THE INFLUENCE OF INFLUENCER MARKETING AND ONLINE CUSTOMER REVIEWS ON PURCHASING DECISIONS WITH BRAND IMAGE AS AN INTERVENING VARIABLE (A STUDY ON GEN Z CONSUMERS OF MYKONOS PERFUME AT TIKTOK SHOP IN MALANG)

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Abstract

The rapid development of digital marketing presents an opportunity for local brands to expand their market, but also requires companies to be able to attract attention and convince consumers to make purchases. This study aims to analyze the influence of Influencer Marketing and Online Customer Review on purchasing decisions with Brand Image as an intervening variable among Generation Z consumers of Mykonos perfume at TikTok Shop in Malang City. The study used a quantitative approach with data collection through questionnaires to 105 respondents. Data were analyzed using the SEM-PLS method through SmartPLS 4. The results showed that Influencer Marketing had a positive and significant effect on purchasing decisions and *Brand Image*. Meanwhile, Online Customer Review did not have a significant direct effect on purchasing decisions, but had a positive and significant effect on *Brand Image*. In addition, Brand Image was proven to have a significant positive effect on purchasing decisions and was able to mediate the influence of Influencer Marketing and Online Customer Review on consumer purchasing decisions.

Keywords: Brand Image**,** Influencer Marketing, Online Customer Review, Purchase Decision, Tiktok Shop

INTRODUCTION

The rapid development of digital business and marketing is currently shifting at a swift pace, particularly in urban areas. Social media serves not only as a modern promotional tool but also plays an integral role in supporting creative economic growth, strengthening market interactions, and influencing consumer behavior. The support of digital infrastructure and high internet penetration have further boosted the sales of local products. Along with the growing population of Generation Z dominating the digital space, the demand for lifestyle products such as cosmetics and perfumes has also risen. This condition encourages local producers to continuously innovate to satisfy the increasingly complex needs and preferences of consumers. However, business competition among local perfume brands in Malang City remains highly intense due to a saturating market, forcing manufacturers to compete aggressively to capture consumer attention (Hendrianto & Kusdiyanto, 2025). Technological advancements have also introduced marketing innovations through social commerce, such as TikTok Shop, which is considered more interactive, practical, and engaging compared to conventional e-commerce (Kurniati, 2023). TikTok Shop provides features like video reviews, live streaming, and promotional offers that support digital shopping trends, especially among Generation Z. One local perfume brand leveraging this opportunity is Mykonos. Through TikTok Shop, Mykonos enables consumers to easily discover products via review content and direct fragrance recommendations, while an open review system helps shoppers acquire information regarding product quality from previous buyers' experiences.

The tightening business competition encourages Mykonos to implement effective marketing strategies to attract and retain consumers (Vira Fitriawati, 2025). The purchase decision becomes the primary focus for the company to continuously innovate its products to fulfill consumer needs and preferences (Hendrianto & Kusdiyanto, 2025). The purchase decision-making process involves searching for and processing information to evaluate two or more product alternatives before selecting the most suitable option (Adriana S. Lahus et al., 2023). Furthermore, purchase decisions are influenced by consumer evaluations of a product through cognitive, affective, and conative aspects, which collectively shape purchasing attitudes and behaviors (Putri Adilla, 2023). In a landscape where numerous local perfume brands offer nearly identical prices and variants, consumer purchase decisions can be heavily influenced by external factors such as influencer marketing, online customer reviews, and Brand Image (Hendrianto & Kusdiyanto, 2025).

Influencer Marketing is a rapidly growing marketing strategy in the digital era, where brands leverage individuals with significant social media influence to promote their products or services (Alfiannor, 2024). The presence of influencers has become crucial because they can deliver marketing messages in a more personal, authentic, and easily understandable manner to the audience (Mita Amelia, Hadita, 2025). Unlike conventional advertisements that tend to be formal and one-way, influencers deliver information through a more casual approach that is relevant to daily life. This enables the audience to feel more emotionally connected, thereby increasing their level of trust toward the information presented.

