

The Influence of Lifestyle, Content Marketing, and Brand Trust on Purchase Decisions for Glad2Glow Moisturizer

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Article Information		Abstract
Submission date	January 2, 2025	<p>Research aim : This study aims to determine how lifestyle, marketing content and brand trust influence the decision to purchase Glad2Glow moisturizer.</p> <p>Design/Method/Approach : Using a quantitative approach with causality techniques. The population in this study consisted of participants from UNP Kediri Faculty of Economics and Business Students Class of 2021 with a total of 455 students. A total of 50 participants were selected as the sample for the study through a non-probability sampling technique referred to as purposive sampling. Data were gathered via a questionnaire, with responses evaluated on a Likert scale. The analysis of the data employed a multiple linear regression model, which included various statistical assessments such as tests for validity and reliability, tests of classical assumption, analyses of multiple linear regression, determination coefficient evaluations, and hypothesis testing. The analysis was performed using SPSS software for Windows, version 27.</p> <p>Research Finding : This study's findings somewhat support the idea that lifestyle factors significantly impact purchasing decisions. The variables of marketing content do not exert a considerable influence on consumer purchasing decisions. In contrast, brand trust plays a crucial role in shaping these decisions. Nevertheless, the interplay among lifestyle, marketing content, and brand trust significantly affects purchase decisions.</p> <p>Theoretical contribution/Originality : This study can provide theoretical contributions by enhancing the comprehension of how lifestyle, marketing content, and brand trust affect purchasing decisions related to Glad2Glow moisturizer.</p> <p>Practitioner/Policy implication : This research is expected to add to the academic literature review. And Glad2Glow managers can integrate these three aspects to improve product competitiveness.</p> <p>Research limitation : This study only focuses on lifestyle variables, marketing content, and brand trust on purchasing decisions.</p> <p>Keywords : Lifestyle, Content Marketing, Brand Trust, and Purchase Decision.</p>
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1. Introduction

Public awareness of the importance of skin care is increasing, especially among young people who want to maintain healthy skin from an early age. This is supported by easy access to information through social media and the internet which makes them more aware of various types of skincare and their benefits. In addition, changes in modern lifestyles encourage more people to care for their skin as part of an effort to maintain overall health. In an era of increasingly tight competition in the beauty industry, various skincare companies offer innovative products that are in accordance with consumer needs, using creative marketing strategies to attract consumer attention. One of the brands that is also present in this competition is Glad2Glow.

Glad2Glow successfully ranked second in moisturizer sales on the Shopee platform during the double date period 8.8 in 2024 with a market share of 16.1% [1]. In competing with other brands such as The Originote, understanding how consumers make purchasing decisions is important. Purchasing decisions are a series of steps in which customers recognize a problem or need, search for information about products, and evaluate products to determine how effective each option is in solving their problem, which then influences the purchasing decision [2].

Nowadays, skincare has become a lifestyle and one of the main factors that influence people's consumption patterns. Lifestyle reflects a person's desire to form a self-image in the eyes of others and indicate their social status [3]. Lifestyle is an individual's way of living, reflected through their psychological aspects [4]. Lifestyle influences how consumers choose products or services that fit their personality and values. Research findings by [5] indicate that lifestyle significantly influences the purchasing decisions related to MS Glow products. Meanwhile, research by [6] that lifestyle has no positively impacts the purchase decisions.

With the increased lifestyle that places skincare an important part of daily routine, skincare companies must compete to create products that are not only quality but also relevant to the needs and preferences of the current consumer so that it can attract consumers to make a purchase decision. In addition, marketing strategies must also be considered by companies to influence consumer purchasing decisions.

