CHAPTER III
RESEARCH RESULT AND DISCUSSION

This chapter presents the research results and discussion based on data collected from 108 respondents who are consumers of Luxcrime products in Jakarta. The data were processed using Microsoft Excel and SmartPLS 4.0 to examine the structural model involving influencer marketing, electronic word of mouth, brand awareness, and purchase decision. Measurement model evaluation is conducted to assess and test the validity and reliability of the model, while the structural model evaluation aims to examine causal relationships among variables.

The discussion in this chapter is organized into the following sections include evaluation of the measurement model (outer model), which covers convergent validity, discriminant validity, and reliability testing recapitulation of respondent responses for each variable along with categorization of respondent perceptions evaluation of the structural model (inner model), which includes R-square, F-square, and Q-square analyses hypothesis testing consisting of direct effect, indirect effect, and total effect analyses and discussion of findings in relation to theoretical frameworks and previous studies.

3.1 Evaluation of Measurement Model (Outer Model)

The measurement model evaluation was conducted to ensure that the indicators used in this study were able to measure their constructs validly and reliably. The evaluation involved convergent validity, discriminant validity, and construct reliability. According to Hair (2019), convergent validity is fulfilled when outer loading values

are above 0.70 and Average Variance Extracted (AVE) values exceed 0.50. Meanwhile, construct reliability is fulfilled when Cronbach's Alpha and Composite Reliability values exceed 0.70.

3.1.1 Validity Test

Validity testing is conducted to ensure that the questionnaire is applied correctly and accurately in measuring the research variables. The validity test is divided into two categories: Convergent Validity and Discriminant Validity. These two forms of validity together ensure that each indicator not only measures what it is supposed to measure (convergent) but also that each latent variable is distinctly different from others (discriminant), thereby guaranteeing the integrity of the measurement model.

3.1.2 Convergent Validity

Convergent validity is used to determine how precisely the indicators used can represent or measure the construct (latent variable) that they are intended to measure. The assessment of this validity is based on two main criteria: the outer loading value of each indicator and the Average Variance Extracted (AVE) value. According to (Hair et al., 2019), data is considered valid and good if the outer loading value of each indicator is at least 0.70 and the AVE value for the construct is at least 0.50. The outer loading indicates the contribution of each indicator in measuring the latent construct, while AVE reflects the proportion of indicator variance explained by the construct. The outer loading results are presented in Table 3.1.

Table 3.1 Outer Loading Result

Indicator	Construct	Outer Loading	Information
M1.1	**Brand Awareness (M)**	0.813	Valid
M1.2	**Brand Awareness (M)**	0.846	Valid
M1.3	**Brand Awareness (M)**	0.854	Valid
M1.4	**Brand Awareness (M)**	0.833	Valid
M1.5	**Brand Awareness (M)**	0.793	Valid
M1.6	**Brand Awareness (M)**	0.812	Valid
M1.7	**Brand Awareness (M)**	0.875	Valid
M1.8	**Brand Awareness (M)**	0.851	Valid
X1.1	**Influencer Marketing (X1)**	0.842	Valid
X1.10	**Influencer Marketing (X1)**	0.867	Valid
X1.2	**Influencer Marketing (X1)**	0.841	Valid
X1.3	**Influencer Marketing (X1)**	0.840	Valid
X1.4	**Influencer Marketing (X1)**	0.902	Valid
X1.5	**Influencer Marketing (X1)**	0.811	Valid
X1.6	**Influencer Marketing (X1)**	0.838	Valid
X1.7	**Influencer Marketing (X1)**	0.884	Valid

Indicator	Construct	Outer Loading	Information
X1.8	**Influencer Marketing (X1)**	0.833	Valid
X1.9	**Influencer Marketing (X1)**	0.794	Valid
X2.1	**Electronic Word of Mouth (X2)**	0.822	Valid
X2.2	**Electronic Word of Mouth (X2)**	0.844	Valid
X2.3	**Electronic Word of Mouth (X2)**	0.838	Valid
X2.4	**Electronic Word of Mouth (X2)**	0.844	Valid
X2.5	**Electronic Word of Mouth (X2)**	0.860	Valid
X2.6	**Electronic Word of Mouth (X2)**	0.855	Valid
Y1.1	**Purchase Decision (Y)**	0.832	Valid
Y1.10	**Purchase Decision (Y)**	0.853	Valid
Y1.11	**Purchase Decision (Y)**	0.822	Valid
Y1.12	**Purchase Decision (Y)**	0.837	Valid
Y1.2	**Purchase Decision (Y)**	0.832	Valid
Y1.3	**Purchase Decision (Y)**	0.803	Valid
Y1.4	**Purchase Decision (Y)**	0.832	Valid
Y1.5	**Purchase Decision (Y)**	0.850	Valid
Y1.6	**Purchase Decision (Y)**	0.899	Valid