In addition to influencer marketing, Online Customer Review also play an essential role in influencing consumer purchase decisions. Online Customer Review provide information derived from previous consumers' experiences, making them perceived as more objective and capable of increasing prospective buyers' trust. According to Najwah & Chasanah (2022), an Online Customer Review is a consumer's experience regarding product quality, advantages, and drawbacks, which serves as a consideration for other consumers

before purchasing. These reviews act as electronic word of mouth (e-WOM), which serves as an essential source of information, particularly for products like perfumes that cannot be sampled directly during online purchases. For the Mykonos brand, maintaining a high-quality Brand Image in the eyes of customers is heavily emphasized to cultivate positive customer perceptions toward the brand.

In line with this, Zamzam et al. (2025) state that an individual's definition, categorization, and interpretation of an item to create a specific impression or perception is known as brand image. Gravina Evelyn (2025) emphasizes that Brand Image plays an important role in influencing consumer choices; therefore, companies need to maintain a strong Brand Image to maximize sales opportunities. According to Nabila et al. (2024), Brand Image represents the views or beliefs stored in a consumer's memory regarding a specific brand. Brand image, or brand reputation, refers to a set of perceptions, associations, and beliefs held in the minds of consumers toward a brand. A Brand Image is formed through consumer experiences, information, and interactions with the brand, both directly and indirectly (Bayu Irfandi, 2025).

Based on the results of research conducted by (Yasinta & Romauli Nainggolan, 2023), Influencer Marketing has a positive and significant influence on consumer purchasing decisions. However, this is different from the results of research by Purnomo, (2023), which shows that Influencer Marketing has no effect on purchasing decisions. Most previous studies state that Influencer Marketing has a positive influence on purchasing decisions, but other studies found insignificant results, especially on the TikTok platform and on local perfume products. These conflicting findings indicate that the effectiveness of Influencer Marketing and Online Customer Reviews is not universal. Differences in the characteristics of digital platforms, product types, and consumer characteristics are suspected to be factors causing inconsistencies in the results of previous studies. Therefore, further research is needed to explain the mechanisms underlying this relationship. Furthermore, most previous studies have focused solely on the direct relationship between variables and have not been able to explain the psychological mechanisms underlying the consumer decision-making process. In the context of Generation Z, who are highly active users of social media, Brand Image is seen as having an important role as an internal mechanism that bridges the influence of Influencer Marketing and Online Customer Reviews on Purchasing Decisions. Brand Image acts as an intervening variable because Generation Z generally forms brand perceptions through information from influencers and customer reviews before making purchasing decisions. Consequently, this study aims to analyze the influence of Influencer Marketing and Online Customer Review on the purchase decisions of Mykonos perfume products in Malang City, with Brand Image as a mediating variable. The results of this study are expected to provide valuable insights for the company in strengthening its brand image, enhancing consumer trust, and driving purchase decisions (Sugiharto et al., 2025), (B et al., 2023), (Fatmawati & Alikhwan, 2021).

REVIEW OF LITERATURE

Theory of Stimulus-Organism-Response (SOR)

The Stimulus-Organism-Response (SOR) theory, originally posited by Hovland et al. (1953), posits that environmental stimuli trigger individual reactions through a series of internal cognitive processes, implying that human behavior does not occur spontaneously but rather unfolds across three systematic phases. External triggers (stimulus), encompassing

promotional messages, visual displays, or communicator characteristics, are initially perceived and processed within the individual's internal mechanism (*organism*), which comprises cognitive and affective elements such as emotions, knowledge, perceptions, or attitudes. This internal synthesis subsequently dictates the direction of the final reaction (*response*), manifesting as concrete actions or behavioral tendencies, including purchase intentions, final purchase decisions, or other consumer behaviors (Dewi & Auliya, 2025). In contemporary marketing literature, the SOR framework is extensively utilized to analyze consumer behavior within digital environments, particularly in elucidating how marketing communication components stimulate psychological reactions among consumers.

Influencer Marketing

Influencer Marketing is a rapidly growing marketing strategy in the digital era, where brands leverage individuals who have a significant influence on social media to promote their products or services. According to Alfiannor (2024), Influencer Marketing is defined as a marketing practice that identifies and engages individuals who have influence over potential buyers. Meanwhile, Wirapraja et al. (2023) emphasize that the effectiveness of Influencer Marketing lies in the ability to build trust and authentic connections with the audience. Thus, it is a marketing strategy that emphasizes utilizing authoritative figures to deliver brand information to a wider market.

