
ROLE OF BANDWAGON EFFECT AND ELECTRONIC WORD OF MOUTH IN WARDAH COSMETICS PURCHASING DECISIONS ON SHOPEE AMONG GEN Z



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Abstract

The growth of e-commerce in Indonesia has transformed consumer behavior, particularly in the cosmetics industry. Shopee, as one of the largest e-commerce platforms, fosters strong digital social dynamics through product popularity and consumer reviews. This study aims to analyze the role of the Bandwagon Effect and Electronic Word of Mouth on Generation Z consumers' purchasing decisions regarding Wardah products on Shopee. This study employs a quantitative approach with an explanatory design. Primary data were collected through a questionnaire distributed to 100 respondents who had previously purchased Wardah products on Shopee, analyzed using multiple linear regression, including classical assumption tests and hypothesis testing. The results indicate that the Bandwagon Effect and Electronic Word of Mouth have a positive and significant influence on purchasing decisions, both partially and simultaneously, with Electronic Word of Mouth showing a more dominant influence. These findings suggest that the quality of information and credibility of consumer reviews play a crucial role in online cosmetic purchasing decisions. This study offers practical implications for businesses in designing digital marketing strategies based on social influence and consumer reviews.

Keywords: Bandwagon Effect, Electronic Word Of Mouth, Purchasing Decision

INTRODUCTION

The development of e-commerce in Indonesia has experienced an accelerated trajectory alongside the expansive penetration of internet infrastructure and the increasing assimilation of digital technology into everyday societal practices. Within this ecosystem, e-commerce platforms no longer function merely as transactional intermediaries; rather, they have evolved into interactive socio-digital arenas that construct consumer perceptions, preferences, and behavioral orientations (Wu & Chen, 2023). Among the dominant platforms operating in Indonesia, Shopee occupies a particularly strategic position due to its extensive user base and integration of socially embedded features such as product ratings, consumer reviews, popularity metrics, and best-selling indicators, all of which substantially shape consumer judgment and transactional behavior.

In the discourse of digital consumer behavior, purchasing decisions are increasingly conditioned by complex socio-psychological dynamics emerging through digital interaction and collective consumption patterns. One of the most salient phenomena is the bandwagon effect, namely the behavioral tendency of individuals to align their choices with the preferences of the majority, based on the assumption that highly popular products possess superior value, credibility, or quality (Cialdini, 2021; Sabir et al., 2020). Within e-commerce platforms, this effect manifests through visible consumption cues such as high sales volumes, "best seller" labels, trending classifications, and virality generated through social media and live commerce ecosystems (Andriana et al., 2024; Mainolfi, 2020), cultivating social conformity pressures that may unconsciously direct consumer purchasing orientations.

Concurrently, electronic word of mouth (e-WOM) has emerged as an increasingly influential determinant in the formation of consumer trust, evaluation, and purchasing behavior within digital marketplaces. e-WOM refers to the dissemination and exchange of consumer-generated information, opinions, evaluations, and experiential narratives through digitally mediated communication channels accessible to broad audiences (Goyette et al., 2010). Empirical studies have consistently demonstrated that online reviews and digitally circulated recommendations exert substantial influence on consumer confidence and purchasing intention, particularly among younger demographic cohorts characterized by intensive engagement with digital platforms and social networking environments (Cheung et al., 2022; Nguyen & Lim, 2022). In the digital economy, e-WOM functions not merely as informational content but also as a persuasive social instrument capable of legitimizing product quality and reducing consumer uncertainty.

Within the cosmetics industry, the strategic significance of e-WOM becomes increasingly pronounced due to the high-involvement nature of cosmetic products and the elevated perception of functional, aesthetic, and psychological risk associated with their consumption. Consumers exhibit a stronger propensity to seek supplementary information, compare experiential testimonies, and critically evaluate reviews before arriving at purchasing decisions (Hasan & Hasvia, 2023; Jannah & Maulana, 2025), a tendency particularly observable among Generation Z consumers, whose consumption patterns are profoundly intertwined with digital culture, peer recommendations, and user-generated content across online platforms (Lubis & Hayu, 2025; Maranatha Christian University et al., 2024). Consequently, purchasing decisions in the cosmetics sector are increasingly shaped by socially mediated digital interactions rather than solely by conventional promotional strategies.

Although numerous scholarly investigations have examined the relationship between the bandwagon effect, e-WOM, and purchase intention, empirical findings remain inconclusive and demonstrate considerable variability, particularly concerning the magnitude and consistency of the bandwagon effect within e-commerce environments (Yudistira, 2022; Khairunissa Hafid et al., 2024). Moreover, extant literature remains limited in simultaneously investigating the combined influence of both variables on actual purchasing decisions among Shopee users in the Indonesian context, indicating the necessity for further empirical inquiry toward a more integrative understanding of socio-digital influences on consumer behavior.