One of the marketing strategies that can increase sales is content marketing. Currently, *content marketing* is increasingly the focus of business people who are turning to digital marketing by creating attractive marketing content and following trends to get closer to consumers [7]. Content marketing is a way to market a product or service by creating, collecting, distributing, and amplifying interesting, relevant, and useful material for the audience in order to create a conversation about the content [8]. To attract consumer purchase decisions, companies must optimize online marketing strategies such as creative and relevant content marketing, so that they can increase product appeal and encourage purchase decisions. This statement is consistent with the study conducted by [9], indicating the study results in that marketing content is relevant to purchasing decisions. Meanwhile research, namely [10] shows that variables of marketing content has a no positivable influence on skincare purchasing decisions.

In addition to lifestyle and marketing content, brand trust can also influence consumer purchasing decisions. Currently, many moisturizer products have emerged in the market, this

reflects the high competition in the beauty industry, especially in moisturizer products. In this situation, companies must be able to build and maintain brand trust to maintain and increase consumer purchasing decisions, especially in moisturizer products.

Brand trust is the belief and sense of security of consumers towards the positive experiences they get when using a particular product brand, this makes consumers feel confident with the brand and can rely on it in the long term [11]. Consumers are inclined to purchase products that they have confidence in, a finding supported by research [12], which indicates that brand trust plays a crucial role in the process of the choice regarding the acquisition of Wardah cosmetics. Meanwhile, another study [13] show that brand trust has no impact on making purchase decision.

Numerous prior studies have examined the elements that affect purchasing choices within the skincare sector. Nonetheless, research that specifically addresses the influence of lifestyle, content of marketing , and brand trust on purchasing decisions, particularly concerning Glad2Glow moisturizer products, remains notably scarce.

Based on the differences in results from the previous research mentioned above, therefore, this study aims to fill the gap by analyzing how the three variables affect purchasing decisions.

In regard to the aforementioned elucidation, on this wise a study was carried out with the title "The Influence of Lifestyle, Marketing Content, and Brand Trust on Purchase Decisions for Glad2Glow Moisturizer".

1.1. Statement of Problem

- 1) Does lifestyle influence the purchase decision of Glad2Glow moisturizer among FEB UNP Kediri students, Class of 2021?
- 2) Does marketing content influence the purchase decision of Glad2Glow moisturizer among FEB UNP Kediri students, Class of 2021?
- 3) Does brand trust influence the purchase decision of Glad2Glow moisturizer among FEB UNP Kediri students, Class of 2021?
- 4) Does lifestyle, marketing content, and brand trust influence the purchase decision of Glad2Glow moisturizer among FEB UNP Kediri students, Class of 2021?

1.2. Objectives of the Research

- 1) Understanding the influence of lifestyle on the decision to purchase Glad2Glow moisturizer at FEB UNP Kediri Class of 2021.
- 2) Knowing the influence of marketing content on the decision to purchase Glad2Glow moisturizer at FEB UNP Kediri Class of 2021.
- 3) Knowing the influence of brand trust on the decision-making in purchasing Glad2Glow moisturizer at FEB UNP Kediri Class of 2021.
- 4) Knowing the impact of lifestyle, content of marketing, and brand trust on the the decision-making in purchasing Glad2Glow moisturizer at FEB UNP Kediri Class of 2021.

2. Method

The research approach used uses the quantitative approach, using causality techniques, which consists of 3 independent variables (which influence) and 1 dependent variable (which is influenced). The population used in this study consists of students registered at the Faculty of Economics and Business UNP Kediri, especially those included in the Class of 2021 with a total of 455 students. In determining the sample, this study used Roscoe's theory "if in the study a multivariate analysis is carried out (correlation or multiple regression for example) the number of members of each sample is at least 10 times the number of variables studied "[14]. In this study, the entirety number of variables was four, consisting of three independent variables and one-dependent variable. Consequently, when multiplied by ten, the sample size was calculated as 10 times 4, resulting in a total of 40 participants, which means that the minimum number of sample members studied was 40 people, so the researcher determined the sample studied was 50 respondents.

