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THE INFLUENCE OF E-WOM STRATEGY AND SOCIAL MEDIA USAGE ON SKINCARE PURCHASE INTEREST BY THE OHMYBEAUTYBANK COMMUNITY ON X

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Abstract: *The rapid growth of Indonesia's skincare industry is increasingly driven by digital interactions, particularly within online communities. This study analyzes the influence of Digital Marketing, Electronic Word of Mouth (e-WOM), and community engagement on consumer purchase intention for skincare products, focusing on the OhMyBeautyBank community on the X platform (formerly Twitter). Employing a quantitative correlational design, the research surveyed 100 active followers who have purchased or expressed interest in beauty products. Data were collected via structured online questionnaires and analyzed using descriptive statistics, Pearson correlation, and multiple linear regression. Validity and reliability tests confirmed that all instrument items were valid and consistent (Cronbach's Alpha > 0.60). The results reveal that both Digital Marketing and e-WOM have a positive and significant partial effect on purchase intention. Specifically, e-WOM demonstrates a stronger influence (regression coefficient = 0.699) compared to Digital Marketing (0.326), highlighting the critical role of authentic consumer reviews and peer recommendations in shaping buying behavior. The findings suggest that digital communities serve as strategic ecosystems integrating information and social interaction, which significantly drive transaction decisions. These insights contribute to understanding Generation Z's consumer behavior and offer strategic implications for beauty brands to leverage community-based marketing and authentic e-WOM to enhance purchase intention in the digital era.*

Keywords: *Digital Marketing; Electronic Word of Mouth (e-WOM); Purchase Intention; Skincare Industry; Social Media Community.*

1. INTRODUCTION

1. 1. Background

In the ever-evolving digital era, social media has become one of the most influential communication and marketing tools in society. Advances in technology have changed how people behave as consumers, affection how they look for, evaluate, and buy products, particularly in the beauty sector. One subsector that is experiencing rapid growth is the skincare industry, which now not only reflects self-care needs, but also becomes part of the modern lifestyle. According to data from the Ministry of Industry, the cosmetics and skincare industry in Indonesia continues to increase every year, in line with the increasing public awareness of the importance of skin appearance and health.

This trend is further supported by Electronic Word of Mouth (e-WOM), a type of marketing that involves online reviews, recommendations, or personal experiences shared, especially on social media. The e-WOM strategy is proven to have a major influence in shaping consumer perceptions and purchasing decisions as it is considered more authentic and convincing than conventional advertising. Among various social media platforms, X (formerly known as Twitter)

is one of the media actively used by skincare communities to share experiences, tips, and product recommendations.

OhMyBeautyBank (@ohmybeautybank) has been an active digital community on X (formerly Twitter) since May 2018, focusing on beauty and self-care (skincare, makeup, and body care). With over 600.000 followers, the community is known as a pioneer of beauty-based auto-confess (automenfess) accounts in Indonesia. Social media platform X has become a leading platform for sharing beauty information due to its speed, wide reach, and ability to accommodate various consent formats such as text, photos, and videos, enabling an active interaction between users, influencers, and brands. This is supported by the platform's ability to quickly collect and distribute information, create an active community, and enable influencers to provide recommendations and reviews directly to a wider audience.

Nowadays Generation is a highly active consumer segment, utilizing social media as a primary source of information before purchasing beauty products. They tend to seek reviews from fellow consumers and consider recommendations from influencers as trusted references. Engaging consent, such as creatively packaged concent marketing, can increase interest and strengthen their purchasing decisions. More than just an information platform, social media also functions as a dynamic community space. Active communities demonstrate high levels of engagement, as reflected in an engagement rate of 72,5%. This figure indicates that most engaged followers have a high potential to convert into buyers.

Furthermore, social media simplifies the process of online promotions and sales transactions. This convenience accelerates the purchasing process and strengthens the role of digital communities as catalysts in driving consumer purchasing decisions. Thus, social media is not only a communication tool, but also a strategic ecosystem that integrates information, interaction, and transactions in one influential platform.

