

# **The Influence of *Content Marketing*, *Brand Image*, and E-WOM (*Electronic Word of Mouth*) on the Purchase Decision of Skintific Moisturizer (Case Study of Shopee App Users in Batam City)**

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## **Abstract**

This study aims to determine the influence of *Content Marketing*, *Brand Image*, and E-WOM (*Electronic Word of Mouth*) on the purchase decision of Skintific moisturizer in Batam City. This study uses a questionnaire distribution method using Google Forms to 100 respondents, specifically the people of Batam City who use the Shopee application. This study is a quantitative study. The sample size was determined using the Lemeshow formula. The data analysis techniques used in this study were Validity Test, Reliability Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Analysis, Determination Coefficient, t-test, and F-test. Data processing was performed using SPSS software.

**Keywords:** *Content Marketing*, *Brand Image*, E-WOM, and Purchase Decision

## **Introduction**

Rapid technological developments have propelled society into a digital era that is interconnected and dependent on the internet. This transformation has had a significant impact on various aspects of life, especially in marketing activities, information dissemination, and online sales transactions. This growth in digitalization has also increased the use of *e-commerce* platforms in Indonesia. According to data from [www.edot.id](http://www.edot.id), Shopee is the most popular *marketplace* in Indonesia with 235.9 million visitors in February 2024, making it one of the main channels for businesses to market their products, including beauty or *skincare* products.

One *skincare* brand that has experienced rapid growth is Skintific, a Canadian brand that entered the Indonesian market in 2021. Skintific is known for its active ingredient formulas, such as ceramides, which are formulated to improve skin structure and layers and are safe for use on various skin types, including sensitive skin. In a short period of time, Skintific has won various awards such as *Best Moisturizer Daily 2022*, *Best Eye Treatment Sociolla 2022*, and *Best Newcomer Brand 2022* (Rosfaputri, 2024). However, the highly competitive *skincare* market in Indonesia has prompted Skintific to continue optimizing its digital marketing strategy to remain the consumers' choice.

Data from [Compas.co.id](http://Compas.co.id) shows that Skintific ranked first in moisturizer sales on Shopee with a revenue of around IDR 18 billion, sales of more than 81 thousand units, and a market share of 22.8%. Information from CNN Indonesia (2023) also confirms that Skintific's digital strategy has made it one of the most dominant brands in the beauty category on various *e-commerce* platforms, including Shopee. This shows that Skintific's success is inseparable from the strength of its digital marketing strategy, strong brand image, and the influence of Electronic Word of Mouth (E-WOM).



**Figure 1. Top 5 Beauty Brands on Shopee Indonesia**  
Source: compass.co.id, 2025

*Brand image* is an important factor in shaping consumer perceptions and beliefs about a product. Previous studies have shown that *brand image* influences purchasing decisions (Kusumaradya et al., 2021; Salsabilla & Maskur, 2022; Sulistyawati et al., 2023), although there are differing results that state its influence is not significant (Octavia et al., 2023 in Adiba et al., 2025). On the other hand, E-WOM is also a factor that influences purchasing decisions, as it allows consumers to share their experiences and opinions about a product through digital platforms (Khoirunnisa et al., 2023; Sualang et al., 2023). The variation in research findings indicates that there is still room for further study.

The urgency of this research is also related to the consumption patterns of urban communities, particularly in Batam City, which is one of the largest industrial cities in Indonesia with high internet penetration and *e-commerce* activity. The people of Batam are known to be adaptive to beauty trends and actively purchase *skincare products* through digital platforms such as Shopee. These conditions indicate that Batam is a strategic area for examining the factors that influence *e-commerce-based skincare* purchasing decisions.

Based on this phenomenon, this study seeks to understand how digital marketing strategies play a role in encouraging consumers to purchase Skintific products, particularly moisturizers, through Shopee. This study specifically aims to analyze the influence of *Content Marketing*, *Brand Image*, and *Electronic Word of Mouth* (E-WOM) on the decision to purchase Skintific products among the people of Batam City. Thus, this study is expected to contribute both theoretically to the development of digital marketing science and practically to helping *skincare* companies formulate more effective marketing strategies amid increasingly fierce digital market competition.

## Theoretical Review

### a) *Content Marketing*

According to Kotler (2020), *content marketing* is the art of composing, motivating, and disseminating branded messages and dialogues with customers through various channels, including owned, earned, shared, or paid channels.

According to Yunita (2021), *content marketing* is a marketing process of business activities to produce and distribute valuable and relevant content in order to attract, acquire, and engage target consumers. *Content marketing* is a marketing strategy in which companies plan,

produce, and distribute content that is relevant to the products they market to potential customers in order to encourage them to become customers.

