

THE INFLUENCE OF E-WOM, BRAND AWARENESS, AND BRAND IMAGE ON PURCHASE DECISION OF OH MY GLAM (OMG) COSMETICS ON TIKTOK

Farah Dibba¹, Yanda Bara Kusuma²

^{1,2} *Business Administration, Faculty of Social, Cultural, and Political Sciences, Universitas Pembangunan Nasional “Veteran” Jawa Timur, Indonesia*

Abstract

This research aims to analyze the influence of Electronic Word of Mouth, Brand Awareness, and Brand Image on the Purchase Decision of Oh My Glam (OMG) cosmetic products on TikTok social media. This study employed a quantitative method with a descriptive approach. Primary data were collected through questionnaires distributed to 100 respondents using a purposive sampling technique. Data analysis was conducted using SEM-PLS. The results indicate that Electronic Word of Mouth, Brand Awareness, and Brand Image each have a positive and significant effect on Purchase Decision, with Brand Image emerging as the most dominant variable. Simultaneously, the three variables explain 48.7% of the variance in Purchase Decision, indicating that digital interaction and brand perception play an important role in influencing consumer purchasing decisions. These findings imply that cosmetic companies should maintain a positive brand image and optimize TikTok-based digital interactions to encourage consumer purchase decisions.

Keywords: *Electronic Word of Mouth, Brand Awareness, Brand Image, Purchase Decision, TikTok*

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*Corresponding Author:
22042010219@student.upnjatim.ac.id

INTRODUCTION

The rapid development of digital communication technologies has reshaped consumer behavior, particularly in how consumers search for information, interact with brands, and make purchasing decisions. Social media has become a dominant channel in this process due to its ability to deliver fast, interactive, and user-generated information. In Indonesia, internet penetration has reached 80.66% with 229 million users, while a large proportion of consumers

actively use digital platforms to obtain product information and discover new brands (APJII, 2025; DataReportal, 2024). These trends indicate that purchasing decisions are increasingly influenced by digital interactions rather than traditional marketing channels.

Among various digital marketing factors, Electronic Word of Mouth (E-WOM) plays a central role in shaping consumer decision-making. E-WOM reflects consumer-generated reviews and recommendations that are perceived as more credible than firm-generated advertising (Kotler et al., 2024). In the cosmetic industry, such user-generated content contributes to trust formation and influences purchase intention (Katerina et al., 2023). However, the effectiveness of E-WOM may vary depending on how it interacts with brand-related factors.

In addition to E-WOM, Brand Awareness and Brand Image are recognized as important determinants of Purchase Decision. Brand Awareness influences consumers' ability to recognize and recall a brand, which reduces perceived risk in purchasing decisions (Putri & Ariyanti, 2024). Meanwhile, Brand Image reflects consumers' perceptions of a brand's quality and credibility, which strengthens purchase confidence (Wangi et al., 2024). Although these variables are widely studied, previous research still shows inconsistencies regarding their combined influence in digital-based purchasing contexts, particularly on short-video platforms such as TikTok.

The cosmetic industry in Indonesia has experienced significant growth alongside the advancement of digital technology. The number of cosmetic businesses increased from 726 in 2020 to 1,292 in 2024, predominantly consisting of Small and Medium Enterprises (Kemenperin, 2025). According to reports from We Are Social and Meltwater, TikTok ranked first in terms of downloads and consumer spending and second in total global application usage time (Kemp, 2025). Furthermore, TikTok Indonesia recorded 126.8 million users aged 18 years and above, covering more than 64% of the adult population (DataReportal, 2024). Such extensive TikTok usage encourages the formation of E-WOM while simultaneously strengthening Brand Awareness and Brand Image through participatory digital interactions (Mumtaza et al., 2024). This condition indicates that social media plays a strategic role in building relationships between brands and consumers in the digital era.