Indicator	Construct	Outer Loading	Information
Y1.7	**Purchase Decision (Y)**	0.791	Valid
Y1.8	**Purchase Decision (Y)**	0.840	Valid
Y1.9	**Purchase Decision (Y)**	0.877	Valid

Source: Primary Data Processed (2026)

Based on Table 3.1, the results of the data processing through outer loading indicate that all indicators have outer loading values above the ideal threshold of 0.70. This means that no indicator needed to be removed or replaced, as each indicator is already considered to adequately represent its respective latent variable. The highest outer loading is found in indicator X1.4 with a value of 0.902, which reflects that the item measuring the communication style of influencers in promoting Luxcrime has the strongest contribution in measuring the influencer marketing construct. Meanwhile, the lowest outer loading value is found in indicator Y1.7 with a value of 0.791, which remains above the minimum threshold and is therefore still considered valid.

These results confirm that the convergent validity from the processed items is fulfilled. Overall, the items across all variables have met the requirements, and the measurement model is proven to be valid in terms of outer loading.

Table 3.2 Average Variance Extracted (AVE)

Construct	AVE	Information
Brand Awareness (M)	0.697	3Valid
Electronic Word of Mouth (X2)	0.713	Valid
Influencer Marketing (X1)	0.715	Valid
Purchase Decision (Y)	0.705	Valid

Source: Primary Data Processed (2026)

Table 3.2 presents the results of data processing through the Average Variance Extracted (AVE). The results indicate that the AVE value of each variable used has exceeded the threshold criterion of 0.50. Brand Awareness has an AVE value of 0.697, Electronic Word of Mouth has an AVE value of 0.713, Influencer Marketing has an AVE value of 0.715, and Purchase Decision has an AVE value of 0.705. This means that each construct is able to explain more than 69% of the variance of its indicators, which considerably exceeds the minimum requirement.

The fulfillment of AVE requirements for all four constructs confirms that convergent validity has been fully established across the model. The indicators within each construct are not only individually valid (as shown by the outer loading results) but also collectively explain a substantial proportion of the construct's variance.

Overall, the items between variables have fulfilled the requirements, and the measurement model is proven to be valid, thereby supporting the use of these constructs in subsequent structural model analysis.

3.1.3 Discriminant Validity

Discriminant validity was used to ensure that each construct was empirically distinct from other constructs in the model. After convergent validity has been confirmed, the next step is to test Discriminant Validity. This test aims to evaluate the correlation among indicators on a latent variable and to ensure the validity of each construct. A construct is considered to meet discriminant validity if its indicators correlate more strongly with the construct they are measuring than with other constructs. In this study, discriminant validity was evaluated using the Fornell-Larcker criterion, cross loading analysis, and the Heterotrait-Monotrait Ratio (HTMT). According to (Hair et al., 2019), if the HTMT value is below the threshold of 0.90, discriminant validity of the research model is confirmed to be fulfilled.

Table 3.3 Fornell-Lacker Criterion

Construct	Brand Awareness	Electronic Word of Mouth	Influencer Marketing	Purchase Decision
Brand Awareness (M)	0.835			
Electronic Word of Mouth (X2)	0.473	0.844		
Influencer Marketing (X1)	0.672	0.287	0.846	
Purchase Decision (Y)	0.791	0.486	0.671	0.839

Source: Primary Data Processed (2026)

Table 3.3 presents the results of the Discriminant Validity test using the Fornell-Larcker Criterion. This criterion ensures that each latent variable has adequate uniqueness and does not measure the same thing as other variables. In the Fornell-Larcker criterion, the square root of the AVE value on the diagonal should be higher than the correlations between each construct and other constructs. Based on the results in Table 3.3, the diagonal values, which represent the square root of AVE for each construct, are higher than the off-diagonal correlations. Brand Awareness has a diagonal value of 0.835, Electronic Word of Mouth has 0.844, Influencer Marketing has 0.846, and Purchase Decision has 0.839.