1.2. Key Issues

1. How does electronic word of mouth (E-WOM) influence consumers' purchase intention for skincare products?
2. To what extent does engagement in OhMyBeautyBank affect skincare product purchase interest?
3. What is the relationship between brand image influenced by E-WOM and the buying behavior of skincare consumers?
4. How do digital marketing strategies influence consumers' interest in purchasing skincare products?

1.3 Research Objectives

This study aims to analyze the impact of the OhMyBeautyBank community's engagement on the X social media platform on the promotion of beauty products and the purchasing decisions of consumers of digital marketing strategies in the beauty industry.

2. LITERATURE REVIEW

Changes in digital technology have drastically altered the way companies interact with customers, marking a major transition in marketing communication strategies from traditional methods to digital-based forms of interaction. Today, the use of social media platforms has become an important part of achieving and establishing more intimate and real-time relationships with consumers (Jasin, 2022). In this digital environment, the phenomenon of Electronic Word of Mouth (e-WOM) which is the exchange of information and product recommendations between users that has a significant impact on their views and purchasing decisions (An & Ngo, 2025).

Trust in communication between customers makes e-WOM a crucial element in shaping purchase intentions, as the information provided is considered more genuine and credible than traditional advertising (Leong et al., 2022). In addition, the combination of digital marketing strategies and e-WOM activities has proven effective in strengthening brand image and increasing purchase intention, especially among consumers who actively use social media (Mala et al., 2023). Therefore, the combination of digital marketing communications, social media utilization, and e-WOM strategies is very important for companies to increase promotional effectiveness and maintain customer loyalty in the ongoing digital era.

2.1. Strategies

Fundamentally, strategy can be understood as an integrated framework designed to direct the organization in achieving long-term goals effectively. Contemporary literature confirms that modern strategy formulation relies not only on analyzing external positions, but also on managing and developing internal capabilities capable of creating sustainable value. Jasim (2025) highlights that a successful strategy must connect an approach to the external market with the Resource-Based View (RBV) along with flexible abilities that allow the organization to respond to quick changes in its environment.

Similarly, states that the processes behind strategic decisions mainly focus on how companies discover and use valuable resources that are tough for others to replicate to gain an edge in the market (Ristyawan et al., 2023). This idea is supported by Abbasi Kamardi et al. (2025) research, which points out the importance of distinctive resources and technological skills as key factors for maintaining strategic advantages in the tech industry. Additionally, a study carried out by Monson in (2024) highlighted that when analyzing governance strategies using the Resource-Based View (RBV), it reinforces how crucial managing resources is for making long-term choices. This idea has also been applied in specific sectors, as discussed in the study by (Rianawati et al., 2024), which revealed that strategies focused on innovation and enhancing internal skills play a key role in boosting competitiveness, particularly in Indonesia's blue economy sectors.

In summary, research from the past five years indicates that an organization's strategy is no longer seen as a long-range plan. Instead, it is recognized as a flexible management approach that fuses external evaluations with the improvement of internal abilities. Blending these two viewpoints forms the foundation for generating value, establishing uniqueness, and sustaining a competitive edge in a business world that is becoming more volatile.

2.2. Marketing Communication

Marketing communication is a strategic process that aims to convey product value to consumers through a variety of integrated communication channels. In contemporary practice, companies utilize Integrated Marketing Communication (IMC) to maintain consistency in messaging and effectiveness of communication across platforms (Belch & Belch, 2021)**.** The goal of IMC is to develop brand awareness, shape preferences of consumers, and influence purchasing decisions through an arrangement between advertising, promotion, public relations, and digital media (Shimp & Andrews, 2019). In the digital sphere, marketing communication is becoming increasingly important as it allows companies to establish two-way interactions with consumers which in turn strengthens brand experience and engagement (Kotler et al., 2021)

2.3. Digital Technology

The development of digital technologies such as Artificial Intelligence (AI), cloud computing, and platform-based economies has changed the way organizations operate and compete. These technologies enable efficiency, business resilience, and data-driven decision-making that is increasingly important in uncertain environments (Fletcher & Griffiths, 2020) In the context of

marketing, digital technology strengthens companies' ability to understand consumer behavior, personalize, and increase the effectiveness of digital marketing strategies using data at scale (Kretschmer et al., 2022).

