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The Impact of EWOM, Brand Image, and Content Marketing on Purchase Decision with Country of Origin as a Moderating Variable

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Keywords

Water Treatment Plant; operational and maintenance costs; Life Cycle Cost; cost optimization; clean water supply; industrial area.

Abstract

The increasing need for clean water in industrial areas demands a reliable and sustainable water supply system. This study aims to determine the optimal strategy for meeting clean water supply through optimizing the operational and maintenance costs of the water utility network at WTPs in industrial areas. The strategies analyzed include O&M strategies, small CAPEX strategies through the implementation of Streaming Current Monitors (SCMs) and supporting instrumentation, and large CAPEX strategies in the form of WTP construction or expansion. The research method uses Present Value (PV) and Life Cycle Cost (LCC) based financial analysis with a 20-year analysis period and a discount rate of 8%, based on historical WTP operational data and investment estimates. Scenario and sensitivity analysis were conducted to strengthen decision making. The results showed that the O&M strategy is the most optimal strategy and is the main priority because it provides the highest cumulative cost savings without initial investment, with PV Saving OPEX and MEX of IDR 230.07–677.51 million, and IDR 495.26 million in the moderate scenario. Small CAPEX strategy produces a positive NPV Saving of IDR 51.48 million but is sensitive to initial investment and the level of chemical savings. Meanwhile, the large CAPEX strategy has a Total Life Cycle Cost of IDR 57,415.00 million and is more appropriate as a medium to long-term solution to increase capacity and supply reliability. This study recommends implementing the strategy in stages to maintain the sustainability of clean water services and the efficiency of industrial area operational costs.

INTRODUCTION

Cosmetics are products used for personal grooming. In addition to their function as beauty products, cosmetics also serve a social function, namely to clarify the wearer's identity in the eyes of the public (Gunawan and Susanti 2019). Therefore, cosmetics for women are a basic beauty need that must be met (Musnaini and Wijoyo 2021). DKI Jakarta, as the capital of Indonesia, along with Greater Jakarta (Jabodetabek) as the metropolitan area closest to the capital, has the highest number of cosmetic users in Indonesia.

It is known that cosmetic users in Indonesia are dominated by residents of Greater Jakarta (Jabodetabek), accounting for 42%. This indicates a significant demand for cosmetics in Greater Jakarta (Park & Hong, 2024b). This high demand is being leveraged by the cosmetics industry to introduce a variety of innovative cosmetic products (Park & Hong, 2024a; Sen & Bhattacharya, 2025; Solidoro, 2025) (Musnaini and Wijoyo 2021).

Cosmetic products available in Indonesia come not only from foreign companies but also from domestic producers (Chen & Dermawan, 2020; Puteri et al., 2025; Rachmawati et al.,

2016). In fact, in 2022, local brands experienced greater demand than foreign brands. Local cosmetic brands had the highest preference rate at 54%, while international brands accounted for only 11%, and 35% of users reported no specific brand preference. The high preference for local brands demonstrates that domestic cosmetic brands can now compete with international brands and generate strong demand in Indonesia. An online survey conducted by the ZAP Beauty Index 2020 identified the countries of origin of popular beauty products in Indonesia.

South Korea ranked first as the country of origin for popular beauty products in Indonesia, with 57.6%. Indonesia (local products) followed in second place with 37.4%. Japan and the United States followed, with 22.7% and 20.1%, respectively. Europe and Thailand, at 13% and 2.8%, respectively, were also among the countries of origin for popular beauty products in Indonesia.

One of the local cosmetic brands in Indonesia is Somethinc. Founded in March 2019 by Irene Ursula, Somethinc was created to meet the needs of the younger generation for beauty products by offering high-quality products at affordable prices (Hasena and Sakapurnama 2021). In 2022, Somethinc ranked fourth among local cosmetic brands with the most users, according to Populix (2022).

In 2022, Somethinc ranked fourth among local cosmetic brands, with 19% of users—a notably high figure considering that the brand was only established in 2019. Somethinc was also included in the top 50 cosmetic brands in Indonesia according to Katadata in 2022 (Nabilaturrahmah and Siregar 2022).

Cosmetic product purchases in 2022 were dominated by e-commerce, accounting for 66%. Supermarkets and minimarkets followed at 12% each, followed by hypermarkets at 2%, social media at 3%, and other platforms at 5%. The high volume of cosmetic purchases via e-commerce is well-founded, as e-commerce offers convenience in buying and selling. Consumers can purchase cosmetic products without visiting a physical store; they simply complete transactions online. E-commerce also provides convenience and security in transactions. In the fourth quarter of 2022, the e-commerce platforms with the most visitors were Shopee, Tokopedia, Lazada, Blibli, and Bukalapak (Katadata 2022). The number of beauty industry players in Indonesia is substantial and continues to grow. Data from BPOM (2022) indicate that in 2021, the number of cosmetic industries in Indonesia increased by 18%, reaching 858 companies, up from 726 in 2020.

The novelty of this research lies in its comprehensive model, which examines the moderating effect of country of origin on the relationships between three key marketing variables (electronic word of mouth (EWOM), brand image, and content marketing) and purchase decisions, specifically for a local Indonesian cosmetic brand. Unlike previous studies that treated country of origin as a direct antecedent, this research positions it as a moderating variable, thereby revealing whether perceptions of "localness" strengthen or weaken the impact of digital marketing strategies. This approach provides a more nuanced understanding of consumer behavior in a market where local brands are increasingly preferred.

The purpose of this study is to identify the characteristics of respondents who use Somethinc cosmetics and make purchases via e-commerce in the Greater Jakarta area; to analyze the influence of electronic word of mouth, brand image, content marketing, and country of origin on purchasing decisions for Somethinc cosmetic products via e-commerce in Greater Jakarta; and to analyze the influence of electronic word of mouth, brand image, and

content marketing on purchasing decisions for Somethinc cosmetics, with country of origin as a moderating variable, in e-commerce within the Greater Jakarta area.

