF) value that exceeds 0.50, indicating that all the metrics used are valid and reliable in measuring the overall structure of the model. This is shown by the average variance extracted (AVE) value which obtained points above 0.50 and the Construct Reliability

(CR) Test score also exceeded 0.70, which indicates that all instruments can be considered as reliable and consistent tools in measuring the components in the model. has been built.

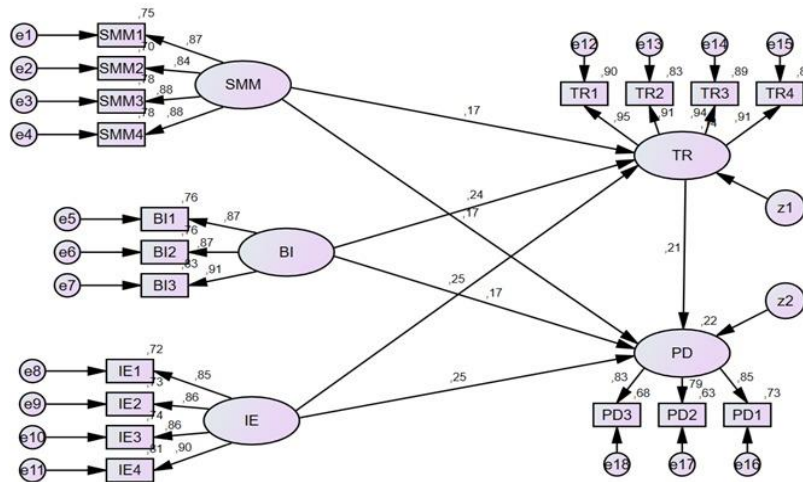


Figure 2. Full Model Structural Test

The results of testing the influence of the relationship between variables in the research configuration constructed in this research can be presented as follows

Table 4. Hypothesis Testing

Hypothesis	Track	Estimate	S.E	CR	P	Conclusion
H1	Trust <-- Social Media Marketing	0.253	0.097	2,612	0.009	Significant Positive
H2	Trust <-- Brand Image	0.281	0.079	3,574	***	Significant Positive
H3	Trust <-- Influencer Endorsement	0.330	0.088	3,730	***	Significant Positive
H4	Purchase Decision <-- Social Media Marketing	0.151	0.060	2,506	0.012	Significant Positive
H5	Purchase Decision <-- Brand Image	0.118	0.049	2,396	0.017	Significant Positive
H6	Purchase Decision <-- Influencer Endorsement	0.200	0.056	3,569	***	Significant Positive
H7	Purchase Decision <-- Trust	0.128	0.040	3,192	0.001	Significant Positive

Based on Table 4, it can be seen that the t-score for the influence of social media marketing on trust is 2.612, which exceeds the t-table value (1.96). In addition, the p-value is 0.009, smaller than the significance level $\alpha = 0.05$. These results are in accordance with the first hypothesis, which states that social media marketing has a positive and significant effect on trust. For the second hypothesis, the t-score for the influence of brand image on trust is 3.574, with the p-value marked with the three stars symbol being lower than $\alpha = 0.05$. This confirms that brand image has a positive and significant effect on trust. The third hypothesis also shows similar results, with the t-score for the influence of influencer endorsement on trust of 3.730 and the p-value marked with the three stars symbol smaller than $\alpha = 0.05$. This confirms that influencer endorsement has a positive and significant effect on trust. For the fourth hypothesis, the t-score for the influence of social media marketing on purchasing decisions is 2.506, with a p-value of 0.012, which is lower than $\alpha = 0.05$. This indicates that social media marketing has a positive and significant influence on purchasing decisions. Meanwhile, the fifth hypothesis shows that the t-score for the influence of brand image on purchasing decisions is 2.396, and the p-value is 0.017, which is smaller than $\alpha = 0.05$, confirming that brand image has a positive and significant effect on purchasing decisions. The sixth hypothesis also produces similar results, with the t-score for the influence of influencer

endorsement on purchasing decisions of 3.569, and the p-value marked with three stars is smaller than $\alpha = 0.05$, confirming that influencer endorsement has a positive and significant influence on purchasing decisions. Finally, the seventh hypothesis shows that the t-score for the influence of trust on purchasing decisions is 3.192, with a p-value of 0.001, which is smaller than $\alpha = 0.05$. This confirms that trust has a positive and significant effect on purchasing decisions.