Based on this research gap, this study aims to analyze the influence of the bandwagon effect and electronic word of mouth on the purchasing decisions of Shopee users in Indonesia. The findings are expected to contribute empirically to digital consumer behavior literature, particularly within the cosmetics industry on e-commerce platforms, while enriching theoretical discussions concerning socio-psychological determinants of online purchasing behavior in the contemporary digital era.

REVIEW OF LITERATURE

Bandwagon Effect

The bandwagon effect is conceptually rooted in social influence theory, which posits that individual behavior is substantially shaped by the attitudes, preferences, and actions of the majority within a particular social environment (Cialdini, 2021). This perspective underscores the tendency of individuals to imitate collective behavior as a consequence of normative pressure, the pursuit of social acceptance, and the inclination to minimize uncertainty in decision-making. Within the contemporary e-commerce landscape, the bandwagon effect materializes when consumers are encouraged to purchase products primarily because such products are perceived as popular or socially trending. Indicators such as elevated sales figures, high product ratings, extensive review counts, and "best seller" classifications function as persuasive social signals that reinforce consumer assumptions regarding product credibility and quality.

For Generation Z consumers, whose consumption patterns are deeply embedded within digital culture and social media ecosystems, popularity indicators possess substantial persuasive capacity in shaping product evaluations and purchasing orientations. Zhao et al. (2023) reveal that perceived product popularity exerts a positive and significant influence on purchasing decisions, particularly in high-involvement product categories such as cosmetics, generating a form of social legitimacy that encourages consumers to align with dominant consumption patterns. This argument is further corroborated by Lubis et al. (2025), who assert that viral marketing exposure and user-generated content can intensify the bandwagon effect among Generation Z consumers by constructing the perception that certain products represent socially validated "must-try" commodities.

Consequently, modern social influence theory explicates that the stronger the visibility of popularity signals embedded within e-commerce platforms, the greater the probability that consumers will conform their purchasing behavior to collective consumption tendencies. Referring to Yudistira (2022), the bandwagon effect can be operationalized through three principal indicators, namely social proof, product popularity, and trend adoption. These indicators collectively reflect the magnitude of social influence in directing consumer purchasing behavior within digital marketplaces.

Electronic Word of Mouth

Electronic Word of Mouth (e-WOM) refers to informal communication among consumers concerning experiences, evaluations, and recommendations related to products or services disseminated through digital media channels. Conceptually, e-WOM originates from communication theories emphasizing that consumer-generated information frequently possesses higher credibility and persuasive strength than conventional corporate marketing communications (Cheung & Thadani, 2022). In the context of cosmetics e-commerce, e-WOM functions as a critical informational mechanism enabling consumers to evaluate product quality, assess compatibility with personal needs, and reduce perceived purchasing risks. Digital reviews presented in textual, photographic, and audiovisual forms provide experiential representations perceived as more authentic and trustworthy, thereby strengthening consumer confidence in purchasing decisions, particularly given the subjective and experiential characteristics of beauty products that often require validation from prior users before purchase decisions are finalized.

Empirical findings by Manikasanti and Suardana (2024) demonstrate that e-WOM exerts a significant influence on the cosmetic purchasing decisions of Generation Z consumers in Indonesia, particularly when online reviews are supported by dimensions of trustworthiness and experiential relevance. Hasan and Hasvia (2023) further reveal that reviews and testimonials disseminated by beauty vloggers and social media influencers substantially reinforce brand perceptions and stimulate purchasing decisions through trust formation and social identification. According to Goyette et al. (2010), e-WOM encompasses four principal indicators, namely assessment, valence of opinion, content quality, and recommendation decisions, representing the evaluative quality of reviews, the positive or negative orientation of consumer opinions, the informational richness of shared content, and consumers' propensity to recommend products to others.

Purchasing Decision

Purchasing decisions within the digital marketplace context are explained through the Consumer Decision Making in a Digital Context Model, which represents an adaptation of the Theory of Planned Behavior into e-commerce environments (Basu, Lim, Kumar, 2023). This model emphasizes that purchasing decisions emerge from the interaction between consumer attitudes toward products, perceived social influence, and levels of trust in digital platforms. In the cosmetics industry, particularly among Generation Z consumers, purchasing decisions are not exclusively grounded in rational evaluation but are also profoundly influenced by emotional impulses, symbolic consumption motives, and socially mediated interactions.