The findings of this study are in line with the research conducted by Chairina (2020), which shows that *content marketing* variables characterized by indicators such as relevance, accuracy, value, ease of understanding, ease of search, and consistency can significantly influence consumer purchasing interest.

### **Content Marketing Indicators**

1. Relevance
2. Accuracy
3. Value
4. Ease of Understanding
5. Easy to Find
6. Consistency

#### **b) Brand Image**

Harahap (2021) states that *Brand Image*, also referred to as "*Brand Image*," which is formed by customers' previous information and experiences with the brand, explains how consumers view the brand as a whole. Meanwhile, Supranto (2011) states that *Brand Image* reflects what consumers think and feel when they hear the brand name, which mostly comes from the knowledge that consumers already have about the brand.

The concept of *Brand Image*, often referred to as brand identity, encapsulates the essence of a product or service. A respectable reputation and unwavering trust are priceless assets. Therefore, it is crucial for every organization to develop effective product marketing strategies in order to win in the competition. Building *Brand Image* in the minds of consumers requires consistent efforts to ensure that the perception remains strong and profitable.

Research conducted by Auriel and Yosepha (2022) reveals that Brand Image and electronic word of mouth (e-WOM) have a significant and positive impact on consumer purchasing decisions. This conclusion is in line with the findings of Pratiwi et al. (2022), which show that Brand Image has a significant and positive impact on consumer purchasing decisions.

### **Brand Image Indicators**

1. *Strength*
2. *Uniqueness*
3. *Favorability*

#### **c) E-WOM (*Electronic Word of Mouth*)**

According to Purwaningdyah (2019), *electronic word of mouth* (e-WOM) is an effective promotional tool because it can convey individual or group experiences clearly and openly. According to Agatha, Tumbel, and Soepono (2019), *electronic word of mouth* (e-WOM) is any statement, whether favorable or unfavorable, made by existing or potential customers about a business or product and distributed online to the public or institutions. Consumers generally trust recommendations from relatives, friends, or colleagues more because of the high level of credibility in interpersonal relationships when discussing products they consume.

*Electronic Word of Mouth* (e-WOM) plays an important role in shaping consumer behavior through digital media. Factors such as the content of reviews, the number of reviews

available, and whether the reviews are positive or negative can influence consumers' perceptions and decisions in choosing a product or brand. E-WOM is a form of online social communication, where individuals exchange information about products and services, which can ultimately influence their intention to make online purchases (Priansa, 2022).

E-WOM in digital marketing strategies functions as a mechanism for disseminating information widely through the internet, which shapes consumer purchasing decisions through stimuli obtained from various online sources. E-WOM can produce both beneficial and detrimental results (Aurora & Arianto, 2023).

### **E-WOM Indicators**

1. Reading reviews of other consumers' products on the internet
2. Collecting information from consumer reviews via the internet
3. Conducting online consultations
4. Worrying about not reading online reviews before buying something
5. Increasing confidence after reading online reviews

### **d) Purchase Decision**

Purchase decisions are a process that involves a deep understanding of consumer needs and preferences for a product or service (Tua et al., 2022). This process goes through the stages of recognizing needs, searching for information, evaluating alternatives, making purchasing decisions, and post-purchase evaluation. In marketing, understanding this process is important because it helps companies design targeted strategies. Purchase decisions occur when consumers assess the available information and brand alternatives and then determine their final choice of product to purchase (Cesariana et al., 2022). Aspects of purchase decisions include product selection, brand, place of purchase, time, quantity purchased, and payment method (Khafidin, 2020). Purchase decision indicators include the decision to buy after obtaining information, selection based on brand preferences, suitability to personal needs, and the influence of recommendations from others (Rahmah & Supriyono, 2022).

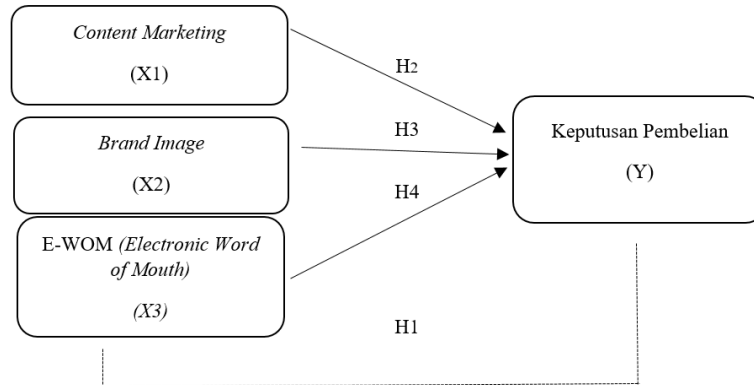
### **Purchase Decision Indicators**

1. Needs and desires for a product
2. Desire to try
3. Product quality stability
4. Repeat purchase decisions

### **Framework**

This study combines three independent variables and one dependent variable. The independent variables in this study include the Influence of Content Marketing, Brand Image, and E-WOM (Electronic Word of Mouth), while the dependent variable in this study is the purchase decision, which is the final result of the customer's thought process when they choose, buy, and use a product based on various influences, both internal and external.