In this research, a nonprobability sampling method was employed, specifically utilizing a purposive sampling technique. This approach involves selecting participants based on specific criteria established by the researcher, thereby ensuring that the respondents possess the characteristics deemed relevant for the study. In this study, the researcher took samples that were considered to be in accordance with the specified sample characteristics, namely UNP Kediri Faculty of Economics and Business students, Class of 2021 who had purchased and used the Glad2Glow moisturizer product at least once.

In this study, the data collection technique involves distributing a questionnaire consisting of closed-ended statements to the respondents, either directly or via the internet. The statements used in this questionnaire are arranged based on a Likert scale.

This study's statistical analysis was carried out utilizing SPSS version 27 on the Windows operating system, which comes with a suite of features like hypothesis testing (t-tests and f-tests), tests for reliability and validity, and tests for classical assumptions like normality, multicollinearity, heteroscedasticity, multiple linear regression, and determination coefficient.. To assess validity and reliability, the researcher distributed questionnaires to 30 respondents who were not part of the initial sample.

Validity and Reliability Test Results

This assessment is designed to verify the integrity of the data gathered via the questionnaire is both valid and reliable, thereby strengthening the study's feasibility. The validity test was performed by juxtaposing the calculated value against the reference table corresponding to the degrees of freedom ($df = n - 2$), where n represents the total number of samples. In contrast, the assessment of reliability is conducted by analyzing if the value of Cronbach's alpha (α) could surpasses 0.70, indicating that the instrument used by researcher is deemed reliable.

Table 1. Validity Test Results

Variabel	Item	r count	r table	Information
Lifestyle	1	0,800	0,361	Valid
	2	0,697	0,361	Valid
	3	0,820	0,361	Valid
	4	0,787	0,361	Valid
	5	0,661	0,361	Valid
	6	0,821	0,361	Valid
	7	0,644	0,361	Valid
	8	0,836	0,361	Valid
	9	0,821	0,361	Valid
Content Marketing	1	0,826	0,361	Valid
	2	0,726	0,361	Valid
	3	0,866	0,361	Valid
	4	0,742	0,361	Valid
	5	0,766	0,361	Valid
	6	0,874	0,361	Valid
	7	0,835	0,361	Valid
	8	0,742	0,361	Valid
	9	0,821	0,361	Valid
	10	0,628	0,361	Valid
	11	0,723	0,361	Valid
	12	0,721	0,361	Valid
Brand Trust	1	0,870	0,361	Valid
	2	0,841	0,361	Valid
	3	0,787	0,361	Valid
	4	0,858	0,361	Valid
	5	0,757	0,361	Valid
	6	0,694	0,361	Valid
	7	0,850	0,361	Valid
	8	0,775	0,361	Valid
	9	0,929	0,361	Valid
	10	0,880	0,361	Valid
Purchase decision	1	0,852	0,361	Valid
	2	0,820	0,361	Valid
	3	0,781	0,361	Valid
	4	0,858	0,361	Valid
	5	0,824	0,361	Valid
	6	0,811	0,361	Valid
	7	0,662	0,361	Valid
	8	0,858	0,361	Valid
	9	0,864	0,361	Valid
	10	0,757	0,361	Valid

Source: Data processed by researchers, 2024 (SPSS output)

According to the table above if r count below 0.361 (below r table with 5% significance) it will be declared invalid (failed). Conversely, if the calculated r is above 0.361, it is declared valid. So based on the table above, all statements in each variable are declared valid.

Table 2. Results of Reliability Test

Variabel	Cronbach's Alpha	Coefficient Cronbach's Alpha	Information
Lifestyle	0,911	0,70	Reliable
Content Marketing	0,939	0,70	Reliable
Brand Trust	0,947	0,70	Reliable
Purchase Decision	0,941	0,70	Reliable

Source: Data processed by researchers, 2024 (SPSS output)

The findings of the tests of reliability displayed in the table above confirm the dependability of all research variables. This conclusion is supported by the fact that each variable exhibits Cronbach's alpha (α) values that fall within the acceptable threshold, specifically greater than 0.70.