The results of this study are expected to provide both theoretical and practical benefits. Theoretically, this study is expected to enhance insight and knowledge regarding the influence of electronic word of mouth, brand image, and content marketing on purchase decisions, with country of origin as a moderating variable, so that it may serve as a reference and foundation for further research. Practically, this study is expected to benefit academics as a reference for future research, companies as a source of information in designing and implementing marketing strategies to improve consumer purchasing decisions, and the author as a means to expand knowledge, gain experience, and apply the knowledge acquired during higher education.

METHOD

The study was conducted on respondents who met the criteria of having purchased Somethinc cosmetic products through e-commerce and residing in Greater Jakarta (Jabodetabek). The study was conducted in February 2023.

The type of data used in this study is quantitative data. Quantitative data is data in the form of numbers or qualitative data converted into numbers (Sugiyono 2015). In this study, quantitative data consists of tables and graphs obtained from the results of questionnaires given to respondents. This study uses primary and secondary data. Primary data is data collected directly by data collectors, which can be in the form of interviews, observations, or questionnaires (Sugiyono 2016). In this study, primary data was obtained through a questionnaire using Google Forms given to consumers who had purchased Somethinc cosmetic products through e-commerce in Jabodetabek. Secondary data can be defined as data obtained indirectly by data collectors, such as from official archives or documentation (Sugiyono 2016). Secondary data in this study comes from journals, books, official government archives, and other literature studies.

The sample size in this study was determined using the formula from Hair et al. (2014). The sample size was determined by multiplying the number of indicators in the research questionnaire by 5. The total number of indicators in this study was 51. Multiplying this by 5 resulted in a sample size of 255 respondents.

The sampling method used in this study was a non-probability sampling technique, namely quota sampling. Quota sampling is a technique used to draw a sample from a population with certain conditions and a desired quota (Sugiyono 2016). The quota sampling calculation in this study was based on the proportion of respondents in cities in Greater Jakarta (Jabodetabek), as presented in Table 1.

Table 1 Proportion of respondents by city in Jabodetabek

City	Total Population	Presentase (%)	Number of Respondents
Jakarta	5.227.307	55,12	141
Bogor	556.321	5,87	15
Depok	1.235.068	13,02	33
Tangerang	936.477	9,87	25
Bekasi	1.528.195	16,11	41
Total	9.483.368	100,00	255

Source: Processed data (2024)

The study involved 255 respondents from Greater Jakarta (Jabodetabek). The following is a breakdown of each respondent: 141 from Jakarta, 15 from Bogor, 33 from Depok, 25 from Tangerang, and 41 from Bekasi.

This study used descriptive analysis to determine the characteristics of the respondents. The data was analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS) using the Smart PLS 3 application.

Descriptive analysis is an analysis used to analyze data by describing it, so as not to draw general conclusions (Sugiyono 2013). The data obtained can be explained in the form of tables, graphs, pie charts, modes, medians, means, and others (Sugiyono 2011). In this study, descriptive analysis was conducted to determine the characteristics of respondents who had purchased Somethinc cosmetic products on e-commerce in Jabodetabek. Data measurement was carried out using a Likert scale of 1 to 5 to determine the opinions, attitudes, and perceptions of respondents (Sugiyono 2013().

The weighted scores obtained from respondents' answers are then calculated and presented by looking at the mean or average value within a given data set. The results are then grouped based on the range of values used using the following formula:

$$\text{Scale Range} = \frac{(\,maximum\ score - minimum\ score)}{total\ score}$$

$$\text{Scale Range} = \frac{(5-1)}{5}$$

$$\text{Scale Range} = 0.8$$

Based on the calculations above, it is known that the scale range value is 0.8. The perception assessment scale range is presented in Table 2.

Table 2 Descriptive analysis scale range

Value scale	Remarks
1,00 – 1,80	Strongly Disagree (STS)
1,81 – 2,60	Disagree (TS)
2,61 – 3,40	Neutral (N)
3,41 – 4,20	Agree (S)
4,21 – 5,00	Strongly Agree (SS)

Source: Data processed (2023)

Validity testing is conducted to determine whether a questionnaire is valid (Ghozali 2013). A questionnaire is considered valid when the questions posed to respondents yield a good measurement tool. The criterion for validity testing is that if R count > R table, the instrument in the questionnaire is valid. In this study, a significance level of 5% was used. Validity testing was conducted using IBM SPSS 26 software.

Reliability testing can be used to measure the consistency of a questionnaire consisting of specific variable indicators (Ghozali 2011). An instrument is considered reliable when respondents' answers are consistent and consistent. The criterion for reliability testing is a Cronbach's alpha value > 0.6. Reliability testing was conducted using IBM SPSS 26 software.

The independent t-test analysis is an analysis conducted to determine whether two unrelated samples have differences in their average values (Ghozali 2016). This analysis is conducted with the aim of testing the average difference of two unrelated samples (Sujarweni 2019). This analysis can be done by comparing two average values with the standard error of

the difference in the average of the two samples. In this study, a difference test was conducted by comparing the age group of late adolescents (17 to 25 years) with the age group of adults and the elderly (26 to 65 years). The relationship between the research objectives, the analytical methods used, the types of data, the data sources, and the outputs are presented in the following table.

Table 3 Relationship matrix

Purpose	Data Type	Data Source	Analysis Method	Output
Identifying the characteristics of respondents who use Somethinc cosmetics who make purchases through *e-commerce* in Greater Jakarta	Data Primer	Questionnaire	Descriptive Analysis and Differential Tests	To find out the characteristics of respondents and the comparison of characteristics between adolescent and adult and elderly respondents.
Analyzing the influence of EWOM, *brand image, content marketing*, and country of origin on the purchase decision of Somethinc cosmetic products on *e-commerce* in Greater Jakarta	Data Primer	Questionnaire	Analysis SEM-PLS	To find out the influence of EWOM variables, *brand image,* and *content marketing* on purchase decisions. So that it becomes a marketing strategy recommendation.
Analyzing the influence of EWOM, *brand image, content marketing,* and country of origin on the purchase decision of Somethinc cosmetic products with the country of origin as a moderation variable in *e-commerce* in Greater Jakarta	Data Primer	Questionnaire	Analysis SEM-PLS	To determine the influence of EWOM variables, *brand image,* and *content marketing* on product purchase decisions with the country of origin variable as the moderation variable. So that it becomes a marketing strategy recommendation.