The research framework is illustrated visually in the following diagram:



**Figure 2. Research Framework**

Source: data processed by the author, 2025

Description:

- > : Partial Effect
- - - - -> : Simultaneous Effect

**Hypothesis Development**

Suharsimi Arikunto, as cited in Hardani et al. (2020), articulates that hypotheses serve as temporary responses to research questions, the validity of which requires validation through systematic data collection and analysis. Based on the perspective articulated above, the author articulates the hypothesis for this study as follows:

H1: The decision to purchase Skintific Moisturizer is influenced by *content marketing*, *brand image*, and *electronic word of mouth* (E-WOM).

H2: The decision to purchase Skintific Moisturizer is influenced by *content marketing*.

H3: The decision to purchase Skintific Moisturizer is influenced by *brand image*.

H4: The decision to purchase Skintific Moisturizer is influenced by *electronic word of mouth* (e-WOM) on purchasing decisions.

**Research Method**

This study uses a quantitative approach, which is a research method based on positivism philosophy and focuses on collecting and analyzing numerical data to test hypotheses objectively. This approach was chosen because it is able to provide an empirical description of the relationship between the variables studied, namely *Content Marketing*, *Brand Image*, and *Electronic Word of Mouth* on the decision to purchase Skintific products on Shopee among the people of Batam City. Through structured research instruments in the form of questionnaires and statistical analysis, quantitative research enables a systematic, valid, and reliable measurement process, so that the research results can be generalized and used as a basis for scientific decision making (Priyanda et al., 2022).

The approach used in this study is *non-probability sampling*, which is a technique that does not give equal opportunity to each element or member of the population to be selected as part of the sample. The *purposive sampling* method is a specific approach that involves selecting samples based on criteria set by the researcher, with the aim of producing a representative sample. This study uses the following criteria:

- a. Respondents in this study were aged between 17 and 40 years old
- b. People residing in Batam City

In this case, sampling was carried out with an acceptable margin of error of 10%. This study uses the Lemeshow formula to ensure the appropriate sample size of respondents. According to Riyanto and Hermawan (2020:13-14), sample calculations using the Lemeshow formula approach can be used to calculate the sample size with a total population that is not known with certainty. The equation is presented as follows:

$$n = \frac{Z^2 \cdot P \cdot (1 - P)}{d^2}$$

Explanation:

n = Sample Size

Z = Z-score at 95% confidence = 1.96

p = Maximum estimate

d = Error rate

Using the above formula, the total sample size determined is:

$$n = \frac{1.96^2 \times 0.5 (1 - 0.5)}{(0.1^2)}$$

$$n = \frac{3.8416 \times 0.5 (0.5)}{(0.001)}$$

$$n = \frac{3.8416 \times 0.25}{0.001}$$

$$n = \frac{0.09604}{0.001}$$

n = 96.04 rounded to 100 respondents

## Results and Discussion

### Data Analysis Results

#### 1. Descriptive Statistics

**Table 1. Descriptive Respondents**

Characteristics	Category	Number	Percentage
Gender	Male	7	7
	Female	93	93
Total (Gender)		100	100
Age	17–20 Years	1	1
	20–25 years old	72	72
	25–30 years old	22	22
	30–40 years old	5	5
Total (Age)		100	100%

Highest Level of Education	High School/Vocational School	28	28
	D3	8	8
	D4	28	28
	Bachelor's Degree	36	36
	Master's Degree	0	0
	Doctorate	0	0
Total (Education)		10	100

Source: Data processed by the author, 2025

Based on Table 1. Descriptive respondents above, this study was dominated by women at 93% and men at 7%. This shows that the majority of *skincare* product users, especially Skintific moisturizer, are women, in line with the increasing awareness of women regarding skin care. Based on age, the 20–25 age group is dominant at 72%, followed by the 25–30 age group at 22%. This illustrates that *skincare* users mostly come from young adults who actively follow skincare trends. In terms of education, the majority of respondents have a bachelor's degree at 36%, followed by D4 and SMA/SMK at 28% each. These findings indicate that the majority of respondents have a good educational background, making them more informed and selective in choosing skincare products.

