

THE ROLE OF BRAND AWARENESS IN MEDIATING THE EFFECT OF SOCIAL MEDIA AND ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION FOR EMINA SKINCARE IN TIKTOK SHOP

Nawari¹, Siti Shoimah², Nur Qomariyah³

¹ Universitas Islam Darul Ulum Lamongan, Indonesia

² Universitas Islam Darul Ulum Lamongan, Indonesia

³ Universitas Islam Darul Ulum Lamongan, Indonesia

Email : nawari@unisda.ac.id¹ sitishoimah@unisda.ac.id²

E-ISSN : 3109-9777

Received: November 2025

Accepted: November 2025

Published: Desember 2025

Abstract :

The rapid development of digital technology has significantly influenced marketing strategies, particularly through the utilization of Social Media and Electronic Word of Mouth (e-WOM) as effective promotional tools. Emina, as one of the skincare brands, leverages TikTok Shop to enhance its product sales. This study aims to analyze the influence of Social Media and e-WOM on Purchase Intention, with Brand Awareness serving as a mediating variable. This research employed a quantitative approach using a purposive sampling technique. Data were collected through questionnaires distributed to TikTok Shop users who had seen or purchased Emina skincare products, involving a total of 128 respondents. The findings indicate that Social Media and e-WOM have a positive and significant effect on Purchase Intention. Furthermore, Brand Awareness was found to significantly mediate the relationship between Social Media, e-WOM, and Purchase Intention. These results suggest that increasing promotional interactions through Social Media and positive consumer reviews can strengthen brand awareness, ultimately enhancing consumers' purchase intention of Emina skincare products on TikTok Shop.

Keywords: Social Media, Electronic Word of Mouth, Brand Awareness, Purchase Intention, Emina Skincare, TikTok Shop

INTRODUCTION

The development of digital technology today, in the era of globalization, has significantly transformed the marketing landscape. Social media, which initially functioned only as a platform for communication and information sharing, has now evolved into a highly strategic platform for marketing, interaction, and buying and selling transactions. TikTok Shop itself is an e-commerce feature that is directly integrated into the TikTok social media application. With the advantage of creative and interactive short-video formats, TikTok Shop enables brands to reach a wider and more relevant audience. Based on the ByteDance E-commerce Report (2023), the number of active TikTok users in Indonesia continues to increase, and many of them utilize the in-app shopping feature. Social media today also follows technological developments, where modern technology is widely used. Along with this development, companies adapt to current trends, and many skincare brands have emerged – for example, EMINA, which has appeared frequently in recent years with their advertisements and promotions. They also use social media to interact with



consumers and to promote their products in order to attract potential buyers and increase awareness of the products they offer.

According to (Maharani, 2021) social media is a platform or medium used to facilitate interactions among users and is characterized by two-way communication. Social media is also often used to build a person's self-image or profile, and it can be utilized by companies as a marketing medium. The competition in today's skincare market is increasingly intense, prompting business actors to compete in order to win market share. These business actors also highlight the strengths of their cosmetic or skincare products. The cosmetics and skincare industry is one of the industries that is aware of the importance of electronic word of mouth strategies, as online product reviews have become a frequent topic of discussion, especially among women today. They often talk about cosmetics, and generally, when someone uses a product, consumers will search for the necessary information to help them make considerations. Particularly when choosing skincare, consumers need information regarding color, skin reactions, brand, ingredients, price, and so on (Adriyati & Indriani, 2017)

Brand awareness refers to the extent to which a prospective buyer is able to recognize or recall that a particular brand is part of a specific product category (Utomo, 2017). Therefore, skincare brands in Indonesia today are more likely to be recognized by many consumers due to the presence of brand awareness, and the increasing number of social media users makes it easier for consumers to become familiar with existing brands, such as EMINA. Hence, it is interesting to examine how social media and electronic word of mouth influence consumers' purchase intention toward EMINA skincare products, while also considering the mediating role of brand awareness, particularly in the context of the store.