Online Customer Reviews

Online Customer Reviews are evaluations provided by consumers regarding the products or services they have purchased online. According to Najwah & Chasanah (2022), Online Customer Reviews represent consumer experiences related to product quality, strengths, and weaknesses, which serve as a consideration for other consumers before making a purchase. Online customer reviews, also known as "OCRs," are an online word-of-mouth marketing technique through which potential consumers gain insights into a product from the experiences of other consumers who have already used it. These reviews function as electronic word of mouth (e-WOM), serving as an essential source of information, particularly for products like perfume that cannot be sampled directly during an online purchase.

Brand Image

Brand Image, also known as citra merek, refers to the perceptions, associations, and evaluations that consumers form toward a brand. This includes perceptions of quality, reputation, values, and the general image associated with the brand. Brand Image can have a significant impact on consumer Purchase Decisions. According to Nabila et al. (2024), Brand Image is the view or belief stored in the consumer's memory toward a specific brand. Brand Image refers to a set of perceptions, associations, and beliefs stored in the minds of consumers regarding a brand. It is formed through consumers' experiences, information, and interactions with the brand, both directly and indirectly (Bayu Irfandi, 2025). Building a strong Brand Image helps companies shape their corporate identity, gain trust in building closeness with consumers, differentiate themselves from competitors, and generate high consumer appeal.

Purchase Decision

Purchase Decision is a complex process that involves several stages, including problem recognition, information search, alternative evaluation, the purchase decision, and post-purchase behavior (Kotler & Armstrong, 2021). Various factors influence a Purchase Decision, ranging from product quality and price perception to location. Purchasing is an aspect of the thought process and behavior carried out by customers in selecting and buying

specific products or services. This process involves a series of steps starting from recognizing a need, searching for information, evaluating available options, to making a concrete Purchase Decision.

RESEARCH METHOD

This study employs a descriptive research design with a quantitative approach to examine the relationships between the variables under investigation. The data type utilized in this research is quantitative data, while the data source consists of primary data obtained directly from the research subjects. The data collection process was conducted through a survey method by distributing online questionnaires to the respondents. The questionnaire instrument was designed using a 1-to-5 Likert scale, where a value of 1 indicates strong disagreement and a value of 5 indicates strong agreement. The sampling technique used was purposive sampling with a total of 105 respondents. Respondent criteria included: (1) being Generation Z, (2) residing in Malang City, (3) having a TikTok account, and (4) having purchased Mykonos perfume through TikTok Shop. To ensure sample suitability, screening questions were given at the beginning of the questionnaire regarding the experience of purchasing Mykonos products. Respondents who did not meet these criteria could not continue filling out the questionnaire. Purchase verification was carried out based on respondents' statements (self-reported purchase experience) regarding their transaction experience at TikTok Shop. For the data analysis stage, this study applies the Structural Equation Modeling-Partial Least Square (SEM-PLS) method, which is comprehensively processed using the SmartPLS 4 application through the evaluation of the outer model and inner model.

Research Hypothesis

Based on the theoretical development and support from these empirical findings, the research hypotheses are formulated as follows:

Hypothesis 1: Influencer Marketing exerts a positive and significant effect on purchase decisions.

Hypothesis 2: Online Customer Reviews exert a positive and significant effect on purchase decisions.

Hypothesis 3: Influencer Marketing exerts a positive and significant effect on brand image.

Hypothesis 4: Online Customer Review exert a positive and significant effect on brand image.

Hypothesis 5: Brand Image exerts a positive and significant effect on purchase decisions.