**Table 2. Descriptive Research Variables**

Variable	Number of Items	Min	Max	Mean	Std. Deviation	Description
<i>Content Marketing</i> (X1)	9	30	45	37.68	3,068	Good
<i>Brand Image</i> (X2)	6	18	29	24.28	2,234	Good
E-WOM (X3)	7	20	34	27.96	2,998	Good
Purchase Decision (Y)	5	13	25	19.59	3.032	Good

Source: Primary Data Processed with SPSS version 25, 2025

Based on the results of descriptive analysis of the research variables, an overview of respondents' responses regarding *Content Marketing*, *Brand Image*, *Electronic Word of Mouth* (E-WOM), and Purchase Decisions was obtained. The *Content Marketing* variable (X1), measured through 9 statement items, showed a minimum value of 30, a maximum of 45, a mean of 37.68, and a standard deviation of 3.068. The high average value indicates that respondents consider Skintific's content marketing strategy through the Shopee platform to be running well. Furthermore, the *Brand Image* variable (X2), consisting of 6 items, produced a minimum value of 18, a maximum of 29, a mean of 24.28, and a standard deviation of 2.234. These results illustrate that Skintific's brand image is viewed positively by consumers, where the brand is considered credible, trustworthy, and capable of conveying a sense of quality regarding its products in the eyes of Shopee users in Batam City.

The E-WOM variable (X3), consisting of 7 items, obtained a minimum value of 20, a maximum of 34, a mean of 27.96, and a standard deviation of 2.998. The high average value indicates that consumers often find and pay attention to positive reviews and recommendations related to Skintific products on the Shopee platform. Meanwhile, the Purchase Decision variable

(Y), measured with 5 items, showed a minimum value of 13, a maximum of 25, a mean of 19.59, and a standard deviation of 3.032. These results indicate that the purchase decision is in the high category, so it can be concluded that consumers tend to have a strong interest in purchasing Skintific products on Shopee after assessing the brand quality, content information, and recommendations from other consumers.

## 2. Validity Test

**Table 3. Validity Test**

Variable	Statement Item	r_calculated	r_table (n=100, $\alpha=0.05 = 0.2565$ )	Description
<i>Content Marketing (X1)</i>	X1.1	0.747	0.2565	Valid
	X1.2	0.780	0.2565	Valid
	X1.3	0.572	0.2565	Valid
	X1.4	0.661	0.2565	Valid
	X1.5	0.829	0.2565	Valid
	X1.6	0.831	0.2565	Valid
	X1.7	0.662	0.2565	Valid
	X1.8	0.821	0.2565	Valid
	X1.9	0.789	0.2565	Valid
<i>Brand Image (X2)</i>	X2.1	0.614	0.2565	Valid
	X2.2	0.807	0.2565	Valid
	X2.3	0.831	0.2565	Valid
	X2.4	0.841	0.2565	Valid
	X2.5	0.817	0.2565	Valid
	X2.6	0.649	0.2565	Valid
<i>Electronic Word of Mouth (X3)</i>	X3.1	0.560	0.2565	Valid
	X3.2	0.823	0.2565	Valid
	X3.3	0.839	0.2565	Valid
	X3.4	0.839	0.2565	Valid
	X3.5	0.850	0.2565	Valid
	X3.6	0.847	0.2565	Valid
	X3.7	0.783	0.2565	Valid
<i>Purchase Decision (Y)</i>	Y1.1	0.839	0.2565	Valid
	Y1.2	0.897	0.2565	Valid
	Y1.3	0.703	0.2565	Valid
	Y1.4	0.867	0.2565	Valid
	Y1.5	0.822	0.2565	Valid

Source: Primary Data Processed with SPSS version 25, 2025

Based on the validity test results for 33 statement items on the variables of *Content Marketing (X1)*, *Brand Image (X2)*, *Electronic Word of Mouth (X3)*, and *Purchase Decision (Y)*, it was found that all items had a calculated r value greater than the table r value of 0.195 (n = 100,  $\alpha = 0.05$ ). This indicates that each statement item in the questionnaire is valid and capable

of measuring the research variables well. Thus, the instrument used is suitable for proceeding to the next stage of analysis because it meets the validity criteria set.