Table 3 explains the relationship between each research objective and the data type, data sources, and analysis methods used, as well as the output obtained after conducting the research. Five variables were tested in this study. The following are the variables, dimensions, and indicators used, as shown in Table 4.

Table 4 Operational variables

Variable	Dimensions	Indicator	Code
EWOM (Goyette et al. 2010)	*Intensity*	Frequency of information	EWM11
		Reading intensity *rating*	EWM12
		Intensity of reading *reviews*	EWM13
	Valence of opinion	Positive information	EWM21
		Information based on Experience	EWM22
		Information should dipercaya	EWM23
	Content	Information with Image	EWM31
		Information About Quality Products	EWM32
		Information About Pricing	EWM33
		Information About Uses	EWM34

(Shimp 2007) (Shimp 2007)	*Favorability of brand association*	Have a product that consumers want	BI11
		Have competitive quality	BI12
	Strength of brand association	The thought of the brand is in the minds of consumers	BI21
		Consistent in the Brand	BI22
	Uniqueness of brand association	Has characteristics that can be excelled	BI31
		Has a uniqueness in design so that it is easy to recognize	BI32
Purchase Decision (Schiffman et al. 2012)	Need recognition	Buying products according to your needs	KP11
		Availability of products according to your needs	KP12
	Pre-purchase search	Searching for product information from internet	KP21
		Suitability of the product information provided	KP22
		Search for product information from consumer reviews	KP23
	Alternative evaluation	Choosing a product after comparing it with other products	KP31
		Choosing a product after considering previous consumer reviews	KP32
	Purchase	Purchase decisions are influenced by suitability to needs	KP41
		Purchase decisions are influenced by positive reviews	KP42
		Purchase decisions are affected by transaction security	KP43

RESULTS AND DISCUSSION

One of Indonesia's local cosmetic brands is Somethinc, which was first launched in 2019. Irene Ursula, who has been interested in beauty since childhood, was initially inspired by the difficulties millennials face in obtaining high-quality beauty products.

Somethinc's beauty products can be found everywhere, whether by visiting brick-and-mortar stores like Watsons, Guardian, Sogo, KKV, or ordering online through Somethinc.com, BeautyHaul, and e-commerce platforms like Shopee, Tokopedia, Lazada, Blibli, Bukalapak, and others. The numerous channels available to Somethinc make it easier for consumers to purchase its products.

Somethinc's product offerings on the market have become increasingly diverse. Previously, Somethinc only launched skincare products, but now, Somethinc has over 120 cosmetic products. These include cushions, foundations, concealers, compact powders, loose powders, tinted sunscreens, face palettes, blushes, contours or bronzers, highlighters, brow products, eyeshadows, eyeliners, mascaras, lip products, and setting sprays.

Somethinc is a local brand known for its high quality. This is demonstrated by the numerous awards it has received. These awards include Best Newcomer Brand 2019 by the Female Daily Best of Beauty Award and the Sociolla Award, Top 50 Indonesian Brands 2020, Local Brand of the Year 2021 by the Female Daily Best of Beauty Award, and others.

Validity testing is used to determine whether each question measures its respective variable. Questions in the questionnaire are considered valid if the calculated R value is greater than the R value. In this study, a significance level of 5% was used, resulting in an R value of

0.361. The questionnaire included 51 indicators, all of which had calculated R values greater than 0.361. Therefore, all indicators in the questionnaire are valid and can measure their respective variables. The results of the validity test can be seen in Appendix 1.

Reliability testing is a test conducted to verify the accuracy of a questionnaire for the same symptoms. A questionnaire is considered reliable if each variable has a Cronbach's Alpha value > 0.6. This study had five variables, all of which had Cronbach's Alpha values greater than 0.6. Therefore, it can be concluded that the questionnaire is reliable. The complete results of the reliability test can be found in the Appendix.

Descriptive analysis was used to determine the characteristics of respondents in the study. The respondent criteria used in this study were consumers aged at least 17 years old, residing in Greater Jakarta (Jabodetabek) and having purchased Somethinc cosmetic products through e-commerce. Data collection was conducted online by distributing questionnaires via Google Forms, and 255 respondents met the criteria. The results of the respondent characteristics data in this study cover several types, as presented in Table 5.

Table 5 Respondent characteristics

Category	Remarks	Frequency	Percentage
Age	18 – 21 Year	132	52,2%
	22 – 25 Year	94	36,9%
	26 – 30 Year	23	9,0%
	31 – 35 Year	4	1,6%
Domicile	Jakarta	141	55,3%
	Bogor	15	5,9%
	Depok	33	12,9%
	Tangerang	25	9,8%
	Bekasi	41	16,1%
Recent or ongoing education	SMP	2	0,8%
	SMA	95	37,3%
	Vocational/Diploma	11	4,3%
	Bachelor	143	56,1%
	Postgraduate	4	1,6%
Jobs	Students/Students	182	71,4%
	PNS	3	1,2%
	Self-employed	12	4,7%
	Swa Employeesta	54	21,2%
	Mother Home Stairs	4	1,6%
Revenue per month	< Rp1000.000,-	45	17,6%
	Rp1.000.000,- – Rp2.500.000,-	79	31,0%
	Rp2.500.001,- – Rp5.000.000,-	108	42,4%
	Rp5.000.001,- – Rp7.500.000,-	18	7,1%
	> Rp7.500.000,-	5	2,0%
Expenditure on cosmetic purchases in the last month	< Rp100.000,-	7	2,7%
	Rp100.000,- – Rp250.000,-	107	42,0%
	Rp250.001,- – Rp500.000,-	88	34,5%
	Rp500.001,- – Rp750.000,-	26	10,2%
	Rp750.001,- – Rp1.000.000,-	18	7,1%
	> Rp1000.000,-	9	3,5%
Frequency of cosmetic purchases in one month	1 – 3 kali	175	68,6%
	4 – 6 kali	61	23,9%
	7 – 10 kali	13	5,1%