3. Result and Discussion

3.1 Responden Description

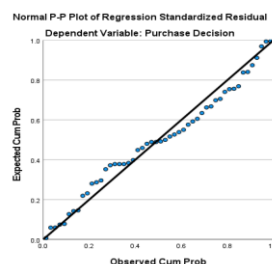
In order to make it easier to understand and identify the respondents in this study, data on respondent characteristics is needed based on the results of a questionnaire filled out by 50 respondents. Of the total 50 respondents, 7 respondents or 14% were male. Meanwhile, female respondents amounted to 43 respondents or 86%. This shows that the number of female respondents is more than that of male respondents. Meanwhile, respondents management study programs as many as 28 respondents or 56%, who came from the accounting study program as many as 12 respondents or 24% and those from economic education amounted to 10 respondents or 20%. So it can be concluded that respondents from management study programs are larger than others.

3.2 Results of the Classical Assumption Test

This research employs classic assumptions through the implementation of four distinct testing methods: specifically, the normality assessment, the multicollinearity assessment, the test of heteroskedasticity, and the test of autocorrelation.

3.2.1 Normality Test

The test of normality aims to assess either the error terms or residuals in regression models adhere to a normal distribution.



Source: Data processed by researchers, 2024 (SPSS output)

Figure 1. Normal Probability Plot Graph

The findings from the normality test illustrated in the preceding figure reveal that the data is organized in a manner that aligns with and is focused on the diagonal line, which signifies a normal distribution pattern. This observation implies that the regression model satisfies the normality assumption, thereby validating all items in under the questionnaire.

3.2.2 Multicollinearity Test

The multicollinearity test is carried out to examine the presence of any association or correlations between the independent variables within the regression framework. A reliable regression model ought to be free from correlation between independent variables. Data is considered to be devoid of multicollinearity when the tolerance value is > 0.10 and the VIF value is < 10 .

Table 3. Result of Multicollinearity Test

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Lifestyle	.417	2.396
Content Marketing	.442	2.264
Brand Trust	.406	2.463

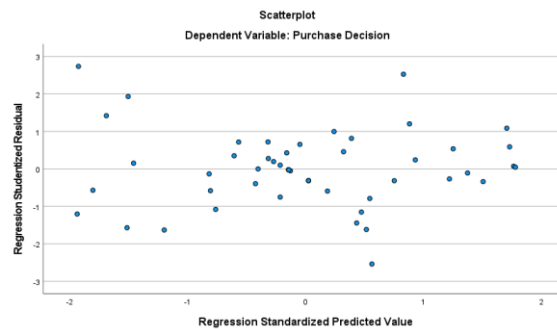
a. Dependent Variable: Purchase Decision

Source: Data processed by researchers, 2024 (SPSS output)

The data presented in the table indicates that the variables related to lifestyle, marketing content, and brand trust exhibit tolerance values of 0.417; 0.442; and 0.406, respectively. These values exceed the threshold of 0.10. Additionally, the corresponding Variance Inflation Factor (VIF) values are 2.396; 2.264; and 2.463, all of which remain below the critical limit of 10. Consequently, it can be concluded that multicollinearity is not present within this model of regression.

3.2.3 Heteroscedasticity Test

The test of heteroscedasticity is employed to evaluate the presence of unequal variances across observations within the regression framework. An ideal regression model exhibits homoscedasticity, signifying that it is devoid of heteroscedasticity. When the data points are dispersed irregularly above and below the number 0 on the y-axis, lacking a discernible pattern, this suggests that heteroscedasticity is not present.



Source: Data processed by researchers, 2024 (SPSS output)

Figure 2. Scatterplot graph

The scatterplot graph, derived from the aforementioned image, reveals a lack of recognizable pattern and dispersion of dots above and below the Y-axis value of 0. The lack of heteroscedasticity in this regression model is evidenced by this.

