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ANALYSIS OF GENERATION Z'S PURCHASE INTENTION IN WARDAH LIPSTICK PRODUCTS IN SURABAYA

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Abstract

This research is prompted by the escalating market competition within the cosmetics sector and the downward trend of Wardah's Top Brand Index in the lipstick sector. The objective of this study is to examine and evaluate the impact of Brand Image, Social Media Influencers, and Online Customer Reviews on the Purchase Intention of Generation Z consumers toward Wardah Lipstick products in Surabaya. A quantitative approach was deployed, utilizing digital questionnaires via Google Forms for primary data collection. The research sample comprised 150 Generation Z respondents residing in Surabaya who met the criteria of being familiar with Wardah Lipstick products and having encountered influencer-driven promotions on social media platforms. Data analysis was executed using Structural Equation Modeling-Partial Least Square (SEM-PLS) facilitated by SmartPLS 4.0 software. The empirical results demonstrate that Brand Image, Social Media Influencers, and Online Customer Reviews exert a positive and significant influence on the Purchase Intention of Generation Z consumers regarding Wardah Lipstick products in Surabaya. These insights imply that a more robust brand image, highly effective influencer marketing campaigns, and favorable digital feedback collectively drive higher consumer buying interest. Furthermore, Online Customer Reviews emerged as the most predominant variable governing consumer Purchase Intention.

Keywords: Brand Image; Generation Z; Online Customer Review, Purchase Intention; Social Media Influencer; Wardah Lipstick

INTRODUCTION

The use of cosmetics to support appearance has contributed to growing interest in the Indonesian cosmetics market (Mawardhany & Soebiantoro, 2025). In this environment, purchase intention is an important subject of study because it reflects consumers' willingness to consider buying a product after seeking information and evaluating alternatives (E. F. D. Putri et al., 2024). For cosmetics brands, this evaluation may involve both perceptions of the brand and information encountered through social media.

Wardah is an established Indonesian cosmetics brand known for its halal positioning. Research has examined Wardah's halal brand image on Instagram (Amelia et al., 2025) and the role of digital marketing, customer experience, and customer trust in online repurchase intention (Melia, 2023). Nevertheless, Wardah lipstick's Top Brand Index (TBI) declined from 31.9% in 2021 to 15% in 2025 (Top Brand Award, 2021, 2025). This trend raises a question about how an established brand maintains consumer interest amid increasing competition. Because the TBI measures several dimensions of brand performance (Top Brand Award, n.d.), its decline does not, by itself, establish that purchase intention has decreased among Generation Z consumers in Surabaya. Their purchase intention must be examined directly.

This study examines Generation Z consumers who encounter product information through social media. Brand image may shape consumers' initial perceptions of Wardah, while social media influencers can introduce products and communicate their features through engaging content (Lestari & Yuniarinto, 2024). Wardah's use of beauty influencers, including Tasya Farasya, illustrates the role of influencer promotion in its marketing activities. However, influencer content is only one of the sources of information available to prospective buyers.

Online customer reviews provide another source of information by describing consumers' experiences with a product (Helfiyana et al., 2024). Positive reviews may reinforce favorable impressions, whereas negative reviews may raise concerns about product performance (Penny & Makaba, 2024). For lipstick, comments about color, finish, longevity, and formula may be relevant to consumers evaluating whether a product meets their preferences. The availability of both influencer content and customer feedback makes it useful to assess their respective relationships with purchase intention alongside Wardah's established brand image.

Surabaya provides a defined urban setting in which to examine purchase intention toward Wardah lipstick among Generation Z consumers. Focusing on this group allows the study to investigate their responses directly rather than infer them from a national brand index. Wardah lipstick is a pertinent product category because its declining TBI provides a practical reason to examine which aspects of brand perception and digital information are associated with prospective consumers' interest in buying it.

Previous studies have examined brand image, social media influencers, and online customer reviews as factors associated with purchase intention. This study contributes context-specific evidence by assessing the respective direct relationships of these three factors with purchase intention for Wardah lipstick among Generation Z consumers in Surabaya. Estimating the relationships within one model allows their relative roles to be compared in this particular setting. The findings can inform Wardah's approach to brand

communication, influencer promotion, and customer feedback while adding empirical evidence to research on cosmetics marketing in Indonesian urban markets.