> 10 kali	6	2,4%

Source: Data processed (2024)

In the respondent characteristics data presented in Table 7, it is known that respondents who have purchased Somethinc cosmetic products are predominantly in the 18-21 year age range with a total of 132 respondents or 52.2%. The distribution of respondents' domiciles in this study is dominated by Jakarta City with a percentage of 55.3% according to the calculation results based on quota sampling. The most recent or ongoing education of respondents is a bachelor's degree with a percentage of 56.1% or 143 respondents and in terms of occupational characteristics, it is dominated by the student or college student category with a percentage of 71.4% or 182 respondents. Then the monthly income of respondents who have purchased Somethinc cosmetic products is mostly in the range of Rp2,500,001,- - Rp5,000,000,- with a percentage of 42.4% or 108 respondents. Furthermore, in the category of expenditure made by respondents in purchasing cosmetic products, the highest was in the range of IDR 100,000 - IDR 250,000 with a percentage of 42% or as many as 107 respondents and the frequency of cosmetic purchases was dominated by the range of 1 - 3 times per month.

Respondents used e-commerce to purchase Somethinc cosmetic products. The e-commerce platforms used were Shopee, Tokopedia, Lazada, Blibli, Bukalapak, and TikTok. Detailed data on the e-commerce platforms used by respondents to purchase Somethinc cosmetic products can be seen in Figure 9.

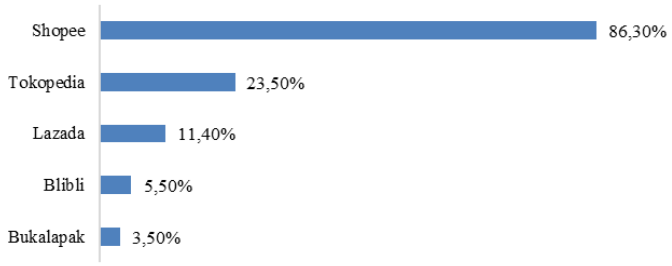

Figure 1 E-commerce used to purchase Somethinc cosmetic products.

Source: Processed data (2024)

Shopee was the most widely used e-commerce platform for purchasing Somethinc cosmetic products, with 86.3% of respondents using it. Furthermore, Tokopedia was the second most frequently used e-commerce platform, with 23.5% and Lazada, with 11.4%. The variety of Somethinc cosmetic products purchased by respondents via e-commerce is shown in Figure 2.

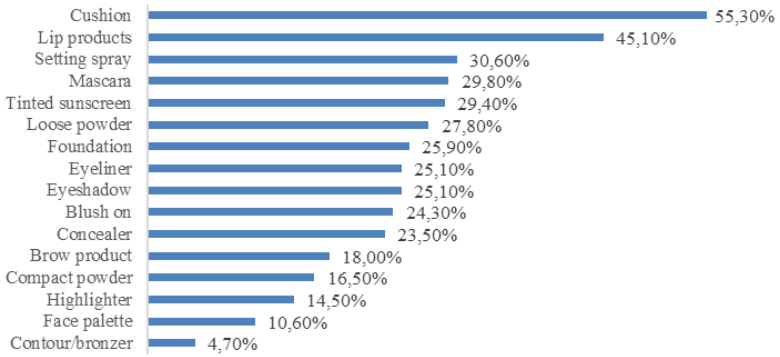

Figure 2 Somethinc cosmetic products purchased on e-commerce sites.

Source: Processed data (2024)

Figure 2 shows that the most frequently purchased product by respondents on e-commerce is cushion, with a percentage of 55.3%. Next in the ranking are lip products with a percentage of 45.1% and setting spray with a percentage of 30.6%. Respondents purchased Somethinc cosmetic products for several reasons. These reasons could stem from the quality of Somethinc's products, their price, their variety, or even promotions offered. The reasons respondents purchased Somethinc cosmetic products are presented in Figure 3.

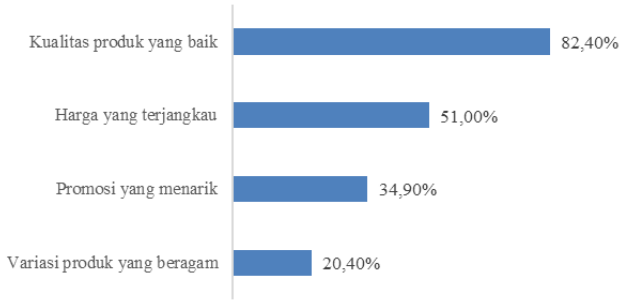

Figure 3 Reasons for purchasing Somethinc cosmetic products

Source: Processed data (2024)

Respondents believe that Somethinc offers quality cosmetic products. This can be seen in the data in Figure 3, where 82.4% of respondents stated that their reason for purchasing Somethinc cosmetic products was because of the good quality of the products. Furthermore, 51% of respondents also stated that the prices offered by Somethinc were quite affordable. Other reasons respondents cited for purchasing Somethinc cosmetic products were attractive promotions (34.9%) and a wide variety of products (20.4%).