However, the utilization of digital technologies also presents ethical challenges. Data-driven business models can encourage the practice of surveillance capitalism, which is the use of recorded consumer behavior as a source of profit (Zuboff, 2019). In addition, the digital divide is not only about access, but also digital literacy, which affects consumers' ability, but also digital literacy, which affects consumers' ability to navigate the digital marketing space (Van Deursen & Van Dijk, 2019). Another challenge is algorithmic bias in AI systems, which can arise from data imbalance or model design, potentially resulting in unfair marketing segmentation and targeting (Dablain et al., 2024). These biases also have broader ethical and social dimensions, such as issues of representation and public trust in specific cultural contexts (Pasipamire & Muroyiwa, 2024). Therefore, the utilization of digital technology in marketing needs to be ethical, transparent, and inclusive to create value without deepening inequality and ensure equitable distribution of benefits to all stakeholders.

2.4. Social Media Usage

In the world of digital marketing, social media is highly influential in brand engagement and customer relationship management (Pansari & Kumar, 2017), as well as a catalyst for the spread of electronic word-of-mouth (e-WOM) that can influence buying decisions (Kapoor et al., 2018). This strategic role of social media has shaped a new research agenda in digital marketing Dwivedi et al. (2021) From an economic perspective, social media creates value through network effects, where an increase in the number of users magnifies the benefits for all participants in the network (Parker & Van Alstyne, 2012). This has led to a data-driven, platform-based economy, where information on customer behavior is essential for companies to segment markets, target advertising, and optimize analytics-driven marketing strategies (Verhoef et al., 2021). Social media also serves as digital marketplace that accelerates the process of information exchange and reduces search costs, thereby increasing transaction efficiency (Dong & McIntyre, 2014).

Although it offers many opportunities, the use of social media in marketing also faces several challenges. Misuse of data, dissemination of misinformation, and possible manipulation of consumer behavior raise ethical concerns and lower public trust, requiring corporate digital responsibility (Lobschat et al., 2021). In addition, inequalities in digital literacy can make some consumers vulnerable to manipulation, exacerbating the digital divide in economic participation (Van Deursen & Van Dijk, 2019).

2.5. Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) involves sharing details, viewpoints, and what customers think about goods or services via online platforms. Unlike traditional WOM, e-WOM reaches more people, is simple to get to, and can swiftly shape what consumers think via things like ratings, feedback, or suggestions on social networking sites. Consequently, e-WOM is seen as a key part of marketing because it builds more belief in the facts presented and speeds up the choices consumers make.

New studies indicate that things like how good the message is, how trustworthy the source is, and the degree of e-WOM greatly affects whether someone intends to buy something. (Pratama & Astarini, 2023) research revealed that the quality and trustworthiness of e-WOM on Instagram and TikTok had a notable effect on buying intentions. These findings are backed up by Rohmah & Indarwati (2025), who state that e-WOM directly increases the likelihood that Generation Z will buy skincare items from the TikTok Shop by boosting confidence in the brand. Furthermore, research from Mandala et al. (2025) affect whether someone intends to buy something. (Pratama & Astarini, 2023) research revealed that the quality and trustworthiness of

e-WOM on Instagram and TikTok had a notable effect on buying intentions. These findings are backed up by Rohmah & Indarwati (2025), who state thate-WOM directly increases the likelihood that Generation Z will buy skincare items from the TikTok Shop by boosting confidence in the brand. Furthermore, research from (Mandala et al., 2025) proves that excellent e-WOM can build more consumer trust and help connect product information with the desire to buy.