### 3. Reliability Test

**Table 4. Reliability Test**

Variable	Cronbach's Alpha	Description
<i>Content Marketing</i> (X1)	0.692	Reliable
<i>Brand Image</i> (X2)	0.706	Reliable
E-WOM (X3)	0.757	Reliable
Purchase Decision (Y)	0.884	Reliable

Source: Primary Data Processed with SPSS version 25, 2025

The reliability test results for this research instrument show that all variables have a Cronbach's Alpha value greater than 0.60, namely *Content Marketing* at 0.692, *Brand Image* at 0.706, *Electronic Word of Mouth* at 0.757, and Purchase Decision at 0.884. Based on the criteria proposed by Ghazali (2021), a research instrument is considered reliable if the Cronbach's Alpha value exceeds 0.60. Thus, it can be concluded that all statement items in the questionnaire in this study have good internal consistency and are reliable for use in further testing. This also indicates that the research instrument is capable of providing stable and consistent results in measuring each research variable.

### Classical Assumption Test

#### 1. Normality Test

**Table 5. Normality Test Results (Kolmogorov–Smirnov Test)**

Variable	N	Mean	Std. Deviation	K-S	Asymp. Sig. (2-tailed)	Description
Unstandardized Residual	99	0.000000	2.35816239	0.077	0.163	Data is normally distributed

Source: Primary data processed using SPSS version 25, 2025

A normality test was conducted to ensure that the data in the regression model had a normal distribution, as a good regression model requires residual data to be normally distributed or close to normal (Ghozali, 2018). Based on the results of the One-Sample Kolmogorov–Smirnov test shown in Table 5, an Asymp. Sig. (2-tailed) value of 0.163 was obtained, which is greater than the significance level of 0.05. Thus, it can be concluded that the residual data in this study is normally distributed, so that the regression model is suitable for further analysis.

#### 2. Multicollinearity Test

**Table 6. Results of Multicollinearity Test**

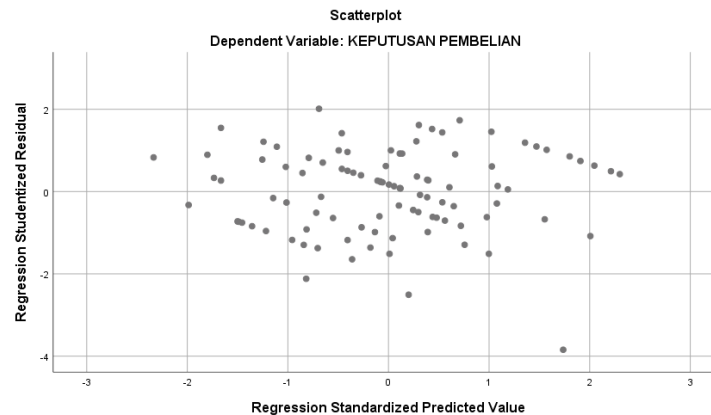
Variable	Tolerance	VIF	Description
<i>Content Marketing</i> (X1)	0.737	1.357	No multicollinearity

<i>Brand Image</i> (X2)	0.863	1.158	No multicollinearity
E-WOM (X3)	0.682	1.466	No multicollinearity occurred

Source: Primary data processed using SPSS version 25, 2025

The multicollinearity test aims to ensure that the independent variables in the regression model do not have high correlations with each other, because a good regression model must be free from multicollinearity (Ghozali, 2018). Based on the test results in Table 8.9, it is known that the *Content Marketing* variable (X1) has a tolerance value of 0.737 and a VIF of 1.357; the *Brand Image* variable (X2) has a tolerance value of 0.863 and a VIF of 1.158; and the *Electronic Word of Mouth* (E-WOM) variable (X3) has a tolerance value of 0.682 and a VIF of 1.466. All tolerance values are above 0.10 and VIF values are below 10, so it can be concluded that there is no multicollinearity in the regression model. Thus, the three independent variables are considered suitable for use in the research model because they do not excessively influence each other.

### 3. Heteroscedasticity Test



**Figure 3. Heteroscedasticity Test Results (Scatterplot Method)**

Source: Primary Data Processed with SPSS version 25, 2025

Based on the scatterplot results between the ZPRED and SRESID values, it appears that the distribution of points is random and does not form a specific pattern, either in the form of regular lines or clusters of points. This indicates that the residual variance is constant (homoscedasticity). Therefore, it can be concluded that the regression model analyzing the effect of *Content Marketing*, *Brand Image*, and *Electronic Word of Mouth* on Purchase Decisions does not experience heteroscedasticity issues, making the model suitable for further testing.