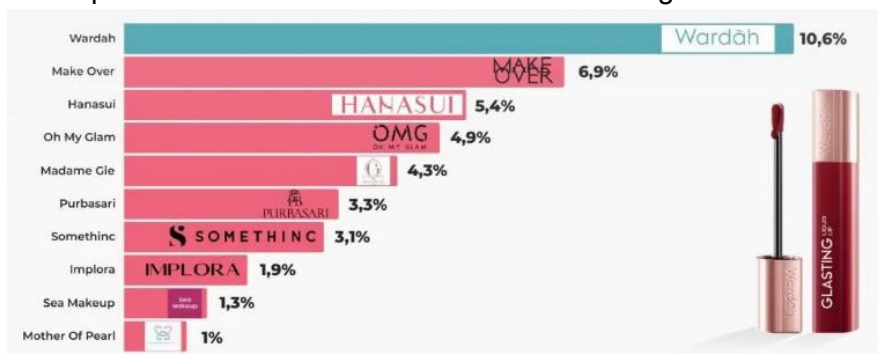


Figure 1. Top 10 Local Lipstick Brands in Indonesia

Source: (Andini, 2024)

One of the local brands actively utilizing TikTok platform is Oh My Glam (OMG), a cosmetic brand established in 2021 that targets young consumers through affordable and trend-based products. OMG leverages TikTok through influencer collaborations, product reviews, and interactive content, which has contributed to its position among the top 10 local lipstick brands in Indonesia (Andini, 2024). However, the extent to which its digital marketing performance translates into actual consumer purchase decisions remains underexplored.

Therefore, this study aims to analyze the influence of Electronic Word of Mouth, Brand Awareness, and Brand Image on Purchase Decision of Oh My Glam (OMG) cosmetic products on TikTok. This research is expected to contribute to the development of digital marketing and consumer behavior literature, particularly in understanding how social media-driven brand communication shapes purchasing decisions in the cosmetic industry.

THEORITICAL REVIEW AND HYPOTHESIS DEVELOPMENT

This study is grounded in marketing and consumer behavior theories that explain how consumers process information and make purchasing decisions in digital environments. Modern marketing theory emphasizes value creation and relationship building rather than mere product promotion (Kotler et al., 2022). In the digital context, marketing evolves into an interactive process where consumers are no longer passive recipients but active participants in brand communication. Studies by Anita et al. (2025) and Erislan (2024) similarly highlight that digital marketing effectiveness depends on personalization, engagement, and data-driven strategies. However, while these studies emphasize technological aspects of marketing, they provide limited explanation of how consumer-generated content influences final purchase decisions, indicating a theoretical gap that is addressed in this study.

Consumer behavior theory further explains that purchasing decisions are shaped by a combination of rational and psychological factors, including social influence, perception, and emotional response (Kotler et al., 2022; Solomon in Wardhana, 2024). Engel et al. in Wardhana (2024) also emphasize that consumer decision-making is a multi-stage process ranging from need recognition to post-purchase evaluation. Although these models are widely accepted, recent studies suggest that digital environments have modified this process, particularly by accelerating information search and increasing reliance on online opinions. This indicates that traditional consumer behavior frameworks need to be contextualized within social media-driven ecosystems.

Building on these theories, purchase decision in digital marketing contexts is no longer solely determined by firm-controlled information but is increasingly shaped by user-generated content and brand-related perceptions. Therefore, this study integrates Electronic Word of Mouth (E-WOM), Brand Awareness, and Brand Image as key determinants in explaining consumer purchase decisions, particularly within social media platforms such as TikTok.

Theory and Concept of Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) is widely recognized as a consumer-driven communication mechanism that shapes purchasing decisions in digital environments. Kotler et al. (2022) highlight its role in influencing consumer perceptions through peer-generated opinions and recommendations, while Aninditya et al. (2023) emphasize it as an interactive communication process among consumers on social media platforms such as TikTok. Compared to this, Hadi & Ekawati (2024) stress that the effectiveness of E-WOM is mainly driven by credibility, as consumers tend to trust experience-based information more than firm-generated messages. In addition, Goyette et al. (in Aprilia et al., 2023) explain that E-WOM consists of intensity, opinion valence, and content, showing that its influence depends not only on exposure but also on the quality and sentiment of the information shared. Overall, these studies indicate that E-WOM is a dynamic and credibility-based factor that influences purchase decisions through consumer interaction and information quality.