To confirm the indirect effect of the influence of the inherent mediating variables, we present table 5 obtained from the results of the Sobel test

Table 5. Sobel Test - Significance of Mediation

	Sobel Test Statistics	Two-Tailed Probability
Social Media Marketing --> Trust --> Purchase Decision	2,021	0.043
Brand Image --> Trust --> Purchase Decision	2,378	0.017
Influencer Endorsement--> Trust --> Purchase Decision	2,434	0.014

Based on Table 5, Sobel test statistics are obtained with an H8 value of 2.021, H9 of 2.378, and H10 of 2.434, while the corresponding p-values are H8 of 0.043, H9 of 0.017, and H10 of 0.014. The statistical value of the Sobel test exceeds the t-table value of 1.96. Similarly, the p-value was found to be less than 0.05 ($\alpha = 0.05$). These results show that there is a significant indirect influence from social media marketing on purchase decisions through trust, brand image on purchase decisions through trust, and Influencer endorsement on purchase decisions through trust.

Discussions

The purpose of this study was to test the conceptual model of social media marketing, brand image, and influencer endorsement on purchasing decisions for skintific skincare products on tiktok shop with trust as mediation. The results of this study found that social media marketing has a significant positive influence on consumer decisions to buy Skintific skin care products (Eisenbeiss et al., 2023). Previous findings in research conducted by (Narayana & Rahanatha, 2020) also show that brand image has a positive and significant influence on consumer decisions in purchasing Skintific skin care products. In addition, influencer endorsement also has a significant effect on purchasing decisions, as found in research by (Prawira Samudra et al., 2021).

This study confirms that Generation Z considers the experience and appearance of influencers when making purchasing decisions, in line with previous findings by Amalia & Sagita (2019) and Susantio & Candraningrum (2019). The results of research conducted by (Prawira Samudra et al., 2021) reveal that the trust factor is also proven to have a positive and significant influence on consumer decisions in purchasing Skintific skin care products. This study also highlights the important role of the trust factor in connecting the indirect effects of social media marketing, brand image, and influencer endorsement on purchasing decisions. In other words, in terms of the influence of these factors on purchasing decisions, trust acts as a mediating variable.

CONCLUSION

The results of this research show that social media marketing, brand image, and influencer endorsement have a positive and significant effect on purchasing decisions with the trust variable as a mediator. As we know in the digital era, the TikTok Shop platform has become an effective platform for marketing skincare products. Gen Z tends to prefer product promotions via TikTok and other social media platforms compared to shopping in person. Marketing on TikTok certainly increases their buying interest in synthetic products so that purchasing decisions occur. Likewise, with the skintific brand image, a brand name that is maintained and well known by Gen Z and a high quality product image contribute to the decision to purchase skintific products. Collaboration with popular influencers on TikTok can provide huge benefits.

Gen Z often trusts recommendations from influencers they follow. It is important to ensure

that the selected influencer has a relevant audience and that the endorsement message matches Skintific's image and values. Likewise, trust plays a role as a mediator in the relationship between social media marketing, brand image, and influencer endorsement and purchasing decisions. This means that trust built through content and information conveyed by social media and influencers plays a key role in influencing Generation Z's purchasing decisions. This research may yield important insights that can help Skintific improve its marketing strategy on the TikTok Shop platform to get closer to Generation Z and maximize their skincare product purchasing decisions. This research may yield important insights that can help Skintific improve its marketing strategy on the TikTok Shop platform to get closer to Generation Z and maximize their skincare product purchasing decisions.

Business people, especially those who sell via e-commerce, need to continue to increase consumer trust. Where trust is a key factor in the consumer purchasing process. And also to maximize improving the Brand Image because when the brand is already known by the wider community it will be very easy to market the product in online and offline stores. For researchers, the results of this research will be a source of literature and comparative reference to develop deeper and more comprehensive research studies to contribute to the changing dynamics of digital marketing.

The contribution of this research is expected to provide a different perspective with a focus on the influence of social media marketing, brand image, and influencer endorsement on purchase decisions, with trust in the product as a mediator. The limitation of this study is that it only focuses on Generation Z with an age range of 17-25 years, so the results cannot be applied to age groups outside the age range. This research should be able to cover all age groups because skincare is not only limited to Generation Z.

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