2.6. Purchase Intention

Purchase intention is the tendency of consumers to buy something based on their views, understanding of the benefits, and beliefs about the product or platform. Things like how consumers perceive risk, convenience, and benefits have been shown to be important for increasing purchase intention in e-commerce (Supriyatna & Zakaria, 2024). In addition, digital marketing tactics and activities through social media - such as TikTok or X - have also shown great impact on purchase intention, especially if supported by good product quality (Meliawati et al., 2023).

Other research reveals that purchase intention can be formed through consumer engagement and strengthened by trust as they interact with digital marketing (Wulansari et al., 2025). Even in the luxury product category, judgments about risk in online transactions still play a role in creating purchase intention (Kevin et al., 2024). In general, purchase intention arises as a reaction to consumer thoughts and feelings influenced by psychological factors, information quality, and today's digital marketing environment (Huda & Kurniawati, 2024).

3. RESEARCH METHODS

3.1. Research Type

This study employs a quantitative correlational research design to examine the relationship between two variables: engagement with OhMyBeautyBank (OMBB) and purchase intention. Data collection is conducted through a survey using structured questionnaires. The analysis includes descriptive statistics to summarize the data and Pearson correlation to test the strength and direction of the relationship between OMBB engagement and consumers' purchase intention.

3.2. *Population and Sample*

Target Population:

- Active followers of the @ohmybeautybank community on the X platform.
- Have purchased or are interested in purchasing beauty products.

Sample Size:

- Optimal target: 100 respondents.

Data Collection Instruments

- Instrument: Online Questionnaire (Google Form).

4. RESULTS AND DISCUSSION

This analysis examines the validity of measurement instruments across three research variables: Digital Marketing (X1), Electronic Word-O-Mouth (X2), and purchase intention (X3).

4.1. Validity Test

The validity test is used to determine the extent to which the research instrument can measure what should be measured, so that a statement of item is declared valid if it has a high level of validity (Ghozali, 2018). In this study, validity testing was carried out using the Corrected Item-Total Correlation technique, which measures the correlation between the score of each item and the total variable score. Determination of the value of r table is adjusted to the number of respondents using the formula df = N - 2, so that with 100 respondents obtained df = 98. At a

significance level of α = 0.05 or 5% significance level, the r table value used is 0.1966. The test criteria state that an item is considered valid if $r_{count} > r_{table}$ (0.1966), whereas if $r_{count} < r_{table}$, the item is declared invalid. Thus, items that meet these criteria are considered suitable for use because they are able to accurately reflect the research construct.

Data Source: Data Processed by researchers, 2025

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	TotalX1
X1.1	Pearson Correlation	1	.482***	.663***	-.006	.465***	.818***
	Sig. (2-tailed)		<.001	<.001	.951	<.001	<.001
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	.482***	1	.456***	.177	.429***	.750***
	Sig. (2-tailed)	<.001		<.001	.078	<.001	<.001
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	.663***	.456***	1	-.138	.464***	.796***
	Sig. (2-tailed)	<.001	<.001		.172	<.001	<.001
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	-.006	.177	-.138	1	.064	.233*
	Sig. (2-tailed)	.951	.078	.172		.525	.020
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	.465***	.429***	.464***	.064	1	.715***
	Sig. (2-tailed)	<.001	<.001	<.001	.525		<.001
	N	100	100	100	100	100	100
TotalX1	Pearson Correlation	.818***	.750***	.796***	.233*	.715***	1
	Sig. (2-tailed)	<.001	<.001	<.001	.020	<.001	
	N	100	100	100	100	100	100

***. Correlation at 0.001(2-tailed)

*. Correlation is significant at the 0.05 level (2-tailed).