REVIEW OF LITERATURE

Marketing

Marketing involves creating and communicating offerings that address consumer needs (Fauziyyah et al., 2024; Kadir et al., 2022). In a competitive cosmetics market, marketing communication gives prospective buyers information with which to evaluate a product. This study focuses on three sources of such information: consumers' existing perceptions of Wardah, content communicated by social media influencers, and reviews shared by other customers. The outcome of interest is purchase intention rather than actual sales or purchase decisions.

Consumer Behavior

Consumer behavior includes how individuals seek information, evaluate alternatives, and make decisions about products (Diwyarthi et al., 2022; Irwansyah et al., 2021). A useful perspective for studying evaluation before purchase is cue utilization: when consumers cannot fully assess a product through direct experience, they may use available cues to form expectations about it (Szybillo & Jacoby, 1974). Applied to Wardah lipstick, brand image may provide a cue associated with the brand, influencer content may communicate product characteristics, and customer reviews may convey users' experiences.

These three sources of information provide the conceptual basis for the research model. Each is examined as a separate predictor of purchase intention. The model does not measure how consumers combine the cues, nor does it test an intervening evaluation process. The cue utilization perspective is used to explain why these sources may be relevant to prospective buyers, while the hypotheses concern their respective direct relationships with purchase intention.

Purchase Intention

Purchase intention refers to a consumer's inclination to consider buying a product. It concerns a potential future purchase and is therefore distinct from an actual purchase decision (Tonda et al., 2024). In this study, purchase intention toward Wardah lipstick is represented by four dimensions: transactional intention, referential intention, preferential intention, and exploratory intention (H. Putri & Hidayah, 2023). Together, these dimensions address willingness to buy, recommend, prefer, and seek further information about the product.

Brand Image

Brand image refers to the impressions and associations consumers hold about a brand (Nafiza & Khasanah, 2024). Such associations can inform a prospective buyer's evaluation when direct experience with a product is limited. For Wardah, its established identity as a halal cosmetics brand may contribute to consumers' expectations of its lipstick. Following the indicators used in this study, brand image is described through the strength, uniqueness, and favorability of brand associations (H. Putri & Hidayah, 2023). The proposed relationship is that a more favorable brand image is associated with stronger purchase intention.

Social Media Influencer

Social media influencers communicate product information and opinions to audiences through digital platforms (Angelina et al., 2024; Lestari & Yuniarinto, 2024). Their content

can help prospective buyers observe how a product is presented and evaluate claims about its features. This study assesses social media influencers through trustworthiness, expertise, and attractiveness (Lestari & Yuniarinto, 2024). These characteristics provide a reason to expect that more favorable evaluations of influencer content will be associated with stronger purchase intention toward Wardah lipstick.

Online Customer Review

Online customer reviews are evaluations shared by people who have experience with a product. They can provide prospective buyers with information about its perceived advantages and limitations before purchase (Helfiyana et al., 2024). Reviews differ from influencer content in that they present accounts of customers' own experiences, although their usefulness still depends on how readers assess the reviews. This study describes online customer reviews through source credibility, argument quality, review volume, timeliness, and review valence (Mawardhany & Soebiantoro, 2025). More favorable evaluations of reviews are expected to be associated with stronger purchase intention.

Relationship Between Variables and Hypotheses Development

Brand image can serve as a reference point when consumers evaluate a product they have not yet purchased. Strong, favorable, and distinctive brand associations may make Wardah lipstick more appealing relative to alternatives. H. Putri and Hidayah (2023) and Kusuma et al. (2023) reported positive relationships between brand image and purchase intention in their respective study contexts. This theoretical reasoning and prior evidence support a positive hypothesized relationship for prospective Generation Z consumers of Wardah lipstick in Surabaya.

Influencer content offers another source of product information. When an influencer is perceived as trustworthy and knowledgeable, prospective buyers may regard the content as more useful in evaluating a product. Lestari and Yuniarinto (2024) and Angelina et al. (2024)reported positive relationships between social media influencers and purchase intention. Their findings support examining whether a similar positive relationship appears in the present study.

Customer reviews offer information drawn from reported product experiences. Reviews perceived as credible, informative, and favorable may help prospective buyers evaluate Wardah lipstick before purchase. Prior studies have reported positive relationships between online customer reviews and purchase intention (Mawardhany & Soebiantoro, 2025; Penny & Makaba, 2024). Accordingly, this study expects online customer reviews to have a positive relationship with purchase intention in its target population.