3.3 Test of Multiple Linear Regression Analysis Outcomes

According to the outcomes of multiple linear regression tests processed version 27 of SPSS, the following results below were obtained:

Table 4. Multiple Linear Regression Test Results

Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	5.462	3.628	
	Lifestyle	.327	.137	.271
	Content Marketing	.028	.108	.028
	Brand Trust	.555	.101	.632

a. Dependent Variable: Purchase Decision

Source: Data processed by researchers, 2024 (SPSS output)

Here is represents the equation's formula involving multiple linear regression:

$$(Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e)$$

The the multiple linear regression analysis outcomes are presented in the table above. Based on this analysis, the following equation has been derived below:

$$Y = 5,462 + 0,327X_1 + 0,028X_2 + 0,555X_3 + e$$

It means:

- 1) Constant = 5,462

This means if it is assumed that the lifestyle variables (X_1), marketing content (X_2), and brand trust (X_3) exert no influence whatsoever ($=0$), the resulting purchasing decision (Y) would be 5.462.

2) Coefficient $X_1 = 0,327$

This means that lifestyle positively influences purchasing decisions. Specifically, a one-unit increase in lifestyle correlates with an increase in purchases by 0.327 units.

3) Coefficient $X_2 = 0,028$

This means that marketing content exerts a beneficial influence on consumer purchasing decisions. Specifically, an increase of one unit in marketing content is associated with a rise in purchases by 0.028 units.

4) Coefficient $X_3 = 0,555$

This means that brand trust positively influences consumer purchasing decision. Specifically, a one-unit rise in brand trust correlates with a 0.555 increase in purchases.

3.4 Results of the Determination Coefficient Test

The description below are the results of the lifestyle, marketing content, and brand trust determination coefficients.

Table 5. Test Result of The Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868 ^a	.754	.738	2.40512

a. Predictors: (Constant), Brand Trust, Content Marketing, Lifestyle

Source: Data processed by researchers, 2024 (SPSS output)

The analysis presented in the preceding table reveals an Adjusted R Square value of 0.738. This is making suggestion that lifestyle, marketing content, and brand trust collectively account for 73.8% of the variance in purchasing decisions, while the remaining 26.2% is attributable to other factors that were not explored in this study.

3.5 Hypothesis Test Results

3.5.1 T Test Result (Partial)

This outcome is conducted aims to ascertain whether an independent variable exhibits a notable partial impact to the dependent variable. A significance value less than 0.05, along by a t-calculated value exceeding the t-table value, suggests that the independent variable has a fragmentary influence on the dependent variable [15]. The findings from the hypothetical analysis conducted in this study are presented below:

Tabel 6. Test Result T (Partial)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	5.462	3.628		1.506	.139
	Lifestyle	.327	.137	.271	2.390	.021
	Content Marketing	.028	.108	.028	.256	.799
	Brand Trust	.555	.101	.632	5.506	.000

a. Dependent Variable: Purchase Decision

Source: Data processed by researchers, 2024 (SPSS output)

The outcomes of the previous t-test can be explained as follows:

- 1) The analysis of the lifestyle variable (X1) reveals that there is a significance worth of $0.021 < 0.05$, accompanied by a t-count of $2.390 > 2.012$. This suggests that the lifestyle variable has a notable impact on purchasing decisions. These outcomes are consistent with the research findings presented in [5] which states that lifestyle affects purchasing decisions. While, this research is does'nt consistent with the study by [6] which found that lifestyle not positively impacts the purchase decision.
- 2) The X2 marketing content variable test yielded a t-value of $0.256 < 2.012$ and a significant worth of $0.799 > 0.05$. This has led the meaning that the marketing content variable does not affect purchasing decisions. The results of this study are compatible with a study managed by [10] which in the research showed that marketing content influences purchasing decisions. While, contrary to what is shown in [9] which shows that marketing content variables significantly impact consumers' purchasing decisions.
- 3) The analysis of the test results pertaining to the brand trust variable (X3) reveals a significance value of 0.000, which is < 0.05 , alongside a t-calculated value of $5.506 > 2.012$. This evidence suggests that brand trust significantly influences consumer purchasing decisions. These results corroborate the findings of the study referenced in [12], which established that brand trust significantly impacts purchasing behavior. While, this research has not aligns with the conclusions drawn in the study by [13], which identified brand trust has no impact on making purchase decision.