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Total
Y1.1	Pearson Correlation	1	.076	.060	-.077	-.021	-.029	-.022	.223*
	Sig. (2-tailed)		.454	.554	.447	.838	.775	.829	.026
	N	100	100	100	100	100	100	100	100
Y1.2	Pearson Correlation	.076	1	.040	.649***	.187	-.014	-.029	.632***
	Sig. (2-tailed)	.454		.695	<.001	.063	.889	.775	<.001
	N	100	100	100	100	100	100	100	100
Y1.3	Pearson Correlation	.060	.040	1	-.016	.056	.023	.036	.438***
	Sig. (2-tailed)	.554	.695		.874	.580	.821	.721	<.001
	N	100	100	100	100	100	100	100	100
Y1.4	Pearson Correlation	-.077	.649***	-.016	1	.232*	-.079	.062	.611***
	Sig. (2-tailed)	.447	<.001	.874		.020	.436	.540	<.001
	N	100	100	100	100	100	100	100	100
Y1.5	Pearson Correlation	-.021	.187	.056	.232*	1	.226*	-.128	.522***
	Sig. (2-tailed)	.838	.063	.580	.020		.024	.203	<.001
	N	100	100	100	100	100	100	100	100
Y1.6	Pearson Correlation	-.029	-.014	.023	-.079	.226*	1	-.091	.342***
	Sig. (2-tailed)	.775	.889	.821	.436	.024		.368	<.001
	N	100	100	100	100	100	100	100	100
Y1.7	Pearson Correlation	-.022	-.029	.036	.062	-.128	-.091	1	.257**
	Sig. (2-tailed)	.829	.775	.721	.540	.203	.368		.010
	N	100	100	100	100	100	100	100	100
Total	Pearson Correlation	.223*	.632***	.438***	.611***	.522***	.342***	.257**	1
	Sig. (2-tailed)	.026	<.001	<.001	<.001	<.001	<.001	.010	
	N	100	100	100	100	100	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

***. Correlation at 0.001(2-tailed)

**. Correlation is significant at the 0.01 level (2-tailed).

Data Source: Data Processed by researchers, 2025

Table 1. Validity Test

Variabel	Item	Pearson Corellation	R Tabel (df=98) Signifikansi 5%	Explanation
Digital Marketing	X1.1	0,818	0,1966	Valid
	X1.2	0,750	0,1966	Valid
	X1.3	0,796	0,1966	Valid
	X1.4	0,233	0,1966	Valid
	X1.5	0,715	0,1966	Valid
e-WOM	X2.1	0,439	0,1966	Valid
	X2.2	0,625	0,1966	Valid

	X2.3	0,461	0,1966	Valid
	X2.4	0,281	0,1966	Valid
	X2.5	0,479	0,1966	Valid
	X2.6	0,246	0,1966	Valid
Purchase Intention	Y1.1	0,223	0,1966	Valid
	Y1.2	0,632	0,1966	Valid
	Y1.3	0,438	0,1966	Valid
	Y1.4	0,611	0,1966	Valid
	Y1.5	0,522	0,1966	Valid
	Y1.6	0,342	0,1966	Valid
	Y1.7	0,257	0,1966	Valid