Winarto dan Wisesa (2024) identify that trust toward e-commerce platforms, combined with digital social influence, constitutes a significant determinant of cosmetic purchasing decisions in Indonesia. This argument is further reinforced by Jannah dan Maulana (2025), who indicate that emotional stimuli and digitally driven spending patterns frequently encourage impulsive cosmetic purchasing behavior among Generation Z consumers. Conceptually, purchasing decisions represent the culmination of the consumer evaluation process, ultimately manifested in the concrete act of purchasing a product.

Ferdinand (2000) argues that purchasing decisions can be measured through three primary indicators, namely transactional decisions, preferential decisions, and exploratory decisions. These indicators reflect consumers' tendencies to conduct purchasing activities,

prioritize particular brands over alternatives, and actively seek supplementary information before finalizing purchases.

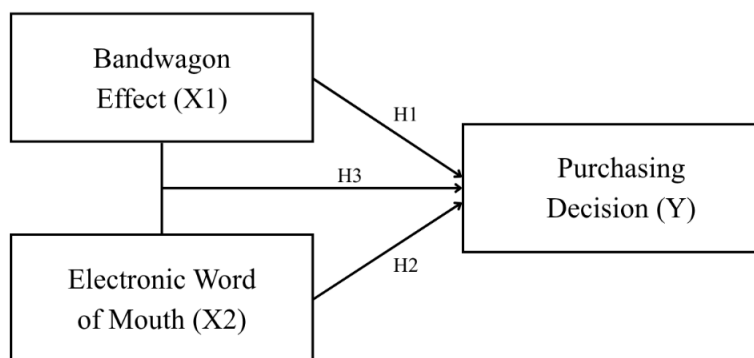
RESEARCH METHOD

This study employs an explanatory quantitative research approach utilizing primary data collected through questionnaire distribution to active Shopee users in Indonesia. The respondents involved in this research consist of consumers who have previously purchased Wardah cosmetic products through the Shopee platform. The sampling technique applied is purposive sampling, whereby respondents are selected based on predetermined criteria aligned with the objectives and characteristics of the study. The total number of respondents participating in this research is 100 individuals.

The research instrument was constructed using a five-point Likert scale ranging from strongly disagree to strongly agree in order to measure respondents' perceptions toward each statement presented within the questionnaire. The independent variables examined in this study consist of the bandwagon effect and electronic word of mouth (e-WOM), while the dependent variable is purchasing decision.

This study aims to analyze the influence of the bandwagon effect and electronic word of mouth on purchasing decisions concerning Wardah cosmetic products on the Shopee platform. Through this explanatory framework, the study is expected to generate empirical findings regarding the socio-psychological and digital communication factors influencing consumer purchasing behavior within Indonesia's contemporary e-commerce environment.

Figure 1.
Research Framework



RESULTS AND DISCUSSION

Validity Test

Validity testing was conducted using Pearson's product-moment correlation analysis, whereby each instrument item was evaluated based on the correlation between the item score and the total construct score. An instrument item is considered valid when the calculated correlation coefficient (r-count) exceeds the critical correlation coefficient derived from the r-table at the predetermined significance level. Thus, the validity of each questionnaire item is established when the obtained r-count value is greater than the corresponding r-table value.

1. Validity Test of the Bandwagon Effect Variable (X1)

No	Item Code	r Estimate	r Table	Description
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1	BE1	0,575	0,197	Valid
2	BE2	0,527	0,197	Valid
3	BE3	0,643	0,197	Valid
4	BE4	0,749	0,197	Valid
5	BE5	0,705	0,197	Valid
6	BE6	0,672	0,197	Valid

In conclusion, all measurement items associated with the Bandwagon Effect (X1) variable were declared valid, as each item demonstrated a calculated correlation coefficient (r-count) exceeding the corresponding critical value in the r-table. This result indicates that all indicators employed were capable of accurately measuring the construct of the Bandwagon Effect within the context of this study.

2. Validity Test of the Electronic Word of Mouth Variable (X2)

No	Item Code	r Estimate	r Table	Description
1	EW1	0,573	0,197	Valid
2	EW2	0,716	0,197	Valid
3	EW3	0,667	0,197	Valid
4	EW4	0,610	0,197	Valid
5	EW5	0,791	0,197	Valid
6	EW6	0,633	0,197	Valid
7	EW7	0,685	0,197	Valid
8	EW8	0,803	0,197	Valid

In conclusion, all measurement items of the Electronic Word of Mouth (X2) variable were determined to be valid, as each item satisfied the validity criterion by exhibiting a calculated correlation coefficient greater than the corresponding r-table value. Therefore, all indicators were deemed appropriate and reliable for use as research measurement instruments in assessing the Electronic Word of Mouth construct.

