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**THE EFFECT OF E-WOM, LIFESTYLE, AND SOCIAL MEDIA MARKETING  
ON PURCHASE INTENTION WITH TRUST AS AN INTERVENING VARIABLE  
IN SKINCARE FOR MALE GEN Z**



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**Abstract**

Understanding the influence of e-WOM, lifestyle, and social media marketing and building trust can help increase purchase intention and market products better. This study aimed to investigate how lifestyle, social media marketing, and trust and purchase intention of MS Glow Men products are influenced by Gen Z teenagers in Denpasar City. There is no interest in buying this product, according to survey data. The results showed that E-WOM marketing, lifestyle, and social media positively and significantly affect trust and purchase intention. In addition, trust acts as a mediating variable that strengthens the influence of E-WOM and lifestyle on purchase intention. Thus, marketing strategies that focus on increasing consumer trust should focus on increasing consumer trust in MS Glow Men products.

**Keywords:** E-WOM, Lifestyle, Social Media Marketing, Trust, MS Glow Men

## INTRODUCTION

With the advancement of digital technology and the increasing use of social media, consumer behavior—especially Generation Z—has changed significantly. Generation Z, born between 1997 and 2012, grew up in an environment heavily influenced by technology and social media (Rosyid et al, 2023). They are now increasingly aware of the importance of skincare and are more active in using skincare products. Generation Z utilizes social media and the internet to search for information about skin care products through product reviews and online recommendations. Internet penetration in Indonesia continues to increase, with around 78.19% of the total population using the internet by 2024. Generation Z and millennials dominate as internet users, showing great digital marketing potential.

The grooming trend for men is gaining popularity with the increasing awareness of appearance and health (Wikantari, 2022). In the past, skincare products were mainly dominated by women, but now men are also starting to take an interest in skincare products. Brands such as Ms Glow have introduced men-specific products, such as Ms. Glow Men, to meet this growing market demand. Although Ms. Glow Men has entered the market and gained attention, survey data shows that the purchasing interest of this product among Gen Z teenagers in Denpasar City is still low. The lack of purchasing interest can be caused by several factors, including:

1. **Product Quality:** Consumers' assessment of product quality may not meet their expectations.
2. **Online Reviews and Recommendations:** Less than positive reviews can influence consumer purchasing decisions.
3. **Lack of Information:** Consumers may not be interested in seeking more information about a product if they are dissatisfied.

This study aims to explore deeper into the factors that influence the purchase intention of skincare products for men, with a focus on e-WOM (Electronic Word of Mouth), lifestyle, and social media marketing. This study will also explore the role of trust as an intervening variable that influences the relationship between these factors and purchase intention.

This study is expected to provide further explanation about the role of trust in mediating e-WOM, lifestyle, and social media marketing on purchase intention. In addition,

the results of this study can add to academic knowledge and be a reference for other researchers who study similar topics. This study provides practical insights for companies, especially in the men's skincare industry, to formulate more effective marketing strategies. Understanding the influence of e-WOM, lifestyle, and social media marketing and building trust can help increase purchase intention and market products better.

Thus, this study focuses on aspects that influence the purchase intention of men's skincare products and seeks to identify marketing strategies that can increase purchase interest among Gen Z teenagers, especially in Denpasar City.

## **RESEARCH METHOD**

This research method is designed to examine the influence of Electronic Word of Mouth (E-WOM), lifestyle, and social media marketing on trust and purchase intention, as well as the mediating role of trust in the relationship between these variables. The following are the details of the research methods that will be used:

This research will be conducted in Denpasar City, the capital city of Bali Province. This city was chosen because it has a high population density and functions as a center for economic, social, and cultural activities. Denpasar is a strategic location to explore consumer perceptions and preferences for the use of skincare products, especially among men. This location is expected to facilitate data collection and provide representative results regarding consumer behavior in the area.

The population in this study were all male consumers who use MS Glow Men skincare products in Denpasar City. This population was chosen because they are the main target of the product being studied and have characteristics that are relevant to the focus of this study.

Sampling was carried out using the purposive sampling technique, namely the selection of samples based on certain criteria that are relevant to the research. Based on Sugiyono (2018), the minimum sample size is 5-10 times the number of indicators. With 19 indicators used in this study, the ideal sample size ranges from 95 to 190 respondents. Therefore, the researcher chose 190 respondents to ensure the representativeness and validity of the data.

The respondent selection criteria are as follows:

1. Men who use MS Glow Men skincare products at least once.
2. Minimum education at the high school level, to ensure respondents have experience and the ability to understand research questions.
3. Residing in Denpasar City.