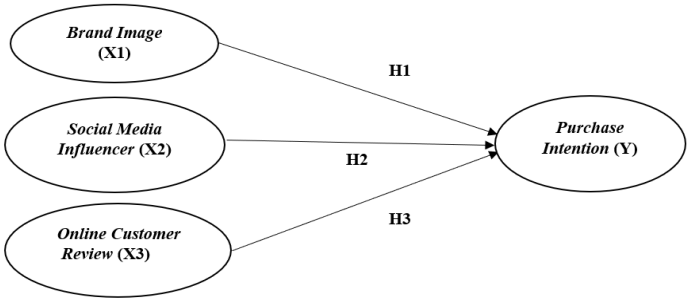


Figure 1.
Conceptual Framework

Hypotheses

H1: Brand image has a positive relationship with Generation Z consumers' purchase intention toward Wardah lipstick in Surabaya.
H2: Social media influencers have a positive relationship with Generation Z consumers' purchase intention toward Wardah lipstick in Surabaya.
H3: Online customer reviews have a positive relationship with Generation Z consumers' purchase intention toward Wardah lipstick in Surabaya.

RESEARCH METHOD

This study used a quantitative explanatory design to examine the relationships of brand image, social media influencers, and online customer reviews with purchase intention toward Wardah lipstick. Data were collected through a structured online questionnaire distributed via Google Forms during March 5, 2026 until April 22, 2026.The questionnaire was circulated through social media and messaging platforms, including Instagram, WhatsApp, and Telegram.

Respondents were selected through purposive sampling. To be eligible, they had to reside in Surabaya, belong to Generation Z (born between 1997 and 2012), know of Wardah lipstick, have never purchased or used Wardah lipstick, and have seen TikTok content about the product presented by the social media influencer Tasya Farasya. The final sample comprised 150 eligible respondents. Because participants were recruited through non-probability sampling, the findings describe relationships within this sample and should not be treated as population estimates for all Generation Z consumers in Surabaya.

The questionnaire measured four constructs using 15 indicators. Brand image was represented by the strength, uniqueness, and favorability of brand associations (three indicators; H. Putri & Hidayah, 2023). The social media influencer construct was represented by trustworthiness, expertise, and attractiveness (three indicators; Lestari & Yuniarinto, 2024). Online customer reviews were represented by source credibility, argument quality, review volume, timeliness, and review valence (five indicators; Mawardhany & Soebiantoro, 2025). Purchase intention was represented by transactional, referential, preferential, and exploratory intention (four indicators; H. Putri & Hidayah, 2023). Responses were recorded on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The data were analyzed using partial least squares structural equation modeling (PLS-SEM) in SmartPLS 4. First, the measurement model was evaluated using indicator outer loadings, Cronbach's alpha, composite reliability, and average variance extracted (AVE). Outer loadings above 0.70, reliability values above 0.70, and AVE values above 0.50 were used as the assessment criteria. Second, the structural model was evaluated using standardized path coefficients, the coefficient of determination (R^2), and effect sizes (f^2). The significance of the three hypothesized paths was assessed through bootstrapping using a 5% significance level ($p < 0.05$). These analyses estimate associations among the constructs; the cross-sectional survey design does not establish causal effects.

RESULTS AND DISCUSSION

Results

Primary data acquisition involved distributing structured questionnaires to the target pool through Google Forms with a focus on Generation Z in Surabaya who were familiar

with Wardah Lipstick products but had never purchased or used Wardah Lipstick products, as well as individuals who knew or had seen content on the social media platform TikTok about Wardah Lipstick products delivered by social media influencers (Tasya Farasya). The tota1 number of respondents in this questionnaire was 150 respondents. An examination of the demographic profiles revealed that a large percentage of the participants consisted of. female respondents (96%), aged 22-25 years (58.7%), domiciled in East Surabaya (48.7%), and were students (82.7%). This finding confirms that the purchase intention of Generation Z consumers towards Wardah Lipstick products in Generation Z is not only influenced by the brand image of a product, but also by digital marketing factors conveyed by influencers, as wel1 as consumer information and reviews on socia1 media. These factors can shape consumer perceptions and preferences towards products, thereby increasing consumer interest and desire to buy products before making a purchase decision.