3. Validity Test of the Purchasing Decision Variable (Y)

No	Item Code	r Estimate	r Table	Description
1	PD1	0,638	0,197	Valid
2	PD2	0,724	0,197	Valid
3	PD3	0,676	0,197	Valid
4	PD4	0,667	0,197	Valid
5	PD5	0,688	0,197	Valid
6	PD6	0,701	0,197	Valid

In conclusion, all measurement items of the Purchasing Decision variable (Y) fulfilled the established validity criteria, as each item produced a calculated correlation coefficient exceeding the corresponding r-table value. Accordingly, all indicators were considered valid and appropriate for measuring the Purchasing Decision construct within this study.

Reliability Test

Reliability testing was conducted using Cronbach's Alpha, with a criterion of a Cronbach's Alpha value of ≥ 0.70 .

No	Variable	Cronbach's Alpha	Criteria	Description
1	Bandwagon Effect (X ₁)	0,714	$\geq 0,70$	Reliabel

2	Electronic Word of Mouth (X ₂)	0,838	≥ 0,70	Reliabel
3	Purchasing Decisions (Y)	0,856	≥ 0,70	Reliabel

In conclusion, all research variables demonstrated Cronbach's Alpha coefficients exceeding the threshold value of 0.70, indicating that the research instrument possessed a satisfactory level of reliability and internal consistency. Therefore, all measurement constructs employed in this study were considered reliable and consistently capable of capturing the variables under investigation.

Classical Assumption Tests

Classical assumption tests are conducted to ensure that the multiple linear regression model satisfies the fundamental statistical assumptions required for producing unbiased, consistent, and reliable estimations. The classical assumption tests employed in this study are described as follows:

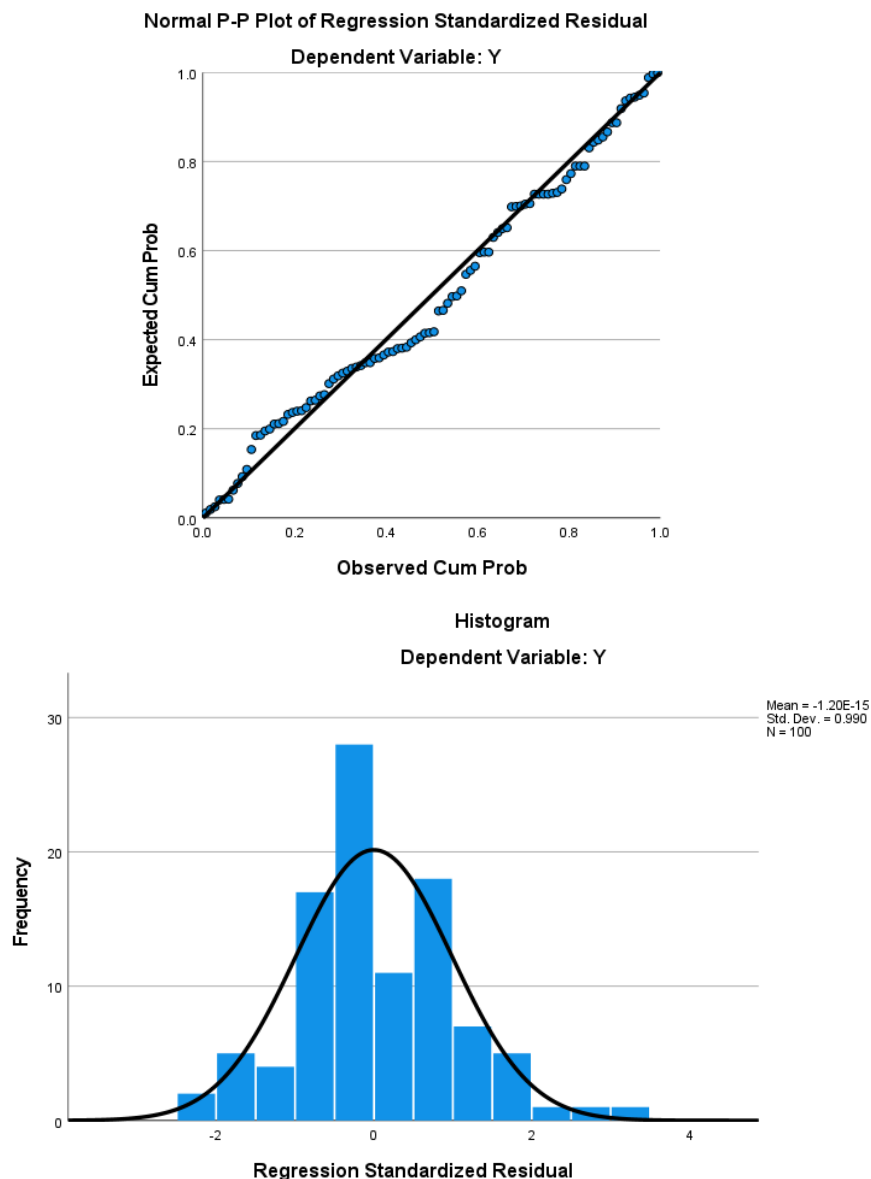
One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	.10349223	
Most Extreme Differences	Absolute	.072	
	Positive	.072	
	Negative	-.072	
Test Statistic			.072
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	.222	
	99% Confidence Interval	Lower Bound	.212
		Upper Bound	.233