These diagonal values are consistently higher than the inter-construct correlations. For instance, the highest correlation between Brand Awareness and Purchase Decision is 0.791, which is still below Brand Awareness's own diagonal value of 0.835. This pattern confirms that each latent variable has sufficient empirical distinction and does not overlap excessively with other constructs in the measurement model. However, to further substantiate the discriminant validity of this study, additional testing using cross loading and HTMT was also performed, as these methods offer a more robust assessment under the PLS-SEM framework.

Table 3.4 Cross Loading Result

Indicator	Brand Awareness	Electronic Word of Mouth	Influencer Marketing	Purchase Decision
M1.1	0.813	0.405	0.563	0.633
M1.2	0.846	0.498	0.556	0.707
M1.3	0.854	0.424	0.579	0.690
M1.4	0.833	0.354	0.493	0.664
M1.5	0.793	0.399	0.570	0.573
M1.6	0.812	0.324	0.547	0.648
M1.7	0.875	0.384	0.638	0.702
M1.8	0.851	0.362	0.539	0.653
X1.1	0.567	0.229	0.842	0.567
X1.10	0.537	0.226	0.867	0.597
X1.2	0.644	0.320	0.841	0.635
X1.3	0.533	0.173	0.840	0.499
X1.4	0.620	0.298	0.902	0.632
X1.5	0.549	0.251	0.811	0.557
X1.6	0.554	0.293	0.838	0.582
X1.7	0.594	0.217	0.884	0.551
X1.8	0.592	0.247	0.833	0.529
X1.9	0.471	0.144	0.794	0.506
X2.1	0.413	0.822	0.227	0.378
X2.2	0.362	0.844	0.186	0.384
X2.3	0.335	0.838	0.228	0.396
X2.4	0.436	0.844	0.303	0.465
X2.5	0.440	0.860	0.259	0.432
X2.6	0.395	0.855	0.237	0.395
Y1.1	0.634	0.381	0.470	0.832
Y1.10	0.697	0.401	0.640	0.853
Y1.11	0.647	0.419	0.592	0.822
Y1.12	0.649	0.434	0.531	0.837
Y1.2	0.652	0.503	0.565	0.832
Y1.3	0.615	0.367	0.542	0.803
Y1.4	0.664	0.427	0.582	0.832

Indicator	Brand Awareness	Electronic Word of Mouth	Influencer Marketing	Purchase Decision
Y1.5	0.655	0.440	0.509	0.850
Y1.6	0.695	0.441	0.625	0.899
Y1.7	0.689	0.354	0.523	0.791
Y1.8	0.625	0.368	0.533	0.840
Y1.9	0.730	0.357	0.625	0.877

Source: Primary Data Processed (2026)

Table 3.4 presents the cross loading results for each indicator. Cross loading describes the relationship between the loading value of an item and its variable; a cross loading result can be considered valid if each indicator has the highest loading value on the construct it is measuring compared to its loading on other constructs.

The processing results show that each indicator used in this study has the highest loading value on its own construct of origin. For example, indicator M1.7 has the highest loading value in the Brand Awareness column (0.875) compared to its loading on other constructs such as Electronic Word of Mouth (0.384), Influencer Marketing (0.638), and Purchase Decision (0.702). Similarly, indicator X1.4 has its highest loading on the Influencer Marketing column (0.902), which is considerably higher than its loading values on Brand Awareness (0.620), EWOM (0.298), and Purchase Decision (0.632). The same pattern applies consistently to all 36 indicators across all variables.

This indicates that each indicator can uniquely represent its respective construct without overlapping with other constructs. Therefore, the data presented can be considered valid, and discriminant validity is confirmed to be fulfilled based on the cross loading criterion.