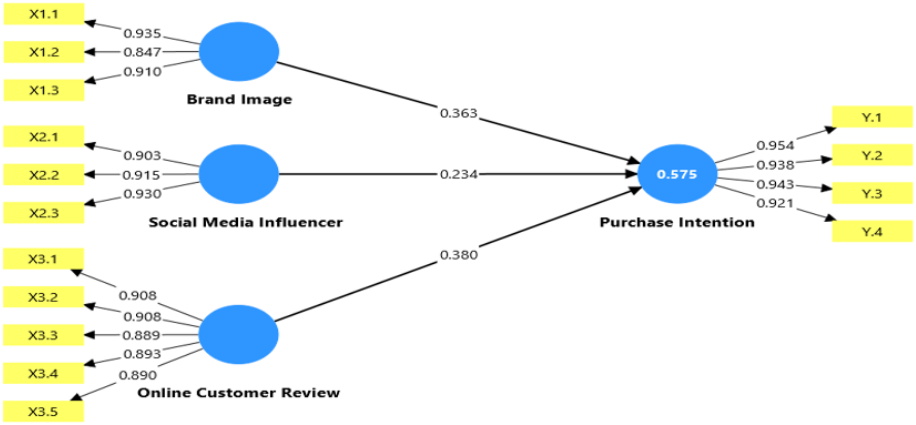


Figure 2
Convergent Validity Results

The evaluation of the measurement model demonstrates that all indicators meet the convergent validity requirements, featuring outer loading values above 0.70. This confirms that the indicators serve as valid representations of their respective constructs.

Table l.
Convergent Validity Results

Variabel	Indikator	*Outer Loadings*
Brand Image	X1.1	0.935
	X1.2	0.847
	X1.3	0.910
Social Media Influencer	X2.1	0.903
	X2.2	0.915
	X2.3	0.930
Online Customer Review	X3.1	0.908
	X3.2	0.908
	X3.3	0.889
	X3.4	0.893
	X3.5	0.890
Purchase Intention	Y.1	0.954
	Y.2	0.938
	Y.3	0.943
	Y.4	0.921

Source: SmartPLS output, processed (2026)

As shown in Table 1, the outer loadings for the indicators of brand image, social media influencers, online customer reviews, and purchase intention all exceeded 0.70. Thus, the indicators met the convergent validity criterion applied in this study.

Table 2.
Re1iability and Va1idity Resu1ts

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image	0.881	0.914	0.926	0.807
Social Media Influencer	0.904	0.904	0.940	0.839
Online Customer Review	0.940	0.941	0.954	0.806
Purchase Intention	0.955	0.958	0.968	0.882

Source: SmartPLS output, processed (2026)

Table 2 shows that Cronbach's alpha and composite reliability exceeded 0.70 for every construct, while average variance extracted (AVE) exceeded 0.50. These results support the internal consistency and convergent validity of the measured constructs. The reported statistics do not, by themselves, establish discriminant validity.

Table 3.
R-Square Results

	R-square	R-square adjusted
Purchase Intention	0.575	0.566

Source: SmartPLS output, processed (2026)

Based on Table 3, The R^2 value for purchase intention was 0.575, with an adjusted R^2 of 0.566 (Table 3). Accordingly, brand image, social media influencers, and online customer reviews together accounted for 57.5% of the variance in purchase intention within the sample. The adjusted R^2 accounts for the number of predictors in the model. The analysis does not identify the specific factors responsible for variance that remains unexplained.

Furthermore, looking at the adjusted R2 value of 0.566, it is evident that 56.6% of the fluctuations in purchase intention can be explained by the designated independent variables. The lingering 43.4% is dictated by external elements not captured within the scope of this conceptual framework.

Table 4.
Effect Size (f-Square)

Relationship	F-Square	Effect Level
Brand Image -> Purchase Intention	0.264	Medium
Social Media Influencer -> Purchase Intention	0.093	Small
Online Customer Review -> Purchase Intention	0.226	Medium

Source: SmartPLS output, processed (2026)

Based on the f-square test resu1ts, the brand image variab1e has a va1ue of 0.264 and online customer reviews of 0.226, indicating a medium effect on purchase intention. Concurrently, the digital influencer metric yielded an f^2 coefficient of 0.093, denoting a weak effect size on consumer buying intent. These findings demonstrate that corporate reputation and web-based consumer feedback play a more dominant role in driving consumer buying intent for Wardah lip products compared to social media personalities, as detailed in Table 4.