Theory and Concept of Brand Awareness

Brand Awareness is generally understood as consumers' ability to recognize and recall a brand within a product category. Aaker (in Sriwendiah & Ningsih, 2022) emphasizes its role in initial brand identification, while Musaffa & Prasetyo (2025) link it to inclusion in the consumer consideration set during purchase decisions. In contrast, Khairunnisa et al. (2020) highlight it as brand presence in memory that shapes preference among alternatives. In digital contexts, Brand Awareness is increasingly strengthened through social media exposure, reviews, and interactive content that enhance brand familiarity. Supporting this, Aaker (in Wardhana, 2024) explains that Brand Awareness consists of top of mind, brand recall, and brand recognition, showing that its strength depends on how deeply a brand is embedded in consumer memory. Overall, these studies indicate that Brand Awareness plays a cognitive role that increases the likelihood of a brand being considered in purchasing decisions.

Theory and Concept of Brand Image

Brand Image is generally understood as consumers' perceptions and beliefs about a brand that influence trust and purchasing behavior. Wardhana (2024) emphasizes its strategic role in shaping consumer trust within marketing activities, while Marcelina et al. (2023) explain that it is formed through tangible attributes such as design, packaging, and product characteristics that differentiate a brand from competitors. In a broader perspective, Maulidia & Putri (2023) highlight that Brand Image also includes functional and emotional evaluations related to perceived quality, reputation, and benefits that influence loyalty and purchase decisions. In digital environments, Widiyarti et al. (2025) add that Brand Image is increasingly shaped by social media exposure and online reviews, making it more dynamic and consumer-driven. Supporting these views, Aaker & Biel (in Arianty & Andira, 2021) categorize Brand Image into corporate image, user image, and product image, indicating that it is formed through multiple layers of perception. Overall, these studies show that Brand Image functions as an evaluative construct that combines rational and emotional perceptions, which ultimately strengthens consumer trust and influences purchase decisions.

Theory and Concept of Purchase Decision

Purchase Decision is generally defined as the final stage in the consumer decision-making process where individuals choose a product after evaluating available alternatives. Kotler et al. (2024) emphasize that this stage is influenced not only by intention but also by situational and social factors such as recommendations and market conditions. In a similar view, Giovani & Berlianto (2022) describe purchase decision as a combination of rational and emotional evaluation processes in selecting the most suitable product, while Vanessa & Tjiptodjojo (2024) highlight the interaction of psychological and social factors that shape consumer confidence in making a purchase. Compared to these perspectives, Kotler et al. (in Wardhana, 2024) provide a more structured explanation by breaking the process into five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Overall, these studies indicate that purchase decision is not a single moment of choice, but a multi-stage process influenced by both internal evaluations and external social factors.

The Impact of Electronic Word of Mouth, Brand Awareness, and Brand Image on Purchase Decision

Electronic Word of Mouth (E-WOM), Brand Awareness, and Brand Image are widely positioned as interrelated factors that shape consumer purchase decisions in digital contexts. Kotler et al. (2022) explain that purchase decisions develop through psychological stages starting from exposure to marketing stimuli until the formation of purchase confidence, suggesting that external information plays a crucial role in this process. E-WOM contributes by providing peer-based evaluations that support consumer product assessment, while Brand Awareness increases familiarity and keeps a brand within the consumer's consideration set. Brand Image, on the other hand, strengthens trust through perceived quality and reputation. Empirically, Firmansyah et al. (2024) show that E-WOM and Brand Awareness significantly influence purchase decisions, while Katerina et al. (2023) highlight that Brand Image enhances consumer confidence in purchasing. Compared to studies that analyze these variables separately, the combined effect provides a more comprehensive explanation of how digital interactions influence actual purchasing behavior.