Data Source: Data Processed by researchers, 2025

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total
X2.1	Pearson Correlation	1	.258**	-.102	.023	.044	-.175	.439***
	Sig. (2-tailed)		.009	.311	.821	.663	.082	<.001
	N	100	100	100	100	100	100	100
X2.2	Pearson Correlation	.258**	1	.208*	.114	.148	-.117	.625***
	Sig. (2-tailed)	.009		.038	.257	.143	.247	<.001
	N	100	100	100	100	100	100	100
X2.3	Pearson Correlation	-.102	.208*	1	.013	.007	.103	.461***
	Sig. (2-tailed)	.311	.038		.900	.945	.308	<.001
	N	100	100	100	100	100	100	100
X2.4	Pearson Correlation	.023	.114	.013	1	-.104	-.237*	.281**
	Sig. (2-tailed)	.821	.257	.900		.301	.018	.005
	N	100	100	100	100	100	100	100
X2.5	Pearson Correlation	.044	.148	.007	-.104	1	.033	.479***
	Sig. (2-tailed)	.663	.143	.945	.301		.745	<.001
	N	100	100	100	100	100	100	100
X2.6	Pearson Correlation	-.175	-.117	.103	-.237*	.033	1	.246*
	Sig. (2-tailed)	.082	.247	.308	.018	.745		.014
	N	100	100	100	100	100	100	100
Total	Pearson Correlation	.439***	.625***	.461***	.281**	.479***	.246*	1
	Sig. (2-tailed)	<.001	<.001	<.001	.005	<.001	.014	
	N	100	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
***. Correlation at 0.001(2-tailed)
*. Correlation is significant at the 0.05 level (2-tailed).

The validity test shows that all 15 items used to measure the three research variables: Digital Marketing (X1), Electronic Word-of-Mouth (X2), and Purchase Intention (X3) are statistically valid, because each item's Pearson correlation coefficient is greater than the critical R-table value of 0,1966 at the 5% significance level with 98 degrees of freedom. For the Digital Marketing variable, items X1.1 to X1.5 have correlation coefficients ranging from 0,715 to 0,818, indicating that all indicators are positively and significantly related to the overall construct and therefore can be retained as valid measures. The e-WOM variable (X2.1 to X2.5) and the Purchase Intention variable (X3.1 to X3.5) are also classified as valid, which means that every indicator for these variables adequately represents the concept it is intended to measure and surpasses the same $R_{\text{-table}}$ threshold. Taken together, these results indicate that the questionnaire items used in this study have good construct validity, so all indicators for Digital Marketing, e-WOM, and Purchase Intention can be used confidently in subsequent analyses and interpretation of the research findings.

4.2 Reliability Test (Cronbach's Alpha)

A reliability test is a procedure used to assess the level of consistency of a research

instrument in measuring the same construct at different times. Reliability serves to ensure that the questionnaire used provides stable, invariable results, and is free from random measurement errors. Thus, a reliable instrument reflects that the responses obtained from respondents are consistent and reliable.

In this test, reliability testing was carried out using Cronbach's Alpha method, which is one of the most used techniques for assessing the internal consistency of an instrument. A variable is said to be reliable if the Cronbach's Alpha coefficient value is greater than 0.60, which indicates that the relationship between statement items is at an adequate level, and the instrument is suitable for use in further analysis.

Reliability Statistics	
Cronbach's Alpha	N of Items
.712	5

Reliability Statistics	
Cronbach's Alpha	N of Items
.809	6

Reliability Statistics	
Cronbach's Alpha	N of Items
.780	7

Data Source: Data Processed by researchers, 2025

Table 2. Reliability Test (Cronbach Alpha)

Variables	**Cronbach's Alpha**	**Significance**	**Explanation**
Digital Marketing	0,712	0,6	Reliable
e-WOM	0,809	0,6	Reliable
Purchase Intention	0,780	0,6	Reliable

Data Source: Data Processed by researchers, 2025

Based on the reliability test results in table 2, the Cronbach's Alpha value for all research variables shows a number that is in the range of > 0,60, thus meeting the minimum criteria for instrument reliability. This finding indicates that each statement item in the questionnaire has an adequate level of internal consistency and can measure the intended construct stably. Thus, all items in the research instrument can be declared reliable, so they are suitable for the next stage of analysis because they are proven to provide consistent and reliable measurement results.

4.3 Multiple Linear Regression Test

This study uses multiple linear regression analysis to test the effect on the independent

variables of Digital Marketing (X_1) and Electronic Word of Mouth (X_2) on the dependent variable Purchase Intention (Y). The multiple linear regression analysis method was chosen because of its ability to identify the causal relationship between multiple predictor variables on one outcome variable.