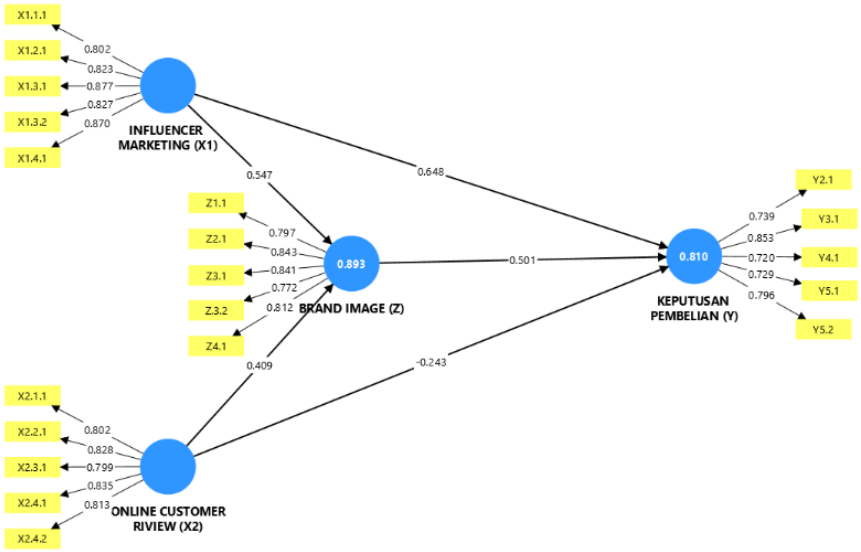
Hypothesis 6: Brand Image significantly mediates the influence of Influencer Marketing on purchase decisions.

Hypothesis 7: Brand Image significantly mediates the influence of Online Customer Review on purchase decisions.

Research Model

Figure 1

Conceptual Framework



Source: Data processed by researchers (2026)

RESULTS AND DISCUSSION

Table. 1 Convergent Validity Test

Variable	Indicator	*Outer Loading*	Description
Influencer Marketing (X1)	X1.1.1	0.802	Valid
	X1.2.1	0.823	Valid
	X1.3.1	0.877	Valid
	X1.3.2	0.827	Valid
	X1.4.1	0.870	Valid
Online Customer Review (X2)	X2.1.1	0.802	Valid
	X2.2.1	0.828	Valid
	X2.3.1	0.799	Valid
	X2.4.1	0.835	Valid
	X2.4.2	0.813	Valid
Brand Image (Z)	Z.3.2	0.772	Valid
	Z1.1	0.797	Valid
	Z2.1	0.843	Valid
	Z3.1	0.841	Valid
	Z4.1	0.812	Valid
Purchasing Decisions	Y2.1	0.739	Valid
	Y3.1	0.853	Valid
	Y4.1	0.720	Valid
	Y5.1	0.729	Valid
	Y5.2	0.796	Valid

Source: Data processed by researchers (2026)

Based on the test results above, it is indicated that the loading factor values successfully fulfill the validity requirements and are declared valid because they exceed 0.7, thereby demonstrating high relevance to their respective constructs.

Table. 2 Construct Reliability and Validity Test

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Description
Influencer Marketing	0.896	0.923	0.706	Valid
Online Customer Review	0.874	0.909	0.665	Valid
Brand Image	0.872	0.907	0.662	Valid
Purchasing Decisions	0.826	0.878	0.591	Valid

Source: Data processed by researchers (2026)

Based on the data in the Table, the AVE values have reached ≥ 0.50, while the Composite Reliability and Cronbach's Alpha values are each above 0.70. These findings indicate that all indicators fulfill the criteria for convergent validity as well as high reliability. Consequently, the instrument utilized in this study is deemed valid, reliable, and consistent for measuring each variable.

Table. 3 Cross Loading Value

Item	Influencer Marketing (X1)	Online Customer Review (X2)	Brand Image (Z)	Keputusan Pembelian (Y)
X1.1.1	0.802	0.785	0.746	0.648
X1.2.1	0.823	0.760	0.766	0.715
X1.3.1	0.877	0.833	0.830	0.811
X1.3.2	0.827	0.783	0.778	0.755
X1.4.1	0.870	0.842	0.813	0.777
X2.1.1	0.771	0.802	0.745	0.671
X2.2.1	0.827	0.828	0.796	0.730
X2.3.1	0.733	0.799	0.690	0.636
X2.4.1	0.776	0.835	0.775	0.687
X2.4.2	0.776	0.813	0.782	0.697
Z1.1	0.791	0.803	0.843	0.754
Z2.1	0.755	0.769	0.841	0.717
Z3.1	0.798	0.778	0.812	0.731
Z.3.2	0.742	0.730	0.797	0.680
Z4.1	0.742	0.730	0.797	0.680
Y2.1	0.648	0.624	0.658	0.739
Y3.1	0.797	0.731	0.771	0.853
Y4.1	0.612	0.615	0.608	0.720
Y5.1	0.615	0.590	0.644	0.729
Y5.2	0.710	0.661	0.694	0.796

Source: Data processed by researchers (2026)

Based on the data processing results, all cross-loading values for each variable indicator were higher than the cross-loading values for other variables. This indicates that the indicators used in the study were able to accurately represent the constructs measured. Therefore, it can be concluded that these indicators have a good level of discriminant validity in forming each research variable.