Table 6 Comparison of respondents' preferences regarding EWOM variables

Indicator	Late teens	Criteria	Adults & elderly	Criteria	T-Count	P-*value*
	Mean ($\bar{x}_1$)		*Mean* ($\bar{x}_2$)			
EWM11	4,27	Strongly agree	4,18	Agree	0,46	0,64
EWM12	4,22	Strongly agree	4,29	Strongly agree	-0.31	0,75
EWM13	4,26	Strongly agree	4,29	Strongly agree	-0,16	0,87

EWM21	4,24	Strongly agree	4,33	Strongly agree	-0,41	0,68
EWM22	4,24	Strongly agree	4,14	Agree	0,51	0,60
EWM23	4,17	Agree	4,03	Agree	0,74	0,45
EWM31	4,24	Strongly agree	4,18	Agree	0,28	0,77
EWM32	4,23	Strongly agree	4,25	Strongly agree	-0,11	0,90
EWM33	4,28	Strongly agree	4,22	Strongly agree	0,30	0,75
EWM34	4,20	Agree	4,22	Strongly agree	-0,08	0,93
Electronic word of mouth	4,24	Strongly agree	4,21	Strongly agree		

Source: Data processed (2024)

In late adolescent respondents, the mean value for the electronic word of mouth variable was 4.24, meaning that most late adolescent respondents strongly agreed with the statement regarding the electronic word of mouth variable. Likewise, adult and elderly respondents also strongly agreed with the statement regarding this variable with a mean value of 4.22. In the electronic word of mouth variable, there was no significant difference in the mean value for each indicator. This can be seen in the calculated t value for all indicators, none of which was greater than the t table (0.025; 153), which is 1.97, or the p value was not less than 0.05. The results of the analysis regarding the comparison of respondent preferences regarding the brand image variable are presented in Table 7.

Table 7 Comparison of respondents' preferences regarding the Brand Image variable

Indicator	Late teens *Mean* ($\bar{x}_1$)	Criteria	Adults & elderly *Mean* ($\bar{x}_2$)	Criteria	T-Count	P-*value*
BI11	3,95	Agree	4,00	Agree	-0,20	0,83
BI12	**4,00**	**Agree**	**4,48**	**Strongly agree**	**-2,25**	**0,02**
BI21	3,68	Agree	3,81	Agree	-0,54	0,58
BI22	4,01	Agree	4,25	Strongly agree	-1,10	0,27
BI31	3,93	Agree	4,18	Agree	-1,12	0,26
BI32	3,94	Agree	4,14	Agree	-0,95	0,34
Brand image	3,92	Agree	4,14	Agree		

Source: Processed data (2024)

In the brand image variable, the mean value for late adolescent respondents was 3.92. This indicates that late adolescent respondents agreed with the questionnaire statement regarding the brand image variable. The mean value for adult and elderly respondents was 4.14, indicating agreement with the statement regarding this variable. In the brand image variable, there is a BI12 indicator or having competitive quality whose average value is significantly different because the absolute value of the calculated t is 2.25 greater than 1.97 or a p-value of 0.02 less than 0.05. Therefore, it can be concluded that respondents' preference for the indicator of having competitive quality is greater in adult and elderly respondents compared to late adolescent respondents with a significant difference. This may be due to adult and elderly respondents having longer experience in trying previous products and prioritizing the quality

and effectiveness of a product, thus focusing more on the long-term value of the product. Meanwhile, late adolescent respondents are more influenced by trends, packaging, branding, and are more open to trying other products even though the quality of the product is uncertain.

Table 8 Comparison of respondents' preferences regarding the Content Marketing variable

Indicator	Late teens *Mean* ($\bar{x}_1$)	Criteria	Adults & elderly *Mean* ($\bar{x}_2$)	Criteria	T-Count	P-*value*
CM11	3,90	Agree	3,96	Agree	-0,22	0,82
CM12	3,99	Agree	4,25	Strongly agree	-1,15	0,25
CM13	3,79	Agree	3,88	Agree	-0,39	0,69
CM14	3,77	Agree	3,88	Agree	-0,46	0,64
CM21	3,97	Agree	3,96	Agree	0,04	0,96
CM22	4,01	Agree	3,81	Agree	0,80	0,42
CM23	3,86	Agree	3,85	Agree	0,06	0,94
CM24	3,79	Agree	3,96	Agree	-0,70	0,48
CM31	3,85	Agree	3,92	Agree	-0,27	0,78
CM32	3,94	Agree	3,81	Agree	0,52	0,59
CM33	4,02	Agree	3,96	Agree	0,26	0,79
CM41	3,85	Agree	3,92	Agree	-0,32	0,74
CM42	3,97	Agree	4,00	Agree	-0,09	0,92
CM43	4,00	Agree	3,92	Agree	0,33	0,73
CM51	3,97	Agree	4,03	Agree	-0,26	0,79
CM52	3,83	Agree	3,59	Agree	0,95	0,34
CM53	3,86	Agree	3,92	Agree	-0,21	0,82
Content marketing	3,91	Agree	3,92	Agree		

Source: Data processed (2024)

Based on the data presented in Table 8, it can be seen that late adolescent respondents agreed with the questionnaire statement regarding the content marketing variable, with a mean score of 3.91. Similarly, adult and elderly respondents also agreed with the statement regarding the content marketing variable, with a mean score of 3.92. The content marketing variable did not have a significant difference in mean scores between late adolescent respondents and adult and elderly respondents.

For the country of origin variable, the mean score for late adolescent respondents was 4.08, indicating that late adolescent respondents agreed with the statement regarding the country of origin variable. Furthermore, adult and elderly respondents had a mean score of 4.18, also indicating agreement with the statement regarding the country of origin variable. The comparison of mean scores for these variables did not show significant differences because all indicators in the calculated t-value were less than the table t-value, or the p-value was greater than 0.05. Table 12 illustrates the results of the comparison of respondent preferences regarding the purchasing decision variable.