Table 3.5 Heterotrait-Monotrait Ratio (HTMT)

Construct Relationship	HTMT	Information
Electronic Word of Mouth (X2) <-> Brand Awareness (M)	0.505	Fulfilled
Influencer Marketing (X1) <-> Brand Awareness (M)	0.707	Fulfilled
Influencer Marketing (X1) <-> Electronic Word of Mouth (X2)	0.299	Fulfilled
Purchase Decision (Y) <-> Brand Awareness (M)	0.830	Fulfilled
Purchase Decision (Y) <-> Electronic Word of Mouth (X2)	0.514	Fulfilled
Purchase Decision (Y) <-> Influencer Marketing (X1)	0.695	Fulfilled

Source: Primary Data Processed (2026)

The HTMT test results presented in Table 3.5 show that all construct relationships have HTMT values below the recommended threshold of 0.90. The highest HTMT value is found in the relationship between Purchase Decision and Brand Awareness at 0.830, which remains below the recommended threshold. Meanwhile, the lowest HTMT value is found in the relationship between Influencer Marketing and Electronic Word of Mouth at 0.299, reflecting a clear empirical distinction between these two constructs.

All HTMT values fall below 0.90 confirms that discriminant validity is adequately fulfilled for all construct pairs in the model. This means that each construct in the research model measures a conceptually and empirically distinct phenomenon, which is essential for ensuring the integrity of subsequent structural model analysis. Therefore, the discriminant validity of the model can be considered fully established

3.1.4 Reliability Test

The reliability test was conducted to examine the internal consistency of the indicators in measuring each latent variable. This test determines whether the indicators used in the questionnaire are consistent and stable in measuring their respective constructs. Reliability was evaluated using Cronbach's Alpha, rho_A, and Composite Reliability. According to Hair (2019), a construct is considered reliable if Cronbach's Alpha and Composite Reliability values both exceed 0.70. Higher values generally indicate stronger internal consistency among the indicators within a construct.

Table 3.6 Reliability Test Result

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE	Information
Brand Awareness (M)	0.938	0.939	0.948	0.697	Reliable and valid
Electronic Word of Mouth (X2)	0.919	0.922	0.937	0.713	Reliable and valid
Influencer Marketing (X1)	0.956	0.958	0.962	0.715	Reliable and valid
Purchase Decision (Y)	0.962	0.963	0.966	0.705	Reliable and valid

Source: Primary Data Processed (2026)

Based on Table 3.6, all constructs have Cronbach's Alpha and Composite Reliability values above 0.70. This result indicates that all variables have strong internal consistency and can be used in the structural model evaluation. The reliability values also support the quality of the measurement model because the indicators consistently measure their respective latent constructs.

3.2 Recapitulation of Respondent Responses

The method used to collect data in this study is a survey with a questionnaire instrument through Google Form, which successfully recruited 108 respondents who are consumers of Luxcrime products in Jakarta. The data are then processed and presented in the form of frequency tables, which classify respondent answers to each research variable. This study uses a 5-Point Likert Scale as the measurement method. The score levels accepted are as follows:

1. Strongly Disagree : 1
2. Disagree : 2
3. Neutral : 3
4. Agree : 4
5. Strongly Agree : 5

The recapitulation of respondents responses presents the distribution of respondent answers for each research variable, identifying the mean score of each indicator and the overall tendency of respondent perceptions. The categorization of respondent answers uses the interval class formula I = R/K, where I is the interval class, R is the range (maximum score minus minimum score), and K is the number of classes (five categories corresponding to the Likert scale levels). This formula is used consistently for each variable to determine the classification boundaries.

3.2.1 Recapitulation of Influencer Marketing Variable

Influencer marketing is defined by Kotler (2021) as a form of marketing that leverages individuals with strong influence on social media to promote products to their broad and segmented audiences. These individuals, known as influencers, possess the ability to significantly affect others' purchasing decisions through their knowledge, position, and social media connections. This section discusses how Luxcrime consumers in Jakarta perceive the influencer marketing activities of Luxcrime. The assessment of the influencer marketing variable is based on 10 indicators covering aspects of credibility, attractiveness, expertise, suitability, and engagement.