HYPOTHESIS

The hypotheses in this study are based on marketing and consumer behavior theories, which explain that purchase decisions are influenced by information processing, brand familiarity, and consumer perceptions. Electronic Word of Mouth provides consumer-generated information that helps reduce uncertainty in purchasing decisions. Brand Awareness contributes to consumer recognition and inclusion of a brand in the consideration set, while Brand Image shapes trust and positive evaluations of product quality and brand reputation. The combination of these factors indicates that purchase decisions are formed through informational, cognitive, and perceptual processes in digital environments. Therefore, Electronic Word of Mouth, Brand Awareness, and Brand Image are expected to influence the Purchase Decision of OMG cosmetic products on TikTok social media. Based on this foundation, the hypotheses proposed are as follows:

H₁: Electronic Word of Mouth has a positive and significant effect on the Purchase Decision of Oh My Glam (OMG) cosmetic products on TikTok social media.

H₂: Brand Awareness has a positive and significant effect on the Purchase Decision of Oh My Glam (OMG) cosmetic products on TikTok social media.

H₃: Brand Image has a positive and significant effect on the Purchase Decision of Oh My Glam (OMG) cosmetic products on TikTok social media.

H₄: Simultaneously, Electronic Word of Mouth, Brand Awareness, and Brand Image have a positive and significant effect on the Purchase Decision of Oh My Glam (OMG) cosmetic products on TikTok social media.

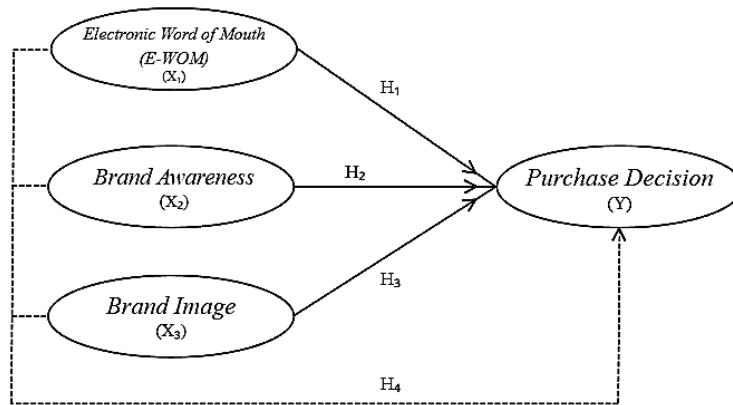


Figure 2
Conceptual Framework

RESEARCH METHODS

This study employed a quantitative method with a descriptive approach to analyze the influence of Electronic Word of Mouth, Brand Awareness, and Brand Image on Purchase Decision. Quantitative methods were used because they allow variables to be measured statistically using numerical data (Sugiyono, 2023). Data were collected through questionnaires with a 5-point Likert scale. The population consisted of 1,500,000 followers of the official TikTok account @itsomgbeauty. The sample size was determined using the Slovin formula with a 10% margin of error, which is considered suitable for large populations with limited access while still providing acceptable estimation accuracy, resulting in 100 respondents. Purposive sampling was applied with criteria including followers who had seen OMG content and had purchased OMG products at least once in the last year.

Each research variable was measured using established indicators from previous studies to ensure validity and consistency. Electronic Word of Mouth was measured through intensity, opinion valence, and content (Goyette et al. in Aprilia et al., 2023). Brand Awareness was measured using brand recognition, brand recall, and top of mind (Aaker in Wardhana, 2024), while Brand Image was assessed through corporate image, user image, and product image (Aaker & Biel in Arianty & Andira, 2021). Purchase Decision was measured based on five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler et al. in Wardhana, 2024). Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with SmartPLS 4.1, including evaluation of the measurement model (outer model) and structural model (inner model) through bootstrapping techniques (Ghozali & Kusumadewi, 2023).

RESULTS AND DISCUSSION

Measurement Model Analysis (Outer Model)

Convergent Validity Test

The convergent validity test was conducted using SmartPLS and evaluated through the outer loading (factor loading) values and Average Variance Extracted (AVE). The results of the outer loading and AVE tests are presented as follows.