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

Normality Test

The normality test is conducted to determine whether the residual values generated from the multiple linear regression model are normally distributed. A regression model is considered appropriate when the residuals exhibit a normal distribution pattern, as this condition supports the validity of statistical inference and hypothesis testing. In this study, the normality test is utilized to evaluate whether the distribution of residual data conforms to the assumption of normality within the regression model.

The results of the Kolmogorov–Smirnov normality test reveal an Asymp. Sig. value of 0.200, which is greater than the significance level of 0.05. This finding indicates that the residual data are normally distributed, thereby confirming that the regression model satisfies the assumption of normality.



In addition, graphical analyses were performed to further support the assumption of normal distribution. The residual histogram exhibited a bell-shaped distribution pattern, while the normal probability plot demonstrated that the data points were distributed closely around and along the diagonal line. These graphical indications confirm that the residual data satisfy the assumption of normality within the regression model.

Multicollinearity Test

The multicollinearity test is conducted to assess whether a high correlation exists among the independent variables in the regression model, which could compromise the stability and reliability of the coefficient estimates. In this study, multicollinearity is evaluated using the Variance Inflation Factor (VIF) and tolerance values. An independent variable is considered free from multicollinearity if the VIF value is less than 10 and the tolerance value exceeds 0.10, indicating that each predictor contributes unique information

to the model and does not exhibit excessive linear dependence on other independent variables.

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.359	.326		4.175	.000		
	X_1	.206	.064	.296	3.204	.002	.884	1.131
	X_2	.344	.094	.338	3.658	.000	.884	1.131
a. Dependent Variable: LnY								

The test results indicate that the independent variables X_1 and X_2 have Tolerance values of 0.884, which is greater than 0.10, and VIF values of 1.131, which is less than 10. These results demonstrate that there is no multicollinearity among the independent variables, confirming that each predictor provides distinct and independent information in the regression model.

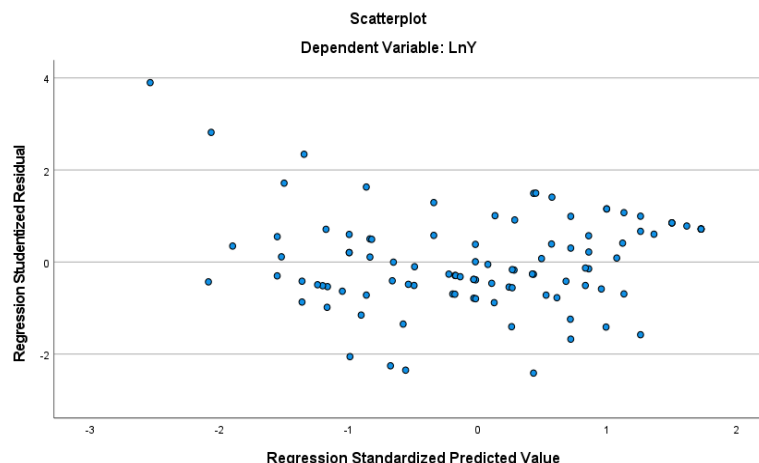
Heteroscedasticity Test

The heteroscedasticity test is conducted to examine whether the residuals of the regression model exhibit constant variance across all levels of the independent variables. A regression model is considered free from heteroscedasticity when the variance of residuals remains stable for all observations, ensuring that the standard errors of the coefficients are unbiased and that hypothesis testing results are reliable. Detecting heteroscedasticity is essential because unequal residual variance can compromise the efficiency and validity of the regression estimates.

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-9.260	6.887		-1.344	.182		
	X_1	-1.240	1.359	-.098	-.913	.364	.884	1.131
	X_2	2.054	1.990	.111	1.032	.305	.884	1.131
a. Dependent Variable: LN_RES								

The results of the Park test indicate that variable X_1 has a significance value of 0.364 and variable X_2 has a significance value of 0.305, both of which are greater than the threshold of 0.05. This demonstrates that the regression model does not exhibit heteroscedasticity.