Literature marketing management involves the processes of analyzing, planning, implementing, and controlling programs designed to create, build, and maintain profitable exchanges to achieve business goals, while also utilizing scientific and artistic approaches in selecting market tools and communicating consumer targets through superior customer value (Mananeke & Tampenawas, 2022). Marketing management is a discipline consisting of planning, organizing, and controlling activities to meet needs and desires in order to increase the efficiency and effectiveness of marketing. Social media, often referred to as *social media*, has become a highly relevant term in today's digital era. Social media is an online platform that allows users to interact, share content, and connect with others virtually. Users can make use of personal profiles, send messages, share photos and videos, and participate in various online communities. The presence of social media has significantly changed the way we communicate and interact with others and the world around us (Bangsawan, 2024). It represents an important part of internet development, as its emergence decades ago enabled social media to grow as rapidly and extensively as it has today. This advancement allows all internet-connected users to disseminate information or content.

According to (Susmonowati & Khotimah, 2021), electronic word of mouth refers to positive or negative statements made by actual, potential, or former consumers who discuss a product or company, and this information is available to individuals or institutions through the internet. E-WOM is considered an evolution of traditional face-to-face communication into a more modern form with the help of cyberspace, an electronic medium within a computer network widely used for one-way or two-way online communication. Through E-WOM, audiences can communicate via email or by reading online customer reviews. The emergence of E-WOM makes it a more advanced communication tool. Compared to traditional WOM, E-WOM is considered more effective due to its wider accessibility and reach, whereas traditional WOM is limited to offline media. Purchase intention refers to the likelihood attached to a consumer's intention to buy, and it is also an affective response or a process of feeling or liking a product before making a purchasing decision (Arianty, 2022). One way to develop purchase intention is through promotion, which is a form of communication that informs potential buyers and encourages a response. Purchase intention can be defined as a psychological factor within consumers that reflects their plan to purchase a particular brand. This is essential for marketers to understand because purchase intention helps predict future consumer behavior, making it useful for marketers and economists in forecasting demand.

A brand is defined as the name of a product that comes from a specific source. It may also refer to the associations people think of when they hear certain brand names. Awareness is the moment when someone recalls and recognizes the object being seen. Therefore, brand awareness can be defined as a person's ability to recognize and remember a brand, whether through its logo, symbols, or colors (Sudrajat, 2023). High brand awareness increases the likelihood that whenever the need for a product category arises, the brand will be recalled and considered among the available alternatives in the decision-making process. Brand awareness reflects consumers' knowledge of the existence of a brand.

RESEARCH METHOD

The population defined in this study consists of all TikTok Shop users who have seen, interacted with, or purchased Emina skincare products through the TikTok Shop platform, whether through promotional content on social media or consumer reviews. This population also includes consumers who have the potential to make a purchase as well as those who have already purchased Emina skincare products. This study uses a purposive sampling technique. According to (Sugiyono 2020), purposive sampling is a sampling technique in which respondents are selected based on specific criteria. The sample in this study consists of individuals or groups considered to have more relevant information or deeper insights regarding the research topic. The sample criteria are as follows:

1. Active users of TikTok Shop
2. Have seen or obtained information about Emina skincare products on TikTok Shop

3. Have made a purchase or have an interest in purchasing Emina skincare products on TikTok Shop

A questionnaire is used as the primary data collection tool. In this study, a more complex path diagram is used because it involves more variables so that many paths are analyzed, shown X1 and X2 are exogenous variables, which have direct and indirect relationship paths with Y, said to have an indirect relationship with Y, because X1 and X2 to reach the Y variable must pass through an intermediary variable, namely Z. In this case Z and Y are endogenous variables. The relationship between variables X1 and X2 is a reciprocal relationship (mutual influence). It is not causal so it cannot be analyzed. In terms of path analysis, it will be proven whether the hypothesized paths are correct because it is supported by data that shows changes.