### 4. Multiple Linear Regression Test

**Table 7. Results of Multiple Linear Regression Test**

Variable	B	Std. Error	Beta	t	Sig.	Description
(Constant)	0.449	3.162	-	0.142	0.888	-
<i>Content Marketing</i> (X1)	0.405	0.091	0.410	4.466	0.000	Significantly influential
<i>Brand Image</i> (X2)	-	0.080	-0.180	-	0.035	Significantly

	0.171			2.145		influential (negative direction)
E-WOM (X3)	0.289	0.075	0.366	3.858	0.000	Significantly influential

Source: Primary data processed using SPSS version 25, 2025

The results of the multiple linear regression analysis in the table above yield the following regression equation:

$$Y = 0.449 + 0.405X1 - 0.171X2 + 0.289X3$$

Based on this equation, the constant value of 0.449 indicates that if the variables *Content Marketing* (X1), *Brand Image* (X2), and E-WOM (X3) are zero or constant, then the Purchase Decision (Y) is 0.449. This positive constant value indicates that even though the three independent variables do not contribute (assumed to be zero), the purchase decision level is still positive, albeit relatively low.

The regression coefficient for the *Content Marketing* (X1) variable is 0.405 with a positive direction, indicating that every one-unit increase in *Content Marketing* will increase the Purchase Decision by 0.405. This means that better and more relevant content marketing strategies can have a significant impact on increasing consumer purchase decisions.

For the *Brand Image* variable (X2), the regression coefficient obtained is -0.171 with a negative value. This means that every one-unit increase in *Brand Image* actually decreases the Purchase Decision by 0.171. These results indicate that brand image in this study has a negative and significant effect on purchase decisions, which may indicate that consumer perceptions of the brand are not entirely positive or that there are other external factors ( ) that influence perceptions of brand image, thereby negatively impacting purchase decisions.

Meanwhile, the E-WOM variable (X3) has a regression coefficient of 0.289 with a positive direction. This indicates that every one-unit increase in E-WOM can increase the Purchase Decision by 0.289. Thus, the more positive reviews, recommendations, and consumer testimonials online, the greater the likelihood that consumers will decide to buy the product.

Overall, the regression results show that *Content Marketing* and E-WOM have a positive and significant influence on increasing Purchase Decisions, while *Brand Image* has a negative influence on Purchase Decisions in this study. *Content Marketing* is the variable with the greatest influence, followed by E-WOM and *Brand Image*, which have a negative influence. These findings emphasize the importance of content-based marketing strategies and positive customer reviews in driving consumer purchasing decisions.

## Hypothesis Testing

### 1. t-Test (Partial)

**Table 8. Results of the t-Test (Partial)**

Variable	B	Std. Error	t	Sig.	Description
(Constant)	0.449	3.162	0.142	0.888	Not significant
<i>Content Marketing</i> (X1)	0.405	0.091	4.466	0.000	Significant

<i>Brand Image</i> (X2)	-0.171	0.080	-2.145	0.035	Significant
E-WOM (X3)	0.289	0.075	3.858	0.000	Significant

Source: Primary Data Processed with SPSS version 25, 2025

The t-test results in the table above show that the *Content Marketing* variable (X1) has a significant effect on Purchase Decision, with a t-value of 4.466 and a significance level of  $0.000 < 0.05$ . This means that an effective content marketing strategy can encourage consumers to make a purchase decision. The *Brand Image* variable (X2) also shows a significant effect with a t-value of -2.145 and a significance level of  $0.035 < 0.05$ , although the direction of the effect is negative. This indicates that brand image in this study has an inverse relationship with purchase decisions, which can be interpreted as meaning that certain brand perceptions do not fully drive consumer purchase decisions and require further study. Furthermore, the E-WOM variable (X3) has a significant effect on Purchase Decisions, as indicated by a t-value of 3.858 and a significance value of  $0.000 < 0.05$ , which means that the more positive the online reviews and recommendations are, the greater the tendency for consumers to make purchases. Thus, partially, these three variables play a role in influencing consumer decisions, with Content Marketing and E-WOM having a strong positive influence, while Brand Image has a significant but negative influence.

## 2. F Test (Simultaneous)

**Table 9. Results of the F Test (Simultaneous)**

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.	Description
Regression	372.086	3	124,029	21,904	0.000	Significant
Residual	537,934	95	5,662			
Total	910,020	98				

Source: Primary data processed using SPSS version 25, 2025

Based on the F test results in the table above, it is known that the calculated F value is 21.904, greater than the F table value of 3.99 and the significance value of  $0.000 < 0.05$ . This indicates that the regression model used in this study is statistically valid and significant. Thus, it can be concluded that the variables of *Content Marketing* (X1), *Brand Image* (X2), and E-WOM (X3) simultaneously have a significant effect on Purchase Decision (Y). This means that these three independent variables together play an important role in increasing consumers' decisions to make purchases.