Table 9 Comparison of respondents' preferences regarding the Purchase Decision variable

Indicator	Late teens *Mean* ($\bar{x}1$)	Criteria	Adults & elderly *Mean* ($\bar{x}2$)	Criteria	T-Count	P-*value*
KP11	3,95	Agree	4,11	Agree	-0,66	0,50
KP12	4,11	Agree	4,37	Strongly agree	-1,07	0,28
KP21	4,07	Agree	4,03	Agree	0,16	0,86
KP22	3,85	Agree	4,03	Agree	-0,73	0,46
KP23	3,92	Agree	4,22	Strongly agree	-1,23	0,21
KP31	3,93	Agree	4,11	Agree	-0,67	0,50
KP32	3,89	Agree	3,96	Agree	-0,31	0,75
KP41	3,93	Agree	4,03	Agree	-0,41	0,68
KP42	3,74	Agree	3,77	Agree	-0,13	0,89
KP43	3,78	Agree	4,22	Strongly agree	-1,80	0,07
KP51	3,82	Agree	3,96	Agree	-0,55	0,58
KP52	3,73	Agree	3,96	Agree	-0,92	0,35
Purchase decision	3,90	Agree	4,07	Agree		

Source: Data processed (2024)

Table 9 shows that the majority of late adolescent respondents agreed with the questionnaire statement regarding the purchasing decision variable, with a mean value of 3.90. Similarly, adult and elderly respondents agreed with the purchasing decision variable, with a mean value of 4.07. For the purchasing decision variable, the calculated t-value for each indicator was all less than the t-table, and the p-value was greater than 0.05. Therefore, there was no significant difference in the average values for each indicator of the purchasing decision variable.

Structural Equation Modeling-Partial Least Squares Analysis

This study was conducted using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis method to determine the influence of electronic word of mouth, brand image, content marketing, and country of origin on purchasing decision variables. Furthermore, this model was used to examine how country of origin moderates electronic word of mouth, brand image, and content marketing on purchasing decisions. This research method used the Smart PLS 3 software application, with assessment criteria shown in Table 10.

Table 10 SEM-PLS assessment criteria

Test Model	*Output*	Criteria
Outer model	*Convergent validity*	*Loading factor* ≥ 0,7 (Hair et al. 2017)
	Discriminant Validity	The *correlation crossloading* value of the construct with the measurement item must be greater than that of the other construct size AVE value > 0.50 (Hair et al. 2017)
	Composite Reliability	Composite *reliability* value > 0.70 *Cronbach's alpha* value > 0.70 (Hair et al. 2017)

Inner model	R *square* for endogenous latent variables	The value of R *squre* ranges from 0 – 1 (Hair et al. 2017)
	Parameter coefficients and T *statistics*	T values *statistics* > T table (1.96) Nilai P *values* < 0.05 (Hair et al. 2017)

The research method involved testing, divided into two analyses: an outer model, or measurement model evaluation analysis, and an inner model, or structural model evaluation analysis, with assessment criteria as shown in Table 10. Data processing was based on primary data obtained from 255 respondents who answered a questionnaire via Google Forms.

Measurement Model Evaluation Analysis (Outer Model)

The measurement model evaluation analysis, or outer model, was conducted to determine the path model diagram for the study and ensure that the path model diagram contained valid data. This analysis consisted of several stages: convergent validity, discriminant validity, and construct reliability. The convergent validity stage was conducted by examining the loading factor values contained in the indicators of each variable. The loading factor value must be greater than or equal to 0.7 to be considered valid for measuring the research model (Hair et al. 2017). Any indicator with a value less than 0.7 must be removed from the model. Figure 12 presents the results of the outer model in this study.

The electronic word of mouth variable has 12 indicators, and the indicator with the highest loading factor value is information based on experience (EWM22) with a value of 0.842. In the brand image variable, the indicator with the highest loading factor value is having distinctive characteristics that can be emphasized (BI31) with a value of 0.867. The indicator with the highest value in the content marketing variable with a value of 0.871 is consistently published content (CM32). Then, in the country of origin variable, the indicator with the highest loading factor value is the indicator of the country of origin of the ideal product to visit (NA31) with a value of 0.874. Meanwhile, there are two indicators with the highest values in the purchasing decision variable, namely the indicator of the suitability of the product information provided (KP22) and feeling satisfied with the product that has been purchased (KP51) with a value of 0.879. Next, look at the Average Variance Extracted (AVE) value presented in Table

Table 11 Average Variance Extracted (AVE) Value

Variable	AVE
Electronic Word of Mouth	0,653
Brand Image	0,709
Content Marketing	0,710
Country of Origin	0,724
Purchase Decision	0,711
Electronic Word of Mouth * Negara Asal	1,000
Brand Image * Negara Asal	1,000
Content Marketing * Country of Origin	1,000

Source: Data processed (2024)

Table 11 shows that the Average Variance Extracted value for each variable exceeds 0.5. This indicates that more than 50% of the indicator variables can be explained by the latent variables and are deemed to meet good validity criteria. The next step is the discriminant

validity evaluation stage, which examines the cross-loading values for each variable indicator. Cross-loading data are presented in Appendix 3. The construct reliability evaluation stage is carried out by ensuring that the Cronbach's alpha and composite reliability values are greater than 0.7. The Cronbach's alpha and composite reliability values for this study are shown in Table 12.

Table 12 Cronbach's alpha and composite reliability values

Variable	*Cronbach's alpha*	*Composite reliability*
Electronic Word of Mouth	0,941	0,949
Brand Image	0,918	0,936
Content Marketing	0,975	0,977
Country of Origin	0,925	0,940
Purchase Decision	0,963	0,967
Electronic Word of Mouth * Negara Asal	1,000	1,000
Brand Image * Negara Asal	1,000	1,000
Content Marketing * Country of Origin	1,000	1,000

Source: Processed data (2024)

Based on the data in Table 12, the Cronbach's alpha and composite reliability values for this research variable meet the criteria, exceeding 0.7, thus being considered reliable.

Structural Model Evaluation Analysis (Inner Model)

After conducting tests to determine the validity and reliability of the outer model, the next step is to analyze the structural model, or inner model, by examining the R-square value and path coefficient. The R-square value can be used to assess the structural model's validity, with values ranging from 0 to 1. The higher the R-square value, the higher the predictive accuracy (Hair et al. 2017).