3.5.2 F Test Result (Simultan)

This outcomes is carried out to determine either r the independent variables conjointly influence the dependent variables. A significant value of < 0.05 , along with a F-value that is calculated exceeding the F-table value, indicates that the independent variables exert a partial influence on the dependent variable.

Tabel 7. F Test Stimultan

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	815.428	3	271.809	46.988	.000 ^b
	Residual	266.092	46	5.785		
	Total	1081.520	49			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Trust, Content Marketing, Lifestyle

Source: Data processed by researchers, 2024 (SPSS output)

The analysis derived from the preceding table indicates that the significant value is 0.000, which is <0.05 , and the calculated F-value is 46.988 > 2.81 . This means that lifestyle variables, marketing content, and brand trust simultaneously influence purchasing decisions.

4. Discussion

4.1 The Influence of Lifestyle on Purchase Decisions

The outcome of this study shows that Lifestyle partially has a significant effect on the Glad2Glow Moisturizer Purchase Decision. This shows that Glad2Glow moisturizer is able to meet consumers' lifestyles in accordance with consumer values, activities, and interests in choosing moisturizer products. Consumers prefer to buy products that suit their lifestyle, as they are considered capable of representing their personality, values or preferences. The results of this study are in line with previous research conducted by [5] which resulted in lifestyle influencing purchasing decisions.

4.2 The Influence of Content Marketing on Purchase Decisions

The results of this study show that content marketing has no effect on purchasing decisions. This can happen due to various factors, such as consumer characteristics or the lack of relevance of the content from Glad2Glow to the needs of consumers. The results of this study are in line with previous research conducted by [10] which found that content marketing has no effect on purchasing decisions.

4.3 The Influence of Brand Trust on Purchase Decisions

The results of this study show that brand trust has an effect on purchasing decisions. This shows that brand trust reflects consumers' confidence in the products from Glad2Glow moisturizer in meeting their expectations, which ultimately influences purchase decisions. Outcome of this study are in line with previous research conducted by [12] which resulted that brand trust has an effect on purchasing decisions.

4.4 The influence of lifestyle, content marketing, and brand trust on purchase decision

The results of this study were calculated to have a sig value in the f test of 0.000, which means it is smaller than 0.05. It can be concluded that simultaneously lifestyle, content marketing, and brand trust exert a significant effect on purchase decisions. With a determination coefficient outcomes (*Adjusted R Square*) of 0.738 or 73.8%, Purchase

Decisions can be influenced by three independent variables, namely lifestyle, content marketing, and brand trust and the rest are influenced by other variables that are not studied.

5. Conclusion

This study aims to examine the influence of Lifestyle, Content Marketing, and Brand Trust on Glad2Glow Moisturizer Purchase Decisions. From the previously presented research findings and discussions, the following conclusions are derived:

1. Lifestyle partially affects the Glad2Glow Moisturizer Purchase Decision.
2. Content Marketing partially does not affect the purchase decision of Glad2Glow Moisturizer.
3. Brand Trust Partially Affects Purchase Orders of Glad2Glow Moisturizer
4. Lifestyle, Marketing Content, and Brand Trust simultaneously affect the Glad2Glow Moisturizer Purchase Decision.

For the next researcher, it is hoped that they will multiply variables or use other variables such as *online customer reviews*, *word of mouth* or product quality, to get new findings about what can improve purchasing decisions, especially in skincare. And researchers can further expand the population to be studied.

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