## 3. Coefficient of Determination Test ( $R^2$ )

**Table 10. Results of the Coefficient of Determination Test (Model Summary)**

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.633	0.401	0.382	2.395

Source: Primary Data Processed with SPSS version 25, 2025

Based on the table of the coefficient of determination test results, an R value of 0.633 was obtained, indicating that the relationship between the variables of Content Marketing (X1),

Brand Image (X2), and E-WOM (X3) and Purchase Decision (Y) is in the strong category. The R Square value of 0.401 indicates that 40.1% of the variation in Purchase Decision can be explained by the three independent variables, namely *Content Marketing*, *Brand Image*, and E-WOM. Meanwhile, the Adjusted R Square value of 0.382 shows that after adjusting for the number of variables and samples, the model is still able to explain 38.2% of the variation in purchase decisions. The remaining 59.9% is explained by other factors not included in this study, such as price, product quality, promotion, or environmental and psychological factors of consumers.

## **Discussion**

### **1. The Influence of *Content Marketing*, *Brand Image*, and E-WOM on the Purchase Decision of Skintific Moisturizer**

The results show that *Content Marketing*, *Brand Image*, and E-WOM simultaneously have a significant effect on the purchase decision of Skintific moisturizer. This is evidenced by the F-test results, which show a significance value of  $0.000 < 0.05$ , so it can be concluded that these three variables together can increase consumer decisions in determining their choice to purchase Skintific *skincare* products. Thus, the better the marketing content displayed, the stronger the brand image built, and the more positive the digital word-of-mouth information received by consumers, the more likely they are to purchase the product.

Based on these results, the first hypothesis, which states that *Content Marketing*, *Brand Image*, and E-WOM simultaneously influence purchasing decisions, is accepted. This finding is consistent with various digital marketing theories that emphasize that consumer purchasing decisions today are greatly influenced by exposure to digital content, brand strength, and recommendations or experiences of other users accessed through online platforms. These results are also in line with the research by Faradita (2023), Dyasti (2022), and Tumundo et al. (2022), which found that these three variables have a significant influence in shaping purchasing decisions for beauty products.

In the context of Batam City, these findings are relevant because consumers in this region have urban characteristics, are *tech-savvy*, and are highly active on social media. Many Batam consumers search for *skincare* product information through platforms such as TikTok, Instagram, and marketplace reviews before purchasing. The presence of local Batam beauty influencers and high consumer activity in the *skincare* community also reinforce the simultaneous effects of *Content Marketing*, *Brand Image*, and E-WOM on purchasing decisions. This shows that digital marketing strategies are highly effective when applied to the dynamic and competitive Batam market.

### **2. The Influence of *Content Marketing* on the Purchase Decision of Skintific Moisturizer**

The research results show that *Content Marketing* has a significant effect on purchasing decisions, as indicated by a t-value of  $4.466 > t\text{-table } 2.62802$  and a significance value of  $0.000 < 0.05$ . This means that the better Skintific's content marketing strategy, from product education, informative posts, user testimonials, to attractive promotional visuals, the more likely consumers are to buy the product. Strong content can increase *awareness*, build interest, and influence consumers' final decisions.

Therefore, the second hypothesis stating that *Content Marketing* influences purchasing decisions is accepted. This finding supports the theory of digital marketing communication, which states that conveying information through effective content can influence consumers' perceptions and beliefs about a product. The results of this study are in line with Faradita's (2023) research, which states that *Content Marketing* has a significant positive influence on purchasing decisions for Skintific *skincare* products.

In the field, this phenomenon can be seen in the high dependence of Batam consumers on product information on social media. Many Batam consumers follow *skincare* accounts, *beauty influencers*, and *official brands* to obtain information before making a purchase. Skintific's educational and demonstrative content strategy, such as before-and-after proof of use, ingredient content, and product benefit explanations, is a key factor that encourages Batam consumers to try and buy this moisturizer. This shows the urgency of quality digital content in attracting the local *beauty enthusiast* market.

### **3. The Influence of Brand Image on Skintific Moisturizer Purchase Decisions**

Based on the test results, *Brand Image* significantly influences purchasing decisions, although the regression coefficient value indicates a negative direction. The t-value of  $-2.145 > t\text{-table } 2.62802$  with a significance value of  $0.035 < 0.05$  indicates that brand image continues to play an important role in consumer decisions. This reflects that consumer perceptions of Skintific's reputation, quality, and credibility are taken into consideration in the *skincare* product purchasing process.