## **RESULTS AND DISCUSSION**

### **A Brief History of MS Glow Men Skincare in Denpasar City**

MS Glow is a well-known skincare brand in Indonesia founded in 2015. Known for its innovative and high-quality products, MS Glow has become a popular skincare solution among the public. Its main products include facial serums, masks, moisturizers, and various other skincare products that use selected natural ingredients, which are dermatologically tested and safe for consumers to use.

MS Glow is committed to providing safe, effective, and trusted products. They are also active in educating the public about the importance of proper skin care. A special product for men, MS Glow For Men, was launched to meet the specific needs of men's skincare, such as overcoming dull, dry, oily, or premature aging skin problems. MS Glow for Men's focus is on maintaining the health and freshness of men's skin through specially selected active ingredients, such as antioxidants and anti-aging ingredients.

Along with the development of beauty trends and consumer needs, MS Glow continues to innovate and develop products that are relevant to consumers, both men and women. MS Glow for Men has become one of the widely known skincare products in Denpasar, strengthening its position as a leader in the beauty industry in Indonesia.

### **MS Glow Vision**

MS Glow's vision is to become a leading beauty brand that offers innovative, effective, and high-quality skincare solutions, helping every individual to achieve healthy and beautiful skin naturally. They strive to be a trusted partner for consumers in maintaining healthy skin.

### **MS Glow Mission**

1. Providing high-quality skin care products formulated with safe and effective natural ingredients.
2. Providing education to consumers about the importance of skincare and proper product use.
3. Providing friendly, responsive and professional customer service to ensure customer satisfaction.
4. Committed to continuing to innovate and conduct research to develop new products that provide maximum benefits for the skin.
5. Supporting everyone's self-confidence through skin care products that holistically improve skin health and beauty.

Through this vision and mission, MS Glow continues to strive to be the main choice for consumers looking for safe, effective and trusted skin care products.

### **MS Glow Men Skincare Organizational Structure in Denpasar City**

Organizational structure is very important in a company to ensure that operational activities run smoothly and following the goals that have been set. The organizational structure serves to identify the responsibilities of each position, both vertically and horizontally and describes the working relationships between these positions. At MS Glow in Denpasar City, the organizational structure is designed to support work efficiency and clarify the flow of authority and responsibility in each department.

### **MS Glow Men Skincare Job Description in Denpasar City**

The duties and responsibilities of each section in the MS Glow Men organizational structure in Denpasar City are as follows:

#### **Distributor**

Distributor duties include the following activities:

1. Purchase products from suppliers or manufacturers.
2. Store products in a warehouse or safe storage area.
3. Selling products to consumers or retailers, either through direct sales or through digital media.
4. Manage product inventory to ensure product availability.

### **Customer Service (CS)**

Customer service has an important role as an intermediary between companies and consumers. Its duties include:

1. Act as public relations by providing clear information and responses to consumers.
2. Becoming a sales media by providing product recommendations that suit consumer needs.
3. Maintaining consumer trust by providing fast, accurate, and friendly service.
4. Act as data entry, recording customer information and complaints for further analysis.

### **Creative Team**

1. The creative team is responsible for visual concepts and creative marketing. Their duties include:

Create creative concepts for marketing campaigns and product branding.

2. Oversee the promotional content creation process, both visual and digital media.
3. Prepare reports on creative team performance and campaign effectiveness.

### **Administrative Staff (Admin)**

The task of administrative staff is to maintain the smooth operation of the company from an administrative perspective.

### **Discussion of Respondent Characteristics Based on Occupation**

Characteristics of respondents who use MS Glow Men Skincare in Denpasar City, the majority of users are students with a percentage of 34.2%, followed by private employees at 25.8%, civil servants/BUMN at 21.1%, and self-employed at 18.9%. The high percentage of students who use MS Glow Men products indicates that this skincare product is popular among the younger generation who tend to be more concerned about their appearance and skin health. This also reflects the increasing trend of skincare awareness among young people, especially men who want to appear confident.

In addition, private employees and civil servants/BUMN also have a significant contribution to the use of MS Glow Men products. This shows that this product is also in demand by workers who have more stable purchasing power. They may be more interested in the quality and safety of the products offered, as well as the practicality of accessing products through social media or e-commerce. In terms of self-employed, although the percentage is smaller (18.9%), this segment can also be considered potential considering that

self-employed people often have more flexible control over income and time, so they may be interested in products that can help maintain their appearance in daily activities.

All of these data show that MS Glow Men can attract the attention of various levels of work in Denpasar City. Digital-based marketing strategies through social media may be one of the important factors influencing the success of this product in reaching consumers from various professions. The student/college segment needs to be considered with appropriate strategies, for example by providing affordable products while maintaining good quality to maintain customer loyalty in this young age group.