Additionally, the scatterplot analysis reveals that the residual points are randomly



dispersed and do not form any discernible pattern, further confirming that the variance of the residuals across observations is constant. These findings indicate that the regression model satisfies the assumption of homoscedasticity.

Autocorrelation Test

The autocorrelation test is used to determine the correlation between the error terms in a given period and those in the previous period.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.519 ^a	.269	.254	.10455	1.924
a. Predictors: (Constant), X_2 , X_1					
b. Dependent Variable: LnY					

The autocorrelation test results reveal a Durbin–Watson statistic of 1.924, which falls within the acceptable range indicating the absence of autocorrelation among the residuals. This finding demonstrates that the residual values are independent from one observation to another, thereby confirming that the regression model satisfies the autocorrelation assumption.

Multiple Linear Regression Test

Multiple linear regression analysis was employed to examine the influence of the independent variables, namely Bandwagon Effect (X_1) and Electronic Word of Mouth (X_2), on the dependent variable Purchasing Decision (LnY). This analytical technique was utilized to identify both the direction and magnitude of the effect exerted by each independent variable on the dependent variable simultaneously. Based on the results of the statistical analysis, the following multiple linear regression equation was obtained:

Coefficients ^a							
Model	Unstandardized Coefficients			Standardized Coefficients		Collinearity Statistics	
	B	Std. Error		Beta	t	Sig.	Tolerance VIF
1	(Constant)	1.359	.326		4.175	.000	
	X_1	.206	.064	.296	3.204	.002	.884 1.131
	X_2	.344	.094	.338	3.658	.000	.884 1.131

a. Dependent Variable: LnY

$$\text{LnY} = 1.359 + 0.206X_1 + 0.344X_2$$

The constant value of 1.359 indicates that when the Bandwagon Effect (X_1) and Electronic Word of Mouth (X_2) variables are assumed to be equal to zero, the predicted value of Purchasing Decisions (Y) is 1.359. This constant reflects the baseline level of purchasing decisions in the absence of the influence exerted by the independent variables included in the regression model.

The regression coefficient of the Bandwagon Effect variable amounting to 0.206 signifies that every one-unit increase in the Bandwagon Effect is predicted to increase Purchasing Decisions by 0.206 units, assuming that all other variables remain constant. This finding suggests that stronger social influence and product popularity perceptions tend to encourage higher consumer purchasing decisions.

Meanwhile, the regression coefficient of the Electronic Word of Mouth (e-WOM) variable amounting to 0.344 indicates that every one-unit increase in e-WOM is predicted to increase Purchasing Decisions by 0.344 units, *ceteris paribus*. This result demonstrates that positive consumer reviews, recommendations, and digital information exchange significantly contribute to strengthening purchasing decisions among consumers.

Furthermore, the positive regression coefficients obtained for both independent variables indicate the existence of a positive relationship between the Bandwagon Effect and Electronic Word of Mouth variables and Purchasing Decisions. Accordingly, increases in social influence and the intensity of positive electronic word of mouth are associated with higher levels of consumer purchasing decisions on the Shopee platform.

Hypothesis Testing

t-Test (Partial)

The t-test is conducted to examine the partial influence of each independent variable on the dependent variable individually. This test aims to determine whether each independent variable has a statistically significant effect on the dependent variable while controlling for the influence of other variables included in the regression model. The decision-making criterion is based on the comparison between the calculated t-value and the t-table value, as well as the significance level, where a significance value below 0.05 indicates that the independent variable has a significant effect on the dependent variable.

Coefficients ^a							
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.	Collinearity Statistics
1	(Constant)	1.359	.326		4.175	.000	
	X_1	.206	.064	.296	3.204	.002	.884 1.131
	X_2	.344	.094	.338	3.658	.000	.884 1.131

a. Dependent Variable: LnY

The results of the partial hypothesis testing (t-test) demonstrate that the Bandwagon Effect variable (X_1) obtained a calculated t-value of 3.204, which is greater than the critical t-table value of 1.984, with a significance value of 0.002, which is lower than the established significance level of 0.05. Accordingly, H_1 is accepted, indicating that the Bandwagon Effect exerts a positive and statistically significant influence on Purchasing Decisions. This finding implies that stronger perceptions of product popularity, social proof, and prevailing consumption trends tend to increase consumers' propensity to purchase products on the Shopee platform.