Table 1. Outer Loadings Results

Variables	Indicator	Outer Loadings	Description
<i>Electronic Word of Mouth (X₁)</i>	X1.1 <- X1	0.890	Valid
	X1.2 <- X1	0.875	Valid
	X1.3 <- X1	0.839	Valid
<i>Brand Awareness (X₂)</i>	X2.1 <- X2	0.911	Valid
	X2.2 <- X2	0.926	Valid
	X2.3 <- X2	0.879	Valid
<i>Brand Image (X₃)</i>	X3.1 <- X3	0.899	Valid
	X3.2 <- X3	0.864	Valid
	X3.3 <- X3	0.853	Valid
<i>Purchase Decision (Y)</i>	Y.1 <- Y	0.880	Valid
	Y.2 <- Y	0.877	Valid
	Y.3 <- Y	0.887	Valid
	Y.4 <- Y	0.886	Valid
	Y.5 <- Y	0.914	Valid

Source: Processed primary data with SmartPLS 4.1

Based on Table 1, all indicators for each variable have outer loading values ≥ 0.70 , indicating that they meet the convergent validity criteria. Each indicator also adequately represents the latent variable, therefore all indicators are considered valid and can be used for further analysis. In addition to outer loading values, convergent validity was strengthened through AVE and Composite Reliability values to ensure the consistency and reliability of the constructs in the research model.

Table 2. Average Variance Extracted (AVE) Results

Variables	Average Variance Extracted (AVE)
X1	0.753
X2	0.820
X3	0.761
Y	0.790

Source: Processed primary data with SmartPLS 4.1

Average Variance Extracted (AVE) functions to measure the ability of a construct to explain the variance of its indicators. Based on Table 2, all research variables have AVE values above the minimum threshold of 0.50. Therefore, all constructs in this study fulfill the convergent validity criteria and are appropriate for further analysis.

Discriminant Validity Test

The discriminant validity test was conducted using SmartPLS and evaluated through cross loading values obtained from the PLS-SEM Algorithm results. The cross loading results are presented as follows.

Table 3. Cross Loading Results

Indicator	<i>E-WOM</i>	<i>Brand Awareness</i>	<i>Brand Image</i>	<i>Purchase Decision</i>
X1.1	0.890	0.423	-0.020	0.390
X1.2	0.875	0.364	-0.030	0.359
X1.3	0.839	0.318	-0.135	0.220
X2.1	0.376	0.911	0.365	0.592

X2.2	0.392	0.926	0.309	0.527
X2.3	0.409	0.879	0.332	0.501
X3.1	-0.051	0.325	0.899	0.466
X3.2	-0.096	0.272	0.864	0.406
X3.3	-0.007	0.372	0.853	0.436
Y.1	0.337	0.520	0.372	0.880
Y.2	0.331	0.510	0.483	0.877
Y.3	0.398	0.517	0.374	0.887
Y.4	0.328	0.546	0.530	0.886
Y.5	0.341	0.567	0.453	0.914

Source: Processed primary data with SmartPLS 4.1

The discriminant validity test through cross loading aims to evaluate the ability of indicators to distinguish their measured constructs from other constructs in the research model. This assessment was conducted by comparing indicator loading values on their original construct with loading values on other constructs. Based on Table 3, each indicator shows the highest cross loading value on its respective construct and higher values compared to other constructs. Therefore, all indicators fulfill the discriminant validity criteria and can be used for further analysis

Reliability Test

The reliability test was conducted to measure the consistency level of each construct. The analysis was performed using SmartPLS by evaluating the Composite Reliability values obtained from the PLS-SEM Algorithm results. The Composite Reliability values are presented as follows.

Table 4. Composite Reliability Results

Variables	Composite Reliability
<i>Electronic Word of Mouth (X₁)</i>	0.902
<i>Brand Awareness (X₂)</i>	0.932
<i>Brand Image (X₃)</i>	0.905
<i>Purchase Decision (Y)</i>	0.950

Source: Processed primary data with SmartPLS 4.1

Based on Table 4, all variables in this study have Composite Reliability values above 0.70. Therefore, each construct is considered reliable, consistent, and appropriate for further analysis.

Structural Model Analysis (Inner Model)

R-Square (R²)

The R-Square (R²) test in SmartPLS was conducted to measure the extent to which the independent variables explain the dependent variable in the structural model, as indicated by the R-Square Adjusted value. The value was obtained through the PLS-SEM Algorithm estimation process. The R-Square Adjusted results in this study are presented as follows.