Table 3.6 Recapitulation of Influencer Marketing Variable

Item	5 F	5 %	4 F	4 %	3 F	3 %	2 F	2 %	1 F	1 %	Total	Mean	Category
X1.1	8	7.3	27	24.8	26	23.9	34	31.2	14	12.8	308	2.83	Moderate
X1.2	18	16.5	33	30.3	27	24.8	25	22.9	6	5.5	359	3.29	Moderate
X1.3	8	7.3	23	21.1	33	30.3	35	32.1	10	9.2	311	2.85	Moderate
X1.4	15	13.8	25	22.9	37	33.9	24	22.0	8	7.3	342	3.14	Moderate
X1.5	15	13.8	15	13.8	43	39.4	24	22.0	12	11.0	324	2.97	Moderate
X1.6	21	19.3	30	27.5	34	31.2	18	16.5	6	5.5	369	3.39	Moderate
X1.7	11	10.1	29	26.6	34	31.2	22	20.2	13	11.9	330	3.03	Moderate
X1.8	25	22.9	25	22.9	34	31.2	22	20.2	3	2.8	374	3.43	High
X1.9	26	23.9	31	28.4	34	31.2	14	12.8	4	3.7	388	3.56	High
X1.10	18	16.5	25	22.9	39	35.8	18	16.5	9	8.3	352	3.23	Moderate
											Total	3.17	Moderate

Source: Primary Data Processed (2026)

Table 3.6a Question Items of Influencer Marketing Variable

Item	Statement
X1.1	I trust the reviews delivered by influencers about Luxcrime products.
X1.2	Influencers communicate the strengths and weaknesses of Luxcrime products honestly.
X1.3	The appearance and style of Luxcrime influencers make me interested in watching their content until the end.
X1.4	The communication style of influencers in promoting Luxcrime is easy to accept.
X1.5	I trust the influencer's recommendation because the influencer is an expert in makeup.
X1.6	Influencers provide convincing information about Luxcrime.
X1.7	The influencers selected by Luxcrime represent the target consumers of this brand well.
X1.8	Influencers who promote Luxcrime appear suitable for the product.
X1.9	I am interested in interacting with Luxcrime content from influencers, such as liking, commenting, and sharing.
X1.10	The number of interactions, such as likes and comments, on the content makes me interested in Luxcrime.

Table 3.7 shows that the influencer marketing variable obtains an overall mean score of 3.17, which is classified as moderate. The highest indicator is X1.9 with a mean score of 3.56 (High category), reflecting that respondents are interested in interacting with Luxcrime content from influencers through activities such as liking, commenting, and sharing. This suggests that influencer content successfully generates engagement from consumers even when direct purchase intention may be moderate.

Indicator X1.8 also falls in the High category with a mean of 3.43, indicating that respondents perceive influencers who promote Luxcrime as appearing suitable for the product, which is an important dimension of influencer credibility and match-up congruence. Meanwhile, indicator X1.1 has the lowest mean score of 2.83 (Moderate category), suggesting that respondents' trust in reviews delivered by influencers about Luxcrime still needs to be strengthened.

The relatively lower scores on trust-related indicators suggest that while influencer content is visually engaging and generates interaction, the level of perceived authenticity and trustworthiness of influencer reviews remains moderate. This is important because influencer marketing is fundamentally built on the credibility of the communicator. If consumers perceive influencer endorsements as primarily commercial rather than genuine, the persuasive power of the content may be diminished. Therefore, Luxcrime should focus on building deeper and more authentic collaborations with influencers who truly use and understand the products they promote.

3.2.1.1 Categorization of Influencer Marketing Variable

The categorization of respondent answers regarding the influencer marketing variable uses the interval class formula I = R/K. The influencer marketing variable in this questionnaire consists of 10 question items, so the interval class width calculation will be:

$$I = \frac{(10 \times 5) - (10 \times 1)}{5} = \frac{(50 - 10)}{5} = \frac{40}{5} = 8.0$$

Based on this calculation, the following is the categorization result of the Influencer Marketing variable:

Table 3.7 Categorization of Influencer Marketing Variable

No	Score	Category	Frequency	Percentage (%)
1	>42.0 - 50.0	Very High	15	13.8
2	>34.0 - 42.0	High	29	26.6
3	>26.0 - 34.0	Moderate	35	32.1
4	>18.0 - 26.0	Low	18	16.5
5	10 - 18.0	Very Low	12	11.0
Average Total Score = 31.12 Moderate				

Source: Primary Data Processed (2026)

Based on Table 3.8, the distribution of respondent perceptions of influencer marketing shows that 35 respondents (32.1%) fall in the Moderate category. This indicates that the majority of respondents have a middle-range perception of Luxcrime's influencer marketing activities. A total of 29 respondents (26.6%) fall in

the High category and 15 respondents (13.8%) fall in the Very High category, collectively representing 40.4% of respondents with a positive perception of influencer marketing.