Table. 4 Output R-Square

Variable	*R-Square*	*R-square adjusted*	Description
Brand Image (Z)	0.893	0.891	Kuat
Purchasing Decisions (Y)	0.810	0.804	Kuat

Source: Data processed by researchers (2026)

Based on the Table, the R-Square value for the Brand Image variable (Z) is 0.893 (89.3%), indicating that the contributions of Influencer Marketing (X1) and Online Customer Reviews (X2) fall into the very strong category. Meanwhile, the R-Square value for the Purchase Decision variable (Y) is 0.810 (81.0%), implying that the combination of Influencer Marketing (X1), Online Customer Reviews (X2), and Brand Image (Z) has a strong ability to explain consumer purchase decisions.

Table. 5 Output F-Square

Variable	Brand Image (Z)	Purchasing Decisions (Y)	Description
Influencer Marketing (X1)	0.256		Major Influence
Influencer Marketing (X1)		0.160	Medium Influence
Online Customer Review (X2)	0.143		Small Influence
Online Customer Review (X2)		0.025	Small Influence
Brand Image (Z)		0.141	Small Influence

Source: Data processed by researchers (2026)

Based on the table, the F-Square values show how much the variables affect each other in this study. Influencer Marketing (X1) has a medium effect on Brand Image (Z) at 0.256 and a medium effect on Purchase Decisions (Y) at 0.160. On the other hand, Online Customer Reviews (X2) have a small effect on Brand Image (Z) at 0.143 and a small effect on Purchase Decisions (Y) at 0.025. Also, Brand Image (Z) has a small effect on Purchase Decisions (Y) with a score of 0.141.

Table. 6 Model Fit

	Saturated Model	**Estimated Model**
SRMR	0.057	0.057
NFI	0.805	0.805

Source: Data processed by researchers (2026)

Based on the evaluation results in Table 6, the Standardized Root Mean Square Residual (SRMR) value is 0.057, which is lower than the threshold of 0.80. Meanwhile, the Normed Fit Index (NFI) value of 0.805 is in the range of 0 to 1. These two indicators, SRMR and NFI, indicate that the developed model has a good data fit and is effective in explaining the relationship between the variables studied.

Table. 7 T-Statistic Value and P-Value of Direct Effect

Variable	*Original Sample*	*T-Statistics*	*P-Values*	Description
Influencer Marketing (X1) to Purchasing Decisions (Y)	0.922	6.457	0.000	Significant
Online Customer Review (X2) to Purchasing Decisions (Y)	-0.039	0.240	0.811	Not Significant

Brand Image (Z) to Purchasing Decisions (Y)	0.501	2.615	0.009	Significant
Influencer Marketing (X1) to Brand Image (Z)	0.547	4.664	0.000	Significant
Online Customer Review (X2) to Brand Image (Z)	0.409	3.145	0.002	Significant

Source: Data processed by researchers (2026)

The hypothesis test results show that Influencer Marketing (X1) has a positive and significant effect on purchase decisions (Y), so H1 is accepted. In addition, Influencer Marketing is also proven to have a positive and significant effect on Brand Image (Z), which means H4 is accepted. Next, Brand Image has a positive and significant effect on purchase decisions, showing that H3 is accepted. On the other hand, online customer reviews (X2) do not have a significant effect and show a negative direction toward purchase decisions, so H2 is rejected.