Table 5.
Hypothesis Testing Results

	Path Coefficient	T statistics (|O/STDEV|)	P values	Ket
H1: Brand Image -> Purchase Intention	0.363	5.831	0.000	Accepted
H2: Social Media Influencer -> Purchase Intention	0.234	3.555	0.000	Accepted
H3: Online Customer Review -> Purchase Intention	0.380	5.265	0.000	Accepted

Source: SmartPLS output, processed (2026)

All three hypothesized paths were positive and statistically significant (Table 5). Brand image was positively associated with purchase intention ($\beta = 0.363$, $t = 5.831$, $p < 0.001$), supporting H1. Social media influencers were positively associated with purchase intention ($\beta = 0.234$, $t = 3.555$, $p < 0.001$), supporting H2. Online customer reviews were positively associated with purchase intention ($\beta = 0.380$, $t = 5.265$, $p < 0.001$), supporting H3. Online customer reviews had the largest standardized path coefficient, whereas brand image had the largest effect size ($f^2 = 0.264$; Table 4).

Discussion

Brand image showed a positive relationship with purchase intention among the surveyed Generation Z consumers in Surabaya. Respondents with more favorable perceptions of Wardah's brand tended to report greater intention to purchase its lipstick. This finding is consistent with previous studies reporting a positive relationship between brand image and purchase intention (Kusuma et al., 2023; H. Putri & Hidayah, 2023). Brand image also had the largest f^2 in this model, indicating that it made the greatest individual contribution to explained variance as measured by that statistic. Since respondents had not previously purchased or used Wardah lipstick, their brand perceptions may be particularly relevant when considering the product, although this study did not test how those perceptions were formed.

Social media influencers also had a positive relationship with purchase intention. Respondents who evaluated the influencer more favorably tended to report greater interest in purchasing Wardah lipstick. This result is consistent with prior studies on social media influencers and purchase intention (Angelina et al., 2024; Lestari & Yuniarinto, 2024). Nevertheless, this predictor had the smallest standardized path coefficient and f^2 of the three. The finding supports the relevance of influencer content for this sample without establishing that exposure to the content caused an increase in awareness, trust, or intention.

Online customer reviews had a positive relationship with purchase intention and the largest standardized path coefficient ($\beta = 0.380$). Respondents who evaluated reviews more favorably tended to report greater interest in purchasing Wardah lipstick. This result is consistent with previous studies linking online customer reviews to purchase intention (Mawardhany & Soebiantoro, 2025; Penny & Makaba, 2024). For prospective buyers who have not used the product, reviews may offer information about other consumers' experiences. However, the present analysis did not directly test whether reviews reduced uncertainty or outweighed influencer content in an individual respondent's decision process.

Overall, the three predictors each showed a positive direct relationship with purchase intention. Their relative standing depends on the statistic used: online customer reviews had

the largest standardized path coefficient, whereas brand image had the largest f^2. This distinction provides a more precise interpretation of the results for Wardah lipstick among the surveyed Generation Z consumers in Surabaya.

CONCLUSION

The findings of this study confirm that brand image, socia1 media influencers, and online customer reviews significantly and positively affect the purchase intention of Generation Z consumers toward Wardah lipstick products in Surabaya. Among these determinants, online customer reviews emerged as the strongest predictor of purchase intention, indicating that digital reviews and the experiences shared by other consumers play a crucial role in shaping purchasing decisions among Generation Z consumers.

The study also highlights the importance of Wardah's positive brand image as a halal and high-quality cosmetic brand, as well as the strategic use of social media influencers in enhancing consumer trust and interest in its products. These findings suggest that strengthening brand image, collaborating with influencers, and effectively managing online customer reviews can serve as effective digital marketing strategies to increase consumer purchase intention in the contemporary cosmetics market.

Despite these contributions, the study has several limitations. The sample was restricted to Generation Z consumers residing in Surabaya, which may limit the generalizability of the findings. In addition, the research incorporated a limited number of variables and relied on self-reported questionnaire responses that may be subject to respondent bias. Therefore, future studies are encouraged to include broader geographical areas, different consumer groups, and additional variables to provide a more comprehensive understanding of the factors influencing purchase intention.

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