Table 13 Nilai path coefficients

Influence Path	*Original Sampel*	T *statistics*	P *Values*	Hipotesis
Electronic Word of Mouth -> Purchase Decision	0,081	1,633	0,103	Rejected
Brand Image -> Keputusan Purchase	0,345	6,643	0,000	Accepted
Content Marketing -> Keputusan Purchase	0,255	4,154	0,000	Accepted
Electronic Word of Mouth * Negara Asal -> Keputusan Purchase	0,061	1,006	0,315	Rejected
Brand Image * Country of Origin -> Purchase Decision	0,031	0,376	0,707	Rejected
Content Marketing * Country of Origin -> Purchase Decision	- 0,133	1,565	0,118	Rejected
Country of Origin -> Purchase Decision	0,147	3,345	0,001	Accepted

Source: Processed data (2023)

The path coefficient values in Table 13 consist of the original sample, T statistics, and P values. Based on these values, the analysis of the influence of electronic word of mouth, brand image, and content marketing on purchasing decisions, with country of origin as a moderating variable, can be concluded as follows:

H1: The influence of electronic word of mouth on purchasing decisions

In this study, the influence of electronic word of mouth on purchasing decisions has an original sample value of 0.081, but the T statistic value is 1.633 <1.96 and the P value is 0.103 >0.05. Because the T statistic and P values do not meet the criteria, it can be concluded that H11 is rejected and H01 is accepted. Therefore, electronic word of mouth does not have a positive and significant influence on purchasing decisions for Somethinc cosmetic products on e-commerce in Jabodetabek. The results of this study are in line with research conducted by Suryani et al. (2021) that the electronic word of mouth variable does not influence purchasing decisions. Likewise, research by Fajriyah and Karnowati (2023) and Farichin (2024) obtained results that purchasing decisions are not influenced by the electronic word of mouth variable. This may be due, in part, to the abundance of information available online, leading consumers to trust their own opinions over information obtained online. Personal recommendations can be more influential than electronic word of mouth. The credibility of the information source significantly impacts the effectiveness of electronic word of mouth (Cheung and Thadani 2012). Therefore, when the information obtained is unreliable, its influence on purchasing decisions is also low.

H2: The Influence of Brand Image on Purchasing Decisions

Based on Table 17, the influence of brand image on purchasing decisions has an original sample value of 0.345, a T-statistic of 6.643 > 1.96, and a P-value of 0.000 < 0.05. This hypothesis meets the criteria, so it can be concluded that H12 is accepted. It is known that brand image has a positive and significant influence on purchasing decisions for Somethinc cosmetic products on e-commerce sites in Greater Jakarta. The results of this study are similar to those of Maulidia and Putri (2023) who found that brand image can influence purchasing decisions. Similarly, research conducted by Fachrudin and Taufiqurahman (2022) obtained similar results, indicating that a good brand image can positively influence purchasing decisions. For cosmetic products, consumers tend to pay attention to whether the product has a good image or not. Somethinc cosmetic products have superior quality, so consumers have confidence in their reputation and can compete with other cosmetic products. Somethinc is also consistent in producing its cosmetic products, and the Somethinc brand is already in consumers' minds when thinking about cosmetic products. Consumers believe that Somethinc cosmetic products have distinctive characteristics and uniqueness that make them easily recognizable.

H3: The influence of content marketing on purchasing decisions

Table 17 shows that the influence of content marketing on purchasing decisions has an original sample value of 0.255, a T-statistic of 4.154 > 1.96, and a P-value of 0.000 < 0.05. All of these meet the criteria and the hypothesis is accepted. Therefore, the conclusion is that content marketing has a positive and significant influence on purchasing decisions for Somethic cosmetic products on e-commerce platforms in Greater Jakarta. Research conducted by Nabila and Habib (2023) obtained similar results, indicating that purchasing decisions can be influenced by content marketing. According to Shadrina and Sulistyanto (2022), their research findings indicate that purchasing decisions can be improved through effective and relevant content marketing. These findings also apply to research conducted by Asnawati et al. (2022) and Hardianawati (2023). Before making a purchasing decision, cosmetic consumers will seek information about the product. Effective content marketing can raise brand awareness, provide needed information, and influence consumers to make a purchase. Consumers believe

that the content published by Somethinc regarding its products is interactive, engaging, easy to understand, and memorable. This increases the likelihood that consumers will consider Somethinc cosmetics when making a purchase. Consumers believe that Somethinc cosmetics provide informative and educational content, reflect the Somethinc brand, and foster good communication, which can further strengthen the relationship between Somethinc and consumers. Consumers also find the content appealing, consistent, and relevant. Furthermore, the content presented by Somethinc regarding its cosmetic products can meet consumer needs, be trustworthy, and encourage purchasing decisions.

H4: The Effect of Electronic Word of Mouth on Purchasing Decisions with Country of Origin as a Moderating Variable

Based on the results in Table 17, the effect of electronic word of mouth on purchasing decisions with country of origin as a moderating variable is 0.061 for the original sample, 1.006 for the T-statistic, and 0.315 for the P-value. These values indicate that H14 is rejected, indicating that electronic word of mouth does not have a positive and significant effect on purchasing decisions for Somethinc cosmetic products with country of origin as a moderating variable in e-commerce in Greater Jakarta (Jabodetabek). This may be because electronic word of mouth is a consumer opinion based on actual personal experience. Therefore, if the perception formed by the country of origin variable does not align with the information obtained from the electronic word of mouth variable, consumers will not be affected.