Tabel 3. Multiple Linear Regression Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.929	4.234		.692	.491
	Digital Marketing	.326	.105	.276	3.099	.003
	e-WOM	.699	.165	.378	4.240	<.001

a. Dependent Variable: Purchase Intention

Data Source: Data Processed by researchers, 2025

Based on the results of data processing presented in Table 3, the multiple linear regression equaton model is obtaines as follows:

$$Y = 2{,}929+0{,}326+0{,}699+e$$

The constant value of 2,929 indicates that when all independent variables, namely Digital Marketing (X_1), and Electronic Word of Mouth (X_2), are at zero or have no effect, the dependent variable Purchase Intention (Y) still shows an initial value of 2,929. This shows that other factors outside the regression model also contribute to influencing consumer purchase intention, so Purchase Intention is not fully determined by these two variables.

On the other hand, the Digital Marketing variable (X_1) has a regression coefficient of 0,326. This means that every one unit increase in Digital Marketing, assuming other variables remain constant (ceteris paribus), will lead to an increase in Purchase Intention of 0,326 units. In other words, the more intensive and effective the digital marketing approach implemented, the higher the likelihood of consumers making a purchase. This finding confirms the importance of Digital Marketing as one of the main factors that increase purchase intention. Meanwhile, the Electronic Word of Mouth (X_2) variable shows a regression coefficient of 0,699, which indicates that every one unit increase in e-WOM will increase Purchase Intention by 0,699 units. This confirms that communication between consumers through digital platforms has a significant impact in shaping consumer views and beliefs about certain products. The more positive and widespread the spread of reviews or recommendations from consumers, the greater the potential for increasing purchase intentions.

4.4 T Test (Partial)

The basis for calculating H0 is accepted when the $t_{value} < t_{table}$ with a significance of more than 0,05 and H0 is rejected when the $t_{value} > t_{table}$ with a significance of less than 0,05, then t_{table} 1,984. The output results from SPSS 28 are as follows:

Tabel 4. T Test (Partial)

Variable	T	Sig	Explanation
Digital Marketing (X1)	3,099	0,003	Has a significant influence
e-WOM (X2)	4,240	0,001	Has a significant influence

Data Source: Data Processed by researchers, 2025

The interpretation of the T test can be explained in the table above is:

1. It is known that the Sig value for the effect (Partial) Digital Marketing (X_1) on Purchasing Decisions (Y) is 0,003 < 0,05 and the t_{value} is 3,099 > t_{table} 1,984, so it can be concluded that H1 is accepted, which means that there is an effect of Digital Marketing (X_1) on Purchasing Decisions (Y).
2. It is known that the Sig value for the effect (Partial) e-WOM (X_2) on Purchasing Decisions (Y) is 0,001 < 0,05 and the t_{value} is 4,240 > t_{table} 1,984, so it can be concluded that H1 is accepted, which means that there is an effect of e-WOM (X_2) on Purchasing Decisions (Y).

CONCLUSION

The findings of this study demonstrate that Digital Marketing and Electronic Word of Mouth (e-WOM) significantly influence consumer purchase intention within the OhMyBeautyBank community on the X platform, with e-WOM emerging as the dominant determinant. The validity and reliability tests confirm that the research instrument is both accurate and consistent, strengthening the credibility of the analytical results. The regression model further indicates that, although both variables contribute positively, consumer-generated information, peer recommendations, and authentic online reviews exert a stronger impact on shaping purchase intention than digital marketing efforts alone. The constant value also suggests that purchase intention is partially shaped by factors outside the model, underscoring the multifaceted nature of consumer decision-making in digital environments. Overall, this research affirms that digital communities function as influential ecosystems where social interaction and information exchange substantially drive purchasing behavior, offering strategic implications for beauty brands to prioritize community-based engagement and authentic e-WOM to enhance consumer intention in the contemporary digital marketplace.

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