Table. 8

T-Statistic Value and P-Value of Indirect Effect

Variables	*Original Sample*	*T-Statistics*	*P Values*	Description
Influencer Marketing (X1) to Purchasing Decisions (Y) through Brand Image (Z)	0.274	2.042	0.041	Accepted
Online Customer Review (X2) to Purchasing Decisions (Y) through Brand Image (Z)	0.205	2.468	0.014	Accepted

Source: Data processed by researchers (2026)

Based on the table, it shows that Brand Image (Z) is able to mediate the effect of Influencer Marketing (X1) and Online Customer Reviews (X2) on Purchase Decisions (Y). The indirect effect of Influencer Marketing on Purchase Decisions is positive and significant, meaning that Brand Image acts as a partial mediator.

It can be concluded that Brand Image (Z) acts as a mediating variable in the relationship between Influencer Marketing (X1) and Online Customer Review (X2) on Purchasing Decision (Y). Considering that the direct influence of Influencer Marketing (X1) on Purchasing Decision (Y) is significant, as well as the indirect influence through Brand Image (Z) is also significant, the form of mediation that occurs in this relationship is partial mediation. Meanwhile, in the relationship between Online Customer Review (X2) and Purchasing Decision (Y), the direct influence is not significant, but the indirect influence through Brand Image (Z) is significant. Therefore, Brand Image (Z) fully mediates the relationship between Online Customer Review (X2) and Purchasing Decision (Y).

The Influence of Influencer Marketing on Purchasing Decisions

Based on the data analysis results for the first hypothesis (H1), the T-statistics value is 2.042 (> 1.96), and the P-values is 0.041 (< 0.05). This shows that Influencer Marketing has a positive and significant effect on Purchase Decisions, so the hypothesis proposed in this study is accepted. The acceptance of this hypothesis indicates that the more effective the Influencer Marketing strategy used, the higher the consumer's tendency to make a Purchase Decision for Mykonos perfume products.

The Influence of Online Customer Reviews on Purchasing Decisions

The research results show that the second hypothesis (H2) is rejected, which means Online Customer Reviews do not have a significant effect on Purchase Decisions. This is indicated by a t-statistic value of 0.240 (< 1.96) and a P-value of 0.811 (> 0.05), with an original sample value of -0.039, which even indicates a negative relationship, although it is not statistically significant. This lack of significance aligns with a study by Choirunnida and Prabowo (2024), which explains that a large amount of text reviews can sometimes trigger consumer skepticism or confusion due to differing opinions. Especially for Generation Z, they prefer interactive visual content and tend to doubt the authenticity of text reviews (fake reviews).

Conceptually, this finding is interesting because it contradicts the majority of literature stating that Online Customer Reviews are one of the important keys in influencing Purchase Decisions. This insignificance indicates that in the context of the study, the role of Online Customer Reviews is not strong enough to directly drive consumer Purchase Decisions. This condition can be explained by the characteristics of respondents who are predominantly Generation Z, who tend to prefer visual and interactive content over text-based reviews. Consumers in this group rely more on information conveyed through social media, especially in the form of video content by Influencers, compared to written consumer reviews. The aspect of trust is also a crucial factor. Not all Online Customer Reviews are considered credible by consumers, especially with the possibility of fake reviews or biased reviews. This causes consumers to consider reviews as the main basis for making Purchase Decisions.

The Influence of Brand Image on Purchasing Decisions

The three hypothesis (H3) is accepted, which means Brand Image has a positive and significant effect on Purchase Decisions. This is proven by a T-statistics value of 2.615 (> 1.96), a P-value of 0.009 (< 0.05), and an original sample value of 0.501, which indicates a positive relationship. This finding implies that the better the Brand Image formed in the minds of consumers, the higher the consumer's tendency to make a Purchase Decision for Mykonos perfume products. A positive Brand Image can increase consumer trust and reduce the perceived risk of purchasing. A study by Parsaoran and Wibasuri (2025) also supports that a strong Brand Image is effective in minimizing the perceived risk of purchasing to maintain sales opportunities.

The Influence of Influencer Marketing on Brand Image

The research results show that the fourth hypothesis (H4) is accepted, which means Influencer Marketing has a positive and significant effect on Brand Image. This is proven by a T-statistics value of 4.664 (> 1.96), a P-value of 0.000 (< 0.05), and an original sample value of 0.547, which indicates a positive relationship. This finding implies that the more effective the Influencer Marketing strategy used, the stronger the Brand Image formed in the minds of consumers. Influencers, as parties who have the ability to deliver messages in an attractive and persuasive way, are able to create a positive perception of the brand. According to a study by Nabilaturrahma et al. (2024), influencers who are relevant to the product's identity are very reliable in building positive associations and a modern impression of a brand. Meanwhile, Utami et al. (2024) emphasize that digital consumer reviews are seen as more objective than conventional advertisements, making their contribution very real in strengthening the brand's reputation and quality in the minds of the public.