The third hypothesis, which states that *brand image* influences purchasing decisions, is accepted. This finding supports the brand equity theory, which explains that the higher the positive perception of a brand, the greater the tendency for consumers to buy. The results of this study are in line with the research by Dyasti (2022) and Womor et al. (2021), which states that *Brand Image* has a positive effect on purchasing decisions, especially in the beauty industry, which places a high priority on brand reputation.

In Batam City, Skintific's image as a safe, *dermatologically tested skincare* brand that is currently popular among beauty enthusiasts is a strong attraction. Batam consumers tend to choose *brands* that are nationally and globally recognized and trusted. The lack of negative cases involving the brand and the abundance of positive *reviews* create a perception of good quality, thereby strengthening Batam residents' purchasing decisions regarding Skintific moisturizers. This shows that strengthening *brand image* remains important for maintaining local market loyalty.

### **4. The Influence of Electronic Word of Mouth (E-WOM) on the Purchase Decision of Skintific Moisturizer**

The research results indicate that E-WOM significantly influences the purchase decision for Skintific moisturizer. This is indicated by a t-value of  $3.858 > t\text{-table } 2.62802$  and a significance value of  $0.000 < 0.05$ . This means that the more positive reviews, user recommendations, and online discussions that rate Skintific favorably, the stronger the

consumer's urge to buy the product. Consumer reviews on social media and e-commerce are important sources of information before purchasing.

Therefore, the fourth hypothesis, which states that E-WOM influences purchasing decisions, is accepted. This finding is consistent with consumer behavior theory, which emphasizes the influence of others' experiences in decision-making. This study is also in line with the research by Mariska (2022) and Tumundo et al. (2022), which shows that E-WOM has a significant positive influence on purchasing decisions for skincare products.

In Batam, consumers actively look at reviews on TikTok, YouTube, Shopee, and Instagram before purchasing Skintific. The abundance of authentic testimonials, real-life results from users, and positive discussions on local beauty forums make E-WOM a dominant factor that strengthens the trust of Batam consumers. The people of Batam, who are accustomed to online shopping and following beauty trends, use digital opinions as their main reference in choosing skincare products, especially for premium products such as Skintific.

## Conclusion

Based on the results of the hypothesis testing conducted, it can be concluded that all independent variables—*Content Marketing* (X1), *Brand Image* (X2), and Electronic Word-of-Mouth (E-WOM) (X3)—significantly influence the Purchase Decision (Y) for Skintific moisturizer among residents of Batam City, both partially and simultaneously.

Partially, the t-test results show that:

1. *Content Marketing* (X1) has a t-value of 4.466 with a significance of  $0.000 < 0.05$ , which means that Content Marketing has a positive and significant effect on purchasing decisions. This shows that the more interesting and informative the content presented about Skintific products is, the higher the consumers' interest in making a purchase.
2. *Brand Image* (X2) has a t-value of  $-2.145$  with a significance of  $0.035 < 0.05$ , which means that *Brand Image* also has a significant effect on purchasing decisions. This means that Skintific's trusted and well-known image encourages consumers to decide to buy Skintific moisturizer products even though there are many other skincare products on the market.
3. E-WOM (X3) has a t-value of 3.858 with a significance of  $0.000 < 0.05$ , which means that E-WOM has a positive and significant effect on purchasing decisions. This indicates that the more positive reviews, user comments, and recommendations there are on social media and *online* platforms, the higher the chance that consumers will buy Skintific products.

Meanwhile, the simultaneous F-test results obtained a value of 21.904 with a significance of  $0.000 < 0.05$ , which means that *Content Marketing*, *Brand Image*, and E-WOM together have a significant effect on the purchase decision of Skintific moisturizer among the people of Batam City. Thus, hypotheses H1, H2, H3, and H4 are all accepted.

These findings are also in line with the urgency of research conducted in Batam City as one of the centers of economic growth and modern lifestyle in Indonesia, where the trend of *skincare* use is increasing rapidly in line with the high activity of the community on social media and the growth of the millennial and Gen Z consumer segments. The large number of cosmetic stores, the proliferation of beauty clinics, and the penetration of e-commerce platforms such as Shopee and TikTok Shop have led to increasingly fierce competition in the skincare industry.

Therefore, digital marketing strategies through *Content Marketing*, *Brand Image*, and the use of E-WOM are crucial for building consumer trust and driving purchasing decisions. This situation proves that consumer behavior in Batam is highly responsive to *online* information and digital recommendations, enabling brands like Skintific to grow rapidly with the right marketing approach.

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