FINDINGS AND DISCUSSION

Path Analysis Results Table of Variables

Standarized		Sig	α	Information
Jalur	Beta			
X1 → Z	0,202	0,002	0,05	Significant
X2 → Z	0,679	0,001	0,05	Significant
X1 → Y	0,219	0,002	0,05	Significant
X2 → Y	0,277	0,010	0,05	Significant
Z → Y	0,482	0,001	0,05	Significant

source; data processed 2025

The results of the Validity and Reliability Tests indicate that all instruments are valid and reliable, with an r-table value of 0.173 and the lowest r-count value of 0.575. Meanwhile, the Reliability Test shows values above 0.645, which exceed the required Cronbach's Alpha threshold. Path Analysis results show that the relationship between Social Media (X1) and Brand Awareness (Z) has a significant influence. This is indicated by a significance value of 0.002, which is smaller than $\alpha = 0.05$. The second path, between Electronic Word of Mouth (X2) and Brand Awareness (Z), also shows a significant influence, with a significance value of 0.001, which is smaller than $\alpha = 0.05$. The third path, between Social Media (X1) and Purchase Intention (Y), demonstrates a significant influence with a significance value of 0.002, also smaller than $\alpha = 0.05$. For the fourth path, Electronic Word of Mouth (X2) and Purchase Intention (Y) show a significant influence with a significance value of 0.010, which is smaller than $\alpha = 0.05$. The fifth path, between Brand Awareness (Z) and Purchase Intention (Y), also shows a significant influence with a significance value of 0.001, which is smaller than $\alpha = 0.05$. The direct and indirect influence calculations show that the indirect influence of Social Media through Brand Awareness on Purchase Intention is $(0.202 \times 0.482) = 0.973$ or 97.3%. The indirect influence of Brand Awareness through Electronic Word of Mouth on Purchase Intention is $(0.679 \times 0.482) = 0.327$ or 32.7%. The Sobel Test results show that the Z-value from the manual

calculation is $Z = 2.747$, indicating a significant indirect effect because $Z > 1.96$. With a p-value of $0.006 < 0.05$, this confirms that Brand Awareness significantly mediates the influence of Social Media on Purchase Intention. From the second Sobel Test calculation, the Z-value is $Z = 3.511$, which also indicates a significant indirect effect because $Z > 1.96$. With a p-value of $0.004 < 0.05$, this proves that Electronic Word of Mouth significantly influences Purchase Intention when mediated by Brand Awareness. This study assesses the influence of Social Media, Electronic Word of Mouth, Brand Awareness, and Purchase Intention toward Emina skincare products. The explanation of each variable is provided as follows:

The Influence of Social Media on Brand Awareness of Emina Skincare Products

It was found that social media has a positive and significant influence on brand awareness, with a path coefficient value of 0.202. The respondents' level of agreement with statements such as "Social media makes it easier to express opinions about Emina products to others," which reached 20.2%, also strengthens this finding. This indicates that social media platforms are highly effective in facilitating consumers to share information and recommend Emina products to others. (Hidayati et al., 2024) also stated that they examined the role of social media in generating purchase intention, as well as the positive and significant relationship between social media and brand awareness. The influence of social media is substantial, as sellers can expand their services and sales through social media, in addition to promoting their products through enhanced brand awareness. This is consistent with the research conducted by (Pahlevi & Trianasari, 2023) which shows that social media has a positive effect in significantly encouraging the spread of brand awareness. Stronger brand reinforcement makes individuals more confident in the brands they choose to purchase, ultimately influencing consumer purchasing decisions.

The Influence of Social Media on Brand Awareness of Emina Skincare Products

It was found that social media has a positive and significant influence on brand awareness, with a path coefficient value of 0.202. The respondents' level of agreement with statements such as "Social media makes it easier to express opinions about Emina products to others," which reached 20.2%, also reinforces this finding. This indicates that social media platforms are highly effective in facilitating consumers to share information and recommend Emina products to others. Furthermore, previous studies have shown that social media also plays a role in generating purchase intention, and that there is a highly positive and significant relationship between social media and brand awareness. The influence of social media is substantial, as sellers can expand their services and sales through social media, as well as promote their products by strengthening brand awareness. This finding is consistent with other research, which demonstrates that social media has a positive impact in significantly encouraging the spread of brand awareness. Strengthening a brand increases consumers' confidence in the brand they intend to purchase and ultimately influences their purchasing decisions.