The Influence of Online Customer Reviews on Brand Image

The research results show that the fifth hypothesis (H5) is accepted, which means Online Customer Reviews have a positive and significant effect on Brand Image. This is proven by a T-statistics value of 3.145 (> 1.96), a P-value of 0.002 (< 0.05), and an original sample value of 0.409, which shows that the relationship between variables is positive. This finding indicates that the quality of consumer reviews available online plays an important role in shaping the Brand Image in the minds of consumers. The more reviews that provide clear, relevant, and honest information about the product, the easier it will be for consumers to understand the product's characteristics. This indirectly builds a positive perception of the brand.

The Influence of Influencer Marketing on Purchasing Decisions Through Brand Image

The sixth hypothesis (H6) shows that the indirect effect of Influencer Marketing (X1) on Purchase Decisions (Y) through Brand Image (Z) is proven to be significant. This is indicated by a T-statistics value of 2.042 (> 1.96) and a P-value of 0.041 (< 0.05), as well as an original sample value of 0.274, which shows a positive relationship. Therefore, it can be concluded that Brand Image is able to mediate the effect of Influencer Marketing on Purchase Decisions. In addition, the test results also show that the direct effect of Influencer Marketing on Purchase Decisions is significant. This condition indicates that the type of mediation occurring is partial mediation, where Influencer Marketing not only directly affects Purchase Decisions but also works through Brand Image as an intermediary. This finding aligns with a study by Yasinta & Romauli Nainggolan (2023), which supports the role of Brand Image as a mediator in relationships between marketing variables. Credible influencer promotions build a strong brand image, which then encourages consumers to make a purchase.

The Influence of Online Customer Reviews on Purchasing Decisions Through Brand Image

The seventh hypothesis (H7) shows that the indirect effect of Online Customer Reviews (X2) on Purchase Decisions (Y) through Brand Image (Z) is proven to be significant. This is indicated by a t-statistic value of 2.468 (> 1.96) and a P-value of 0.014 (< 0.05), as well as an original sample value of 0.205, which shows a positive relationship. It can be concluded that Brand Image is able to mediate the effect of Online Customer Reviews on Purchase Decisions. Unlike Influencer Marketing, the research results show that the direct effect of Online Customer Reviews on Purchase Decisions is not significant. This indicates that the type of mediation occurring is full mediation, where Online Customer Reviews can only affect Purchase Decisions through Brand Image as an intermediary and have no direct effect. The findings in this study align with the results of a study by Utami et al. (2024), which states that Online Customer Reviews are able to build brand reputation and image, which ultimately drives Purchase Decisions. In the context of this study, this is reflected in the fact that Online Customer Reviews do not have a significant direct effect on Purchase Decisions, but are significant through Brand Image as a mediating variable.

CONCLUSION

This study finds that Influencer Marketing directly has a positive impact on Brand Image and purchase decisions for Mykonos perfume among Generation Z on TikTok Shop in Malang City. Conversely, Online Customer Reviews do not directly affect purchase decisions; instead, they must build a good Brand Image first. Here, Brand Image proves to be a very important bridge (mediator) in turning digital promotion into long-term purchase actions. This finding provides a new theoretical contribution that the effectiveness of digital

marketing on social commerce platforms heavily depends on how strong the Brand Image is built in the minds of consumers.

Practically, Mykonos management is advised to be more selective in choosing content creators and to create guidelines so that influencers always provide honest, authentic, and not exaggerated reviews to maintain consumer trust. In addition, the company must consistently maintain product quality, such as scent longevity, and manage digital reviews transparently without manipulation to preserve brand reputation. As an idea for future research, future researchers are expected to expand the scope of the study by adding new variables such as price factors, promotions, trust, or packaging attractiveness to make the analysis more comprehensive in following the ever-changing market dynamics.

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