Furthermore, the Electronic Word of Mouth (X_2) variable produced a calculated t-value of 3.658, exceeding the t-table value of 1.984, with a significance level of 0.000, which is below 0.05. Therefore, H_2 is accepted, signifying that Electronic Word of Mouth has a positive and statistically significant effect on Purchasing Decisions. This result demonstrates that positive online reviews, recommendations, and digitally mediated consumer experiences substantially strengthen consumers' confidence and willingness to make purchasing decisions.

F-Test (Simultaneous)

The F-test is conducted to examine the simultaneous influence of all independent variables on the dependent variable within the regression model. This test aims to determine whether the independent variables collectively have a statistically significant effect on the dependent variable. The decision is based on the comparison between the calculated F-value and the critical F-table value, as well as the significance level, where a significance value below 0.05 indicates that the independent variables simultaneously affect the dependent variable significantly.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.391	2	.196	17.893	.000 ^b
	Residual	1.060	97	.011		
	Total	1.452	99			

a. Dependent Variable: LnY
b. Predictors: (Constant), X_2, X_1

The results of the simultaneous hypothesis testing (F-test) reveal a calculated F-value of 17.893 with a significance level of 0.000, which is lower than the established threshold of 0.05. These findings indicate that the independent variables, namely Bandwagon Effect (X_1) and Electronic Word of Mouth (X_2), simultaneously exert a positive and statistically

significant influence on Purchasing Decisions (LnY). Accordingly, the regression model employed in this study is considered statistically feasible and capable of explaining the combined effect of the independent variables on the dependent variable.

Test of the Coefficient of Determination

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.519 ^a	.269	.254	.10455	1.924
a. Predictors: (Constant), X_2, X_1					
b. Dependent Variable: LnY					

Based on the coefficient of determination (R^2) test results, the obtained R^2 value of 0.269 indicates that 26.9% of the variation in Purchasing Decisions can be explained by the Bandwagon Effect and Electronic Word of Mouth variables included in the research model. Meanwhile, the remaining 73.1% is influenced by other variables and factors not examined in this study. These findings suggest that, although the Bandwagon Effect and e-WOM contribute significantly to Purchasing Decisions, there are still additional determinants beyond the scope of this research that may affect consumer purchasing behavior on the Shopee platform.

The Influence of the Bandwagon Effect on Purchasing Decisions

The results of the multiple linear regression analysis demonstrate that the Bandwagon Effect (X_1) exerts a positive and statistically significant influence on Purchasing Decisions (LnY), as indicated by a regression coefficient of 0.206 and a significance value of 0.002. This finding suggests that the stronger consumers' perceptions regarding the popularity, widespread usage, and trending status of Wardah products on the Shopee platform, the greater the propensity of Generation Z consumers to engage in purchasing decisions. In other words, perceptions of collective consumer behavior and product popularity substantially contribute to shaping individual purchasing orientations within digital marketplaces.

These findings are congruent with the Social Influence Theory proposed by Cialdini (2021), which posits that individuals tend to conform their behavior to the actions and preferences of the majority as a mechanism of social proof and behavioral validation. Within the e-commerce environment, indicators such as purchase frequency, product ratings, customer engagement metrics, and "best seller" classifications function as persuasive social cues that influence consumers' evaluations of product quality and desirability. Consequently, consumers frequently interpret highly popular products as possessing greater credibility, utility, and social acceptance.

The findings of this study are further reinforced by Lubis et al. (2025), who reveal that viral marketing exposure and user-generated content significantly intensify the Bandwagon Effect among Generation Z consumers, particularly within the beauty and cosmetics sector, where products often carry symbolic meanings associated with self-image, identity construction, and social belonging. Cosmetics consumption among Generation Z is therefore not merely utilitarian but also socially expressive, making these consumers more susceptible to collective consumption trends circulating within digital platforms.

Accordingly, this study strengthens the argument that the Bandwagon Effect remains highly relevant within the contemporary digital marketing landscape, especially among Generation Z consumers who exhibit heightened sensitivity toward online social dynamics, product virality, and emerging consumption trends within e-commerce ecosystems.

The Influence of Electronic Word of Mouth on Purchasing Decisions

The results of the regression analysis indicate that Electronic Word of Mouth (X_2) has a positive and statistically significant influence on Purchasing Decisions, as reflected by a regression coefficient of 0.344 and a significance value of 0.000. Furthermore, the standardized beta coefficient for e-WOM is greater than that of the Bandwagon Effect, indicating that Electronic Word of Mouth constitutes the more dominant variable in influencing purchasing decisions among consumers of Wardah cosmetic products on Shopee.