The Influence of Electronic Word of Mouth on Brand Awareness of Emina Skincare Products

It was found that brand awareness has a positive and significant influence on word of mouth, with a relatively strong path coefficient value of 0.679. The majority of respondents (67.9%) stated that they could easily recognize the Emina brand, which forms a strong basis for word-of-mouth recommendations. High brand awareness makes it easier for consumers to remember and talk about the product. (Simamora et al., 2023) also stated that Electronic Word of Mouth has a positive and significant influence on brand awareness. This can be explained by the fact that brand strengthening efforts utilize brand awareness as a medium to promote products, enabling more people to become familiar with Emina. This finding is consistent with (Setianto et al., 2025), who reported that Electronic Word of Mouth positively and significantly influences brand awareness in the beauty industry. The presence of e-WOM increases brand awareness among consumers who share reviews after purchasing the product, and it also plays a major role in shaping their purchase decisions.

The Influence of Social Media on Purchase Intention for Emina Skincare Products

It was found that Social Media has a very positive and significant influence on Purchase Intention, indicated by a path coefficient value of 0.219. This shows that direct interaction with social media content, product information, and promotional campaigns on social media platforms indirectly encourages consumers' desire to purchase Emina products. According to (Kurniadi, 2023), social media contributes positively and significantly to consumer purchase intention. His study showed that social media was used as an intermediary to promote fast-food products, and the presence of social media successfully attracted consumers' attention and increased their purchase intention. This finding is consistent with research conducted by (Halim and Kusumawati 2020), who stated that promotion through social media strongly and positively influences consumer purchase intention.

The Influence of Electronic Word of Mouth on Purchase Intention for Emina Skincare Products

It was found that Electronic Word of Mouth (e-WoM) has a positive and significant influence on Purchase Intention, with a path coefficient value of 0.277. This indicates that online word-of-mouth promotion increases consumers' awareness of the products they intend to purchase and strengthens their purchase intention. Attractive and convincing online reviews also play an important role in encouraging consumers to feel more confident about buying the skincare products, which ultimately leads to a higher level of purchase intention. According to (Simamora, 2022), Electronic Word of Mouth positively and significantly affects Purchase Intention in the context of skincare product purchases. Through e-WoM, individuals become more aware of their own interest in a product, and positive reviews or comments can directly increase consumer purchase intention. This finding is consistent with the research conducted by (Wedayanti & Ardani, 2020) who stated that Electronic Word of

Mouth has a positive correlation with purchase intention. Positive reviews or comments reduce consumer doubts and increase their willingness to purchase the product.

The Influence of Brand Awareness on Purchase Intention of Emina Skincare Products.

The findings show that Brand Awareness has a highly positive effect on Purchase Intention, indicated by a path coefficient value of 0.482, with the majority agreement reaching 48.2%. This suggests that consumers recommend Emina products to others, demonstrating that personal recommendations are highly effective in encouraging Purchase Intention. Reviews and brand awareness also help consumers recognize the brand more easily, which ultimately increases their purchase interest. (Napitu et al., 2024) also stated that Brand Awareness has a significant influence on Purchase Intention, strengthening the idea that higher brand recognition – both online and offline – can effectively increase consumer interest and drive more purchases of Emina skincare products. This finding aligns with the research of (Azzahra, Suherman, 2021), which proved that Brand Awareness has a positive and significant impact on Purchase Intention. Therefore, strong Brand Awareness leads to a high level of brand recognition, which in turn results in a higher Purchase Intention among consumers.

The Influence of Social Media and Brand Awareness on Purchase Intention of Emina Skincare Products.

The findings show that Brand Awareness has a significant effect and mediates the relationship between Social Media and Purchase Intention, with an indirect effect value of 2.747. This indicates that interactions on Social Media do not only influence Purchase Intention directly but also indirectly through Brand Awareness generated from activities on the platform. This is consistent with the study by (Putra dan Suryani, 2022), which demonstrated that Brand Awareness is able to positively and significantly mediate the relationship between Social Media and Purchase Intention for skincare products promoted across various social media platforms. Brand Awareness strengthens the brand image, enabling companies to attract more consumers to their marketed products.