### **Discussion of Trust Variables**

The data description regarding the trust variable shows that the level of trust of MS Glow Men Skincare users in Denpasar City towards this product is in the "Good" category, with an overall average score of 3.66. The statement with the highest score (3.93) is "I believe Ms Glow for Men can meet the needs and expectations of its customers." This shows that the majority of users are satisfied with the quality of the product and believe that MS Glow Men is able to provide solutions that meet their expectations. This trust is very important to maintain customer loyalty and increase purchase intention. Therefore, maintaining product quality that meets consumer expectations is a strategic step to increase trust and strengthen the brand's position in the market.

The statement with the lowest score (3.51) was "BPOM certification on the product becomes trust in using the product." This shows that although users trust the product, the BPOM certification aspect has not fully become the main factor that drives trust. Increasing consumer awareness of the importance of BPOM certification through more intense educational campaigns, both through social media and distributors, can help strengthen users' sense of security and trust. Thus, consumers will be more confident in the legality and safety of the product, which can ultimately increase their intention to purchase. Overall, trust-increasing strategies can be focused on strengthening the trust aspect through product education and emphasizing the benefits of official certification such as BPOM, as well as continuing to maintain product quality standards that have successfully met consumer expectations.

## Conclusion of Analysis

Based on the analysis that has been carried out, the results show that all research instruments have met the validity and reliability criteria.

**Validity tests** show that all items in the measured variables, including Electronic Word of Mouth (E-WOM), Lifestyle, Social Media Marketing, Trust, and Purchase Intention, have a correlation value greater than 0.30, which means all items are valid.

**Reliability test** shows that the Cronbach's Alpha value of all variables is greater than 0.60, which means all variables are reliable.

In addition, from the evaluation of the structural model, the R-Square value for Purchase Intention of 0.872 indicates that 87.2% of the variation in Purchase Intention is explained by the variables Electronic Word of Mouth (E-WOM), Lifestyle, and Social Media Marketing. In addition, Trust mediates this relationship with an R-squared value of 0.879, indicating a strong model.

The Q-Square Predictive Relevance (Q<sup>2</sup>) value of 0.984 indicates that 98.4% of the model can be explained by the variables in the study, indicating that this model is very good. Finally, the Goodness of Fit (GoF) value of 0.9174 indicates that this research model is very appropriate and good at explaining the existing data. Thus, this research model as a whole is valid, reliable, and has a very high level of accuracy.

Based on the research results presented in the path diagram of the relationship between variables such as Electronic Word of Mouth (E-WOM), Lifestyle, Social Media Marketing, Trust, and Purchase Intention, several key aspects can be used as a focus in the discussion of the journal. The following are several important points that can be summarized and used for further discussion:

### **The Influence of Electronic Word of Mouth (E-WOM) on Trust and Purchase Intention**

The study shows that E-WOM has a significant influence on Trust (path coefficient 0.505, t-statistic 5.849, p-value 0.000) and Purchase Intention (path coefficient 0.263, t-statistic 2.960, p-value 0.003). This indicates that positive reviews or information from other users on electronic media directly increase consumer trust and purchase intention. This finding supports previous studies that emphasize the importance of E-WOM in building trust, especially in the context of beauty products such as MS Glow Men.

### **The Role of Trust as a Mediator**

The results of the study also show that Trust acts as a significant mediator variable in influencing Purchase Intention. Indirectly, E-WOM, Lifestyle, and Social Media Marketing influence Purchase Intention through Trust. This is shown in the results of testing the path coefficients E-WOM → Trust → Purchase Intention (0.191, t-statistic 4.190, p-value 0.000), Lifestyle → Trust → Purchase Intention (0.129, t-statistic 2.897, p-value 0.004), and Social Media Marketing → Trust → Purchase Intention (0.051, t-statistic 2.036, p-value 0.042). This confirms that increasing consumer trust is an important key in strengthening purchase intention.

### **Lifestyle as a Supporting Factor**

Consumer lifestyle has a significant influence on Trust (path coefficient 0.340, t-statistic 5.002, p-value 0.000) and Purchase Intention (path coefficient 0.125, t-statistic 2.063, p-value 0.039). This shows that lifestyle preferences relevant to products, such as personal care products, can increase the level of trust and purchase intention. This study is consistent with the literature stating that lifestyle is one of the important factors that influence consumer behavior, especially in personal products such as skincare.

### **Effectiveness of Social Media Marketing**

The third and sixth hypothesis testing also showed that marketing through social media has a positive impact on Trust (path coefficient 0.135, t-statistic 2.254, p-value 0.024) and Purchase Intention (path coefficient 0.210, t-statistic 2.343, p-value 0.019). In today's digital era, consumers tend to rely on information from social media in making purchasing decisions, and marketing through this platform is an effective strategy.