Table 5. R-Square Results

Variable	R-square adjusted
<i>Purchase Decision (Y)</i>	0.487

Source: Processed primary data with SmartPLS 4.1

Based on Table 5, the R-Square Adjusted value for the Purchase Decision (Y) variable is 0.487. This indicates that Electronic Word of Mouth, Brand Awareness, and Brand Image simultaneously explain 48.7% of the variation in Purchase Decision, while the remaining 51.3% is explained by variables outside the research model. Based on the R-Square assessment criteria, this value is categorized as moderate and indicates that the model has a sufficiently good ability to explain the Purchase Decision variable.

Path Coefficients

Hypothesis testing was conducted by analyzing the relationships among latent variables using path analysis in the SEM-PLS structural model. The path coefficient values were obtained from the model estimation results and displayed in the SmartPLS bootstrapping output, which also generated t-statistics and p-values to test the significance of the relationships among variables. A relationship is considered significant if the t-statistics value is > 1.96 and the p-value is < 0.05 .

Table 6. Path Coefficients Results

Variables	Path Coefficients	t-statistics	p-values	Description
<i>Electronic Word of Mouth -> Purchase Decision</i>	0.265	3.538	0.000	Significant
<i>Brand Awareness -> Purchase Decision</i>	0.340	4.616	0.000	Significant
<i>Brand Image -> Purchase Decision</i>	0.390	5.462	0.000	Significant

Source: Processed primary data with SmartPLS 4.1

Based on Table 6, all independent variables show positive and significant effects on Purchase Decision. Electronic Word of Mouth has a coefficient value of 0.265 with a t-statistics value of 3.538 and a p-value of 0.000, therefore H1 is accepted. Brand Awareness shows a positive effect with a coefficient value of 0.340, a t-statistics value of 4.616, and a p-value of 0.000, therefore H2 is accepted. Meanwhile, Brand Image has the strongest effect with a coefficient value of 0.390, a t-statistics value of 5.462, and a p-value of 0.000, therefore H3 is also accepted. These findings indicate that all variables partially contribute significantly to influencing Purchase Decision, with Brand Image being the most dominant variable.

DISCUSSION

The Influence of Electronic Word of Mouth on Purchase Decision

Based on the analysis results, Electronic Word of Mouth has a positive and significant influence on Purchase Decision of Oh My Glam (OMG) cosmetic products on TikTok, with a path coefficient value of 0.265, t-statistics of 3.538, and p-values of 0.000. The descriptive analysis also shows that the highest mean indicator is opinion valence (X1.2) with a value of 3.370, categorized as moderately high. This indicates that consumers tend to consider positive reviews and recommendations from other users before making purchasing decisions. Reviews shared through TikTok help consumers build trust and reduce uncertainty toward the product because user experiences are considered more objective and convincing than company promotions. This finding is in line with the marketing theory proposed by Kotler et al. (2022) and supported by previous studies conducted by Aninditya et al. (2023) as well as Kinanding

& Nurrohim (2024), which found that Electronic Word of Mouth positively and significantly influences Purchase Decision.

The Influence of Brand Awareness on Purchase Decision

Based on the analysis results, Brand Awareness has a positive and significant influence on Purchase Decision of Oh My Glam (OMG) cosmetic products on TikTok, with a path coefficient value of 0.340, t-statistics of 4.616, and p-values of 0.000. The descriptive analysis indicates that the dominant indicator is top of mind (X2.1) with a mean value of 3.080, categorized as moderately high. This finding shows that OMG is relatively easy for consumers to remember when thinking about cosmetic products. Consistent exposure through TikTok content, promotions, and influencer activities strengthens consumers' memory toward the brand, making OMG more familiar and trusted compared to other brands. Consumers generally tend to choose brands they already recognize because they are perceived as safer and more reliable. This finding is in line with the theory proposed by Kotler et al. (2022) and supported by previous studies conducted by Putri & Ariyanti (2024) and Kinanding & Nurrohim (2024), which stated that Brand Awareness positively and significantly influences Purchase Decision.