On the other hand, 18 respondents (16.5%) fall in the Low category and 12 respondents (11.0%) fall in the Very Low category, together accounting for 27.5% of respondents with a less favorable perception. This distribution suggests that while influencer marketing has succeeded in engaging a meaningful segment of consumers, there remains a considerable portion of the sample that is not fully convinced by Luxcrime's influencer communications. This finding underscores the importance of enhancing the authenticity, relevance, and expertise of influencers selected by Luxcrime to improve overall consumer perceptions.

3.2.2 Recapitulation of Electronic Word of Mouth Variable

Hennig-Thurau (2004) define electronic word of mouth (eWOM) as any positive or negative statement made by potential, current, or former consumers about a product or company that is disseminated through digital platforms, making it accessible to the general public. In the context of beauty products, eWOM is particularly influential because consumers tend to seek out user experiences from others before making a purchase. This section examines how Luxcrime consumers in Jakarta perceive the electronic word of mouth circulating about Luxcrime on various digital platforms.

Table 3.8 Recapitulation of Electronic Word of Mouth Variable

Item	5 F	5 %	4 F	4 %	3 F	3 %	2 F	2 %	1 F	1 %	Total	Mean	Category
X2.1	26	23.9	25	22.9	30	27.5	22	20.2	6	5.5	370	3.39	Moderate
X2.2	30	27.5	32	29.4	29	26.6	16	14.7	2	1.8	399	3.66	High
X2.3	22	20.2	34	31.2	34	31.2	16	14.7	3	2.8	383	3.51	High
X2.4	15	13.8	23	21.1	35	32.1	27	24.8	9	8.3	335	3.07	Moderate
X2.5	14	12.8	18	16.5	33	30.3	35	32.1	9	8.3	320	2.94	Moderate
X2.6	18	16.5	33	30.3	27	24.8	22	20.2	9	8.3	356	3.27	Moderate
											Total	3.31	Moderate

Source: Primary Data Processed (2026)

Table 3.8a Question Items of Electronic Word of Mouth Variable

Item	Statement
X2.1	Reviews about Luxcrime are easy to find on the internet.
X2.2	Luxcrime products have been recommended by other users online at least three times.
X2.3	Other people's opinions make me view Luxcrime as a good product.
X2.4	Positive reviews that I read about Luxcrime online strengthen my confidence to buy Luxcrime products.
X2.5	The information in Luxcrime reviews is easy to understand.
X2.6	Reviews about Luxcrime help me understand the product well.

Source: Primary Data Processed (2026)

Table 3.9 shows that the electronic word of mouth variable obtains an overall mean score of 3.31, which is classified as moderate. The highest indicator is X2.2 with a mean score of 3.66 (High category), indicating that Luxcrime products have been recommended by other users online at least three times. This finding suggests that

Luxcrime has achieved a certain level of social validation through repeated online recommendations, which is an important signal of eWOM breadth.

Indicator X2.3 also scores highly with a mean of 3.51 (High category), reflecting that other people's opinions make respondents view Luxcrime as a good product. This indicates that qualitative opinions expressed by online users effectively shape positive product perceptions. In contrast, indicator X2.5 has the lowest mean score of 2.94 (Moderate category), suggesting that the clarity and comprehensibility of Luxcrime reviews needs improvement. When consumers find it difficult to understand the information in product reviews, the persuasive power of eWOM is reduced, which may weaken its contribution to purchase decision-making.

The overall moderate score of the eWOM variable indicates that while online reviews and recommendations are visible and accessible to respondents, the overall quality and clarity of eWOM content about Luxcrime remains at a level that leaves room for improvement. Luxcrime should focus on encouraging consumers to write more detailed, informative, and comprehensible reviews that can serve as effective social proof for potential buyers

3.2.2.1 Categorization of Electronic Word of Mouth Variable

The Electronic Word of Mouth variable in this questionnaire consists of 6 question items, so the interval class width calculation is:

$$I = \frac{(6 \times 5) - (6 \times 1)}{5} = \frac{(30 - 6)}{5} = \frac{24}{5} = 4.8$$