These findings support the Electronic Word of Mouth Model advanced by Cheung and Thadani (2022), which emphasizes that consumer-to-consumer communication within digital environments possesses substantial persuasive power because it is perceived as originating from authentic user experiences rather than corporate-generated promotional content. Online consumer reviews, testimonials, and recommendations function as highly credible information sources that assist consumers in building trust, minimizing uncertainty, and reducing perceived purchasing risks associated with online transactions.

Within the cosmetics industry specifically, e-WOM plays an exceptionally strategic role because cosmetic products inherently involve subjective assessments related to compatibility, effectiveness, appearance, and personal satisfaction. Consequently, consumers exhibit a strong tendency to rely upon the experiences and evaluations of other users before making purchasing decisions. Reviews presented in textual, photographic, and audiovisual formats provide experiential representations that consumers perceive as more realistic and trustworthy.

The findings of this study are consistent with the research conducted by Manikasanti dan Suardana (2024), which demonstrates that e-WOM significantly influences cosmetic purchasing decisions among Indonesian Generation Z consumers, particularly when online reviews contain high-quality information and reflect experiences perceived as relevant and relatable. Similarly, Hasan dan Hasvia (2023) confirm that digital testimonials, including beauty vlogger reviews and social media content, substantially strengthen brand perception and stimulate purchasing decisions through mechanisms of trust formation and social identification.

Therefore, the results of this study affirm that the credibility of information, the quality of review content, and the valence of consumer opinions constitute critical determinants influencing cosmetic purchasing decisions within the Shopee e-commerce platform.

The Simultaneous Influence of the Bandwagon Effect and Electronic Word of Mouth on Purchasing Decisions

The results of the simultaneous hypothesis testing indicate that the Bandwagon Effect and Electronic Word of Mouth collectively exert a positive and statistically significant influence on Purchasing Decisions. This is evidenced by the calculated F-value of 17.893 and a significance value of 0.000, which is below the established significance threshold of 0.05. These findings demonstrate that the two independent variables simultaneously

contribute to explaining variations in consumer purchasing decisions regarding Wardah products on the Shopee platform.

Moreover, the adjusted R-squared value of 0.254 indicates that approximately 25.4% of the variation in Purchasing Decisions can be explained by the Bandwagon Effect and Electronic Word of Mouth variables included within the research model, while the remaining proportion is influenced by other variables beyond the scope of this study. Although the explanatory power of the model is moderate, the findings nonetheless confirm the substantial role of socio-digital factors in shaping consumer behavior within e-commerce environments.

These findings support the Consumer Decision Making in Digital Context Model proposed by Basu, Lim, and Kumar (2023), which explains that purchasing decisions in the digital commerce era are constructed through the interaction between social influence, information quality, and consumer trust toward digital platforms. In this conceptual framework, the Bandwagon Effect represents dimensions of social conformity, collective popularity, and trend-following behavior, whereas Electronic Word of Mouth reflects informational quality, experiential credibility, and digitally mediated consumer trust.

The findings of this study are also aligned with the research of Winarto dan Wisesa (2024) as well as Jannah dan Maulana (2025), both of which confirm that Generation Z cosmetic purchasing behavior is strongly influenced by the intersection of social, emotional, and digital determinants. Purchasing decisions within the e-commerce ecosystem are therefore not exclusively driven by rational considerations related to product functionality and price, but are simultaneously shaped by emotional impulses, social validation, and digitally constructed consumer experiences.

Accordingly, this study reinforces the proposition that purchasing decisions concerning cosmetic products within e-commerce platforms constitute multidimensional behavioral phenomena, wherein rational evaluation processes interact dynamically with social influence mechanisms and emotional engagement within contemporary digital environments.

CONCLUSION

Based on the results of the analysis and discussion conducted, the following conclusions can be drawn. First, the Bandwagon Effect has a positive and significant influence on Generation Z consumers' purchasing decisions regarding Wardah products on Shopee. This indicates that perceptions of a product's popularity, usage trends, and the tendency to follow the behavior of the majority remain important factors in driving purchasing decisions on e-commerce platforms. Second, Electronic Word of Mouth has a positive and significant effect on purchasing decisions, with a more dominant influence compared to the Bandwagon Effect. This finding confirms that credible, informative, and high-quality consumer reviews play a crucial role in building trust and reducing consumer uncertainty when purchasing cosmetics online. Third, the Bandwagon Effect and Electronic Word of Mouth simultaneously have a significant effect on purchasing decisions, indicating that Gen Z consumers' purchasing decisions on Shopee result from the interaction between social influence and the quality of digital information. However, the coefficient of determination value suggests that there are other factors outside the research model that also influence purchasing decisions.

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