The Influence of Brand Image on Purchase Decision

Based on the analysis results, Brand Image has the strongest positive and significant influence on Purchase Decision of Oh My Glam (OMG) cosmetic products on TikTok, with a path coefficient value of 0.390, t-statistics of 5.462, and p-values of 0.000. The descriptive analysis shows that the highest mean indicator is user image (X3.2) with a value of 3.480, categorized as high. This indicates that consumers' perceptions toward people who use OMG products play an important role in shaping brand image. Consumers perceive OMG as a cosmetic brand that can be used by various groups, creating a sense of relatability and psychological closeness toward the product. Through TikTok, consumers are exposed to different users who share their experiences using OMG products, which strengthens trust and confidence toward the brand. This finding is in line with the theory proposed by Kotler et al. (2022) and supported by previous studies conducted by Maulidya et al. (2025) as well as Putri & Ariyanti (2024), which found that Brand Image positively and significantly influences Purchase Decision.

The Influence of Electronic Word of Mouth, Brand Awareness, and Brand Image on Purchase Decision

Based on the simultaneous analysis, Electronic Word of Mouth, Brand Awareness, and Brand Image have a positive and significant influence on Purchase Decision of Oh My Glam (OMG) cosmetic products on TikTok, with an Adjusted R-Square value of 0.487, indicating that these variables explain 48.7% of purchase decision variance. Each variable shows a dominant indicator that strengthens its influence on purchase decision. For Electronic Word of Mouth, which has a path coefficient value of 0.265, t-statistics of 3.538, and p-values of 0.000, the highest indicator is opinion valence, indicating that positive reviews and recommendations on TikTok play a key role in reducing consumer uncertainty and increasing purchase confidence. For Brand Awareness, with a path coefficient value of 0.340, t-statistics of 4.616, and p-values of 0.000, the dominant indicator is top of mind, showing that OMG is easily remembered by consumers when thinking about cosmetic products due to consistent exposure through TikTok content, influencers, and promotions. Meanwhile, Brand Image has a path coefficient value of 0.390, t-statistics of 5.462, and p-values of 0.000, making it the

strongest predictor, with user image as the highest indicator, meaning consumers are strongly influenced by how OMG is perceived through its users on TikTok, creating relatability, trust, and emotional attachment. This shows that Brand Image has a deeper psychological influence compared to the other variables because it directly shapes perceived credibility and social validation in a visual-based social media environment. Therefore, from a managerial perspective, TikTok marketing strategies should prioritize strengthening brand perception through relatable influencers, authentic user-generated content, and consistent visual identity, while E-WOM and Brand Awareness should be maintained as supporting factors for exposure and initial consideration.

CONCLUSION

Based on the results, Electronic Word of Mouth, Brand Awareness, and Brand Image have a positive and significant influence on Purchase Decision of Oh My Glam (OMG) cosmetic products on TikTok, with Brand Image identified as the most dominant variable. This indicates that consumer perceptions formed through social interaction and visual exposure play a crucial role in driving purchase decisions. The model explains 48.7% of Purchase Decision, indicating a moderate explanatory power of the proposed variables in consumer behavior on TikTok.

The findings show that E-WOM functions as social proof through opinion valence, Brand Awareness strengthens consumer recall through top of mind, and Brand Image builds trust through user image perception. Among these, Brand Image becomes the strongest predictor because it is shaped not only by product attributes but also by social perception of users in TikTok content, which creates emotional closeness and credibility. This confirms that purchasing decisions in digital environments are influenced by a combination of informational, cognitive, and emotional factors.

For cosmetic companies, these results imply that TikTok marketing strategies should prioritize strengthening Brand Image through relatable influencers, consistent visual branding, and authentic user-generated content, while also maintaining positive E-WOM through encouraging reviews and engagement to reinforce social proof. Brand Awareness should be continuously built through consistent exposure and content visibility to ensure brand recall. For future researchers, it is recommended to include additional variables such as influencer marketing, customer trust, and purchase intention, as well as expanding the research scope to different platforms or product categories to obtain a more comprehensive understanding of digital consumer behavior.

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