H5: The Influence of Brand Image on Purchasing Decisions with Country of Origin as a Moderating Variable

Table 17 shows that the original sample value for the influence of brand image on purchasing decisions with country of origin as a moderating variable is 0.031, with a T-statistic of 0.376 and a P-value of 0.707. Because these criteria were not met, H15 is rejected in this study, indicating that brand image does not have a positive and significant influence on purchasing decisions for Somethinc cosmetic products with country of origin as a moderating variable in e-commerce in Greater Jakarta (Jabodetabek). The results of this study are similar to those of Imilda (2020) and Alfianto (2022), in which the country of origin variable did not moderate the influence of brand image on purchasing decisions. Before purchasing a cosmetic product, consumers tend to pay attention to the brand image of that product. Somethinc has a strong image for its cosmetic products based on the quality, distinctive features, and uniqueness they offer. Therefore, with a strong brand perception and reputation in consumers' minds, it tends to have a greater influence on purchasing decisions than the country of origin variable. Therefore, the country of origin variable is not strong enough to change consumers' perceptions of the existing image of Somethinc cosmetic products.

H6: The influence of content marketing on purchasing decisions with country of origin as a moderating variable

The influence of content marketing on purchasing decisions with country of origin as a moderating variable based on the results of the known values in Table 17 has an original sample value of -0.133, a T statistic value of 1.565, and a P value of 0.118. Therefore, H16 is rejected and it can be concluded that content marketing does not have a positive and significant influence on purchasing decisions for Somethinc cosmetic products with country of origin as a moderating variable in e-commerce in Jabodetabek. The content marketing presented by Somethinc to its consumers is interactive, interesting, easy to understand, informative, and can

educate consumers. The content provided is related to how to use the product, the results to be obtained, and the benefits provided by the product for consumers. The content published by Somethinc is relevant, consistent, liked by consumers, and can encourage decision making. The country of origin variable related to the country of origin of a product cannot change the influence of the content marketing variable on the purchasing decision.

H7: The influence of country of origin on purchasing decisions

The influence of country of origin on purchasing decisions in this study had an original sample value of 0.147, a T-statistic of 3.345 > 1.96, and a P-value of 0.001 < 0.05. With these values, the seventh hypothesis in this study can be accepted, namely that the country of origin variable has a positive and significant influence on purchasing decisions for Somethic cosmetic products on e-commerce in Greater Jakarta. The results of this study are similar to those obtained in the study of Mogea and Sujana (2022) that the country of origin variable can influence purchasing decisions. Even in the study conducted by Fatina et al. (2021) specifically explained that the country of origin can influence purchasing decisions for cosmetic products. Consumers of Somethinc cosmetics believe that the cosmetic products they use come from countries with good technology and can produce quality products. It can be said that Somethinc cosmetic products are produced using high technology so they can produce high-quality products.

Managerial implications that can be used as recommendations are derived from examining the highest loading factor values in the SEM PLS analysis. The results reveal the indicators with the highest loading factors for each variable: electronic word of mouth, brand image, content marketing, country of origin, and purchasing decision. An alternative analysis will then be conducted to propose solutions that will then become part of the managerial process.

For the electronic word of mouth variable, the indicator with the highest loading factor is experiential information. This can be improved by ensuring that every product used by consumers is of good quality. Furthermore, positive information provided by consumers regarding their personal experiences using Somethinc cosmetic products can be collected and disseminated through various media. This ensures product quality is guaranteed and positive information about the product reaches other consumers.

For the brand image variable, having distinctive characteristics is the indicator with the highest value. Somethinc has a positive brand image for its products. Consumer responses to open-ended questions indicated that Somethinc's image is a brand that prioritizes high product quality. Furthermore, Somethinc offers unique and distinctive product packaging. To enhance the brand image of Somethinc cosmetic products, one can maintain the product's distinctive characteristics to become the Somethinc brand's identity and continue to innovate to produce new products that meet consumer needs. By doing this, the brand's distinctive characteristics can be maintained and even enhanced.

For the content marketing variable, the indicator of consistently published content has the highest loading factor. According to consumers, Somethinc's product content is quite good and engaging, but some still feel that the content lacks variety. One process Somethinc can implement to enhance the value of its content marketing is to ensure that every published piece of content consistently reflects the Somethinc brand's values.

To improve the country of origin indicator for ideal products to visit, we can publish educational information about the product's country of origin, such as its advantages. We can also create a marketing strategy that reflects the rich culture and heritage of the product's country of origin. Consumers also believe that domestically produced Somethinc products are more suitable for Indonesian skin tones. Therefore, providing information about the various shade options for Somethinc cosmetic products with an engaging and appropriate presentation can also attract consumers. This will increase consumer perception and appeal of the product.

The product information suitability indicator provided for the purchasing decision variable has the highest loading factor. This can be improved by providing educational information, such as product usage guides, product benefits, and product ingredients, with transparency and honesty. Furthermore, the information provided can be presented using clear, detailed, and engaging visuals, including images and videos. Filters can also be used to allow potential consumers to try out a wide selection of Somethinc cosmetic products on social media platforms like Instagram, TikTok, or even e-commerce platforms like Shopee. This way, consumers can choose the cosmetic products that best suit their needs without having to visit a store before making a purchase.

CONCLUSION

Based on the findings, consumers of Somethinc cosmetic products in Greater Jakarta (Jabodetabek) who purchase via e-commerce are predominantly 18–21-year-old students residing in Jakarta, with bachelor's-level education, monthly incomes of IDR 2,500,001–IDR 5,000,000, purchasing cosmetics 1–3 times per month with expenditures of IDR 100,000–IDR 250,000. Differences in consumer perceptions across age groups were minimal, with a significant variation only in the brand image indicator related to perceived competitive product quality (BI12). The results also indicate that electronic word of mouth (EWOM) does not significantly influence purchase decisions, whereas brand image, content marketing, and country of origin have positive and significant effects. However, country of origin does not act as a moderating variable in the relationships between EWOM, brand image, content marketing, and purchase decisions. Future research is suggested to explore additional moderating or mediating variables—such as consumer trust, perceived value, or social media engagement—and to expand the study to different regions, age groups, or cosmetic brands in order to gain a more comprehensive understanding of factors influencing online cosmetic purchasing behavior.

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