The Influence of Electronic Word of Mouth (e-WOM) and Brand Awareness on Purchase Intention of Emina Skincare Products.

The findings indicate that Brand Awareness significantly influences and mediates the effect of Electronic Word of Mouth on Purchase Intention. This is confirmed by the Sobel Test, which produced a Z-value of 3.3511, exceeding the significance threshold of 1.96. This means that Brand Awareness effectively mediates the indirect relationship by strengthening the brand through positive word-of-mouth promotion, which increases consumer purchase intention. Consumers become more familiar with the skincare products, including their benefits and ingredients that may suit their skin. Research by (Kurniawan & Sulistyawati, 2020) also states that Brand Awareness significantly mediates the influence of Electronic Word of Mouth on Purchase Intention. Therefore, brand awareness plays a crucial role, as it enables consumers to recognize the brand not

only directly but also through Electronic Word of Mouth as a promotional medium that reinforces memory of the skincare brand and enhances purchase intention.

CONCLUSION

Social Media, Electronic Word of Mouth (e-WOM), and Brand Awareness have a significant and positive influence on consumers' purchase intention for Emina products on TikTok Shop. This indicates that social media promotions, positive reviews, and strong brand awareness directly encourage consumers to make purchase decisions. Brand Awareness is also proven to significantly mediate the effects of Social Media and e-WOM on purchase intention. This means that interactions on social media and online reviews do not only affect purchase intention directly, but also indirectly through the strengthening of brand awareness. Increased promotional interactions on social media and positive consumer reviews can effectively enhance brand awareness, which ultimately drives consumers' purchase intention for Emina skincare products on TikTok Shop.

Recommendations For Emina: Optimize digital marketing strategies through social media to increase consumer purchasing interest. Use the findings of this study to formulate a more optimal strategy for increasing brand awareness. For TikTok Shop: Use the findings of this study as a reference in improving marketing strategies to strengthen the brand. Provide information on the influence of social media and e-WOM on product purchasing interest. For Future Research: This study has several limitations. It is recommended that future research include other variables beyond this research model to gain a more comprehensive understanding. It is also recommended to expand the research to other products or platforms to validate these findings in different contexts.

REFERENCES

- Adriyati, R., & Indriani, F. (2017). The Influence of Electronic Word of Mouth on Brand Image and Purchase Intention for Wardah Cosmetic Products. *Diponegoro Journal of Management*, 6, 1-14.
- Alfiansyah, L. (2021). The Influence of Viral Marketing and Customer Trust on Online Shopping Decisions among Jember University Students. 14-44.
- Ardana, Y. A., & Rastini, N. M. (2018). The Role of Brand Image in Mediating the Influence of E-WOM on Purchase Intention for Samsung Smartphones in Denpasar City. *E-Journal of Management, Udayana University*, 7(11), 5901.
- Argita Endraswara. (2021). Research Methods. *Journal of Chemical Information and Modeling*, 53(9), 1689-1699.
- Fadul. (2019). The Influence of Social Media Promotion, Brand Image, and Electronic Word of Mouth on Purchase Intention of Erigo Apparel Products. Undergraduate Thesis, Muhammadiyah University of Ponorogo., 9-23.
- Falcon, V. (2023). The Influence of Lifeshopping on Impulsive Buying. The

- Influence of Lifeshopping on Impulsive Buying, 1(69), 5-24.
- Fatikhyaid, M., Rachma, N., & Hufron, M. (2023). The Influence of Brand Image, Brand Awareness, and Brand Trust on Brand Loyalty of Samsung Smartphone Users. *Journal of Management Research*, 82-94. www.fe.unisma.ac.id
- Fikka Diaz Azzahra, Suherman, M. R. (2021). The Influence of Social Media Marketing and Brand Awareness on Purchase Intention and Their Impact on Purchase Decisions: A Study of Online Food Delivery Service Users in Jakarta. 2(4), 1147-1152.
- Ghazali and Fuad. (2019). The Quality of Regional Government Financial Reports in Mediating the Impact of the Implementation of the Government Internal Control System (SPIP) on Good Governance. 30-46.