### **The Influence of Lifestyle on Purchase Intention**

Based on the results of the hypothesis testing, it was found that lifestyle has a positive and significant effect on purchase intention. This is supported by a path coefficient value of 0.125 with a t-statistic of 2.063 which is greater than the t-statistic of 1.96, and a significance value of 0.039 which is smaller than 0.05. This means that the hypothesis stating that consumer lifestyle has a positive and significant effect on purchase intention is accepted. In other words, the better the consumer's lifestyle, the greater the likelihood of their intention to buy MS Glow Men skincare products in Denpasar City. These results are consistent with

previous research by Kusuma et al. (2020) which found that lifestyle has a significant effect on the interest in purchasing skincare products among the millennial generation. In addition, this finding is also in line with Putra (2019), who stated that a person's lifestyle affects the way they dress, talk, and trends that change over time so that the purchasing interest of potential consumers also changes following these trends.

### **The Influence of Social Media Marketing on Purchase Intention**

Social media marketing has also been shown to have a positive and significant influence on purchase intention. This is evidenced by a path coefficient of 0.210, a t-statistic of 2.343 (greater than 1.96), and a significance value of 0.019 (less than 0.05). These results indicate that the better the marketing strategy through social media, the higher the consumer's interest in buying MS Glow Men skincare products in Denpasar. This study is consistent with the findings of Arwachyntia & Sijabat (2022), which show that marketing through social media can increase purchase intention. In addition, this study is also supported by Amartya & Santosa (2022) who state that marketing activities on social media provide added value to consumers and attract their buying interest.

### **The Influence of Trust on Purchase Intention**

Trust also shows a significant influence on purchase intention. The results of the analysis show a path coefficient of 0.378, a t-statistic of 4.536, and a significance value of 0.000, which is less than 0.05. Thus, the hypothesis that trust has a positive effect on purchase intention is accepted. The higher the level of consumer trust in a product, the greater their intention to buy the product. These results support the research of Prasetyo & Mahira (2021) which emphasizes the important role of trust in driving purchasing decisions. In addition, this study is also in line with Tanjung & Keni (2023), which shows that the greater consumer trust in a brand, the greater the likelihood of consumers making subsequent purchases.

### **The Influence of Electronic Word of Mouth (E-WOM) on Purchase Intention through Trust as an Intervening Variable**

The results of the hypothesis test show that E-WOM has an indirect effect on purchase intention through trust. This is supported by a path coefficient of 0.191 with a t-statistic of 4.190 and a significance value of 0.000. This finding confirms that E-WOM can increase consumer trust which ultimately leads to increased purchase intention. This study is

consistent with the results of research by Islam, Purwanto & Zulkhifli (2021) which found that high-quality E-WOM can increase interest in staying at a hotel by increasing trust. Fadillah (2021) also supports this finding by stating that trust mediates the relationship between E-WOM and purchase intention.

### **The Influence of Lifestyle on Purchase Intention through Trust as an Intervening Variable**

Lifestyle was also found to have an indirect effect on purchase intention through trust. The test results showed a path coefficient of 0.129, a t-statistic of 2.897, and a significance value of 0.004, which is smaller than 0.05. This means that a good lifestyle will build consumer trust, which ultimately increases the purchase intention of MS Glow Men skincare products. This study supports the findings of Victoria & Purwanti (2022), which emphasize that lifestyle and consumer trust play an important role in purchase intention.

### **The Influence of Social Media Marketing on Purchase Intention through Trust as an Intervening Variable**

Social media marketing also has an indirect effect on purchase intention through trust. The path coefficient of 0.051 with a t-statistic of 2.036 and a significance value of 0.042 indicates that trust built through social media marketing can increase purchase intention. This study is in accordance with the findings of Putri & Anggarawati (2022), who found that marketing on social media can influence purchase intention directly or indirectly through trust in the brand. Trust built through social media helps consumers feel more confident in buying the promoted product.

## **CONCLUSION**

### **The Influence of E-WOM, Lifestyle, and Social Media Marketing:**

**Electronic Word of Mouth(E-WOM):** Has a positive and significant impact on trust, and increases purchase intention for MS Glow Men Skincare in Denpasar City.

**Lifestyle:** Having a positive and significant influence on trust and purchase intention, shows that a good lifestyle has a positive impact on trust and purchase intention.

**Social Media Marketing:** Also has a positive and significant effect on trust and purchase intention. Effective social media marketing can increase consumer trust and purchase intention.

**The Role of Trust as an Intervening Variable:**

**E-WOM and Lifestyle:** Trust functions as an intervening variable that strengthens the influence of E-WOM and lifestyle on purchase intention. The higher the trust built from good E-WOM and lifestyle, the greater the possibility of increasing purchase intention.

**Social Media Marketing:** Trust also acts as an intervening variable in the relationship between social media marketing and purchase intention, showing that increased trust from social media marketing can increase purchase intention.

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