Table 3.9 Categorization of Electronic Word of Mouth Variable

No	Score	Category	Frequency	Percentage (%)
1	>25.2 - 30.0	Very High	24	22.0
2	>20.4 - 25.2	High	26	23.9
3	>15.6 - 20.4	Moderate	30	27.5
4	>10.8 - 15.6	Low	25	22.9
5	6 - 10.8	Very Low	4	3.7
Total Average Score = 19.84 Moderate				

Source: Primary Data Processed (2026)

Based on Table 3.9, the largest proportion of respondents (30 respondents, or 27.5%) falls in the Moderate category for the electronic word of mouth variable. A total of 26 respondents (23.9%) fall in the High category and 24 respondents (22.0%) fall in the Very High category, together accounting for 45.9% of respondents with a positive perception of eWOM about Luxcrime. This indicates that nearly half of the respondents have a favorable view of the online reviews and digital conversations surrounding Luxcrime.

However, 25 respondents (22.9%) fall in the Low category and 4 respondents (3.7%) fall in the Very Low category, representing 26.6% of respondents who perceive eWOM about Luxcrime less favorably. The relatively even distribution across categories reflects a heterogeneity in respondent perceptions, suggesting that the quality, volume, and accessibility of Luxcrime-related reviews online are perceived differently across the sample.

3.2.3 Recapitulation of Brand Awareness Variable

Brand awareness is defined as a potential buyer's ability to recognize or recall a brand as part of a specific product category. Keller (2013) further emphasizes that brand awareness serves as the primary foundation of brand equity, encompassing two distinct consumer abilities such as brand recognition the ability to identify a brand when presented with a cue and brand recall the ability to remember a brand from memory without any cue. Strong brand awareness is essential in a competitive market because it determines whether a brand will be considered in consumers' purchase decision processes. This section discusses how well Luxcrime consumers in Jakarta are aware of and can recall the Luxcrime brand. The assessment of the brand awareness variable is based on 8 indicators.

Table 3.10 Recapitulation of Brand Awareness Variable

Item	5 F	5 %	4 F	4 %	3 F	3 %	2 F	2 %	1 F	1 %	Total	Mean	Category
M1.1	23	21.1	35	32.1	27	24.8	20	18.3	4	3.7	380	3.49	High
M1.2	24	22.0	35	32.1	27	24.8	15	13.8	8	7.3	379	3.48	High
M1.3	12	11.0	29	26.6	28	25.7	31	28.4	9	8.3	331	3.04	Moderate
M1.4	15	13.8	31	28.4	37	33.9	21	19.3	5	4.6	357	3.28	Moderate
M1.5	15	13.8	25	22.9	40	36.7	23	21.1	6	5.5	347	3.18	Moderate
M1.6	7	6.4	20	18.3	37	33.9	31	28.4	14	12.8	302	2.77	Moderate
M1.7	9	8.3	24	22.0	38	34.9	21	19.3	17	15.6	314	2.88	Moderate
M1.8	14	12.8	25	22.9	34	31.2	25	22.9	11	10.1	333	3.06	Moderate
											Total	3.15	Moderate

Source: Primary Data Processed (2026)

Table 3.10a Question Items of Brand Awareness Variable

Item	Statement
M1.1	I can remember the Luxcrime brand without assistance.
M1.2	I can mention two types of Luxcrime products, such as two-way cake or setting spray, without seeing the catalogue.
M1.3	I can recognize Luxcrime when I see its logo or product.
M1.4	I can directly distinguish Luxcrime from other cosmetic brands.
M1.5	Luxcrime is the first brand that I remember in the cosmetics category.
M1.6	Luxcrime is the first brand that comes to my mind when I want to buy local makeup products.
M1.7	Luxcrime is easier to remember than other local makeup brands.
M1.8	Luxcrime stands out more than competing brands.

Source: Primary Data Processed (2026)

Table 3.10 shows that the brand awareness variable obtains an overall mean score of 3.15, which is classified as moderate. The highest indicator is M1.1 with a mean score of 3.49 (High category), indicating that respondents can remember the Luxcrime brand without assistance. This reflects a level of unaided recall that is relatively strong, suggesting that Luxcrime's marketing activities have successfully embedded the brand name in consumers' memory to a meaningful extent.

Indicator M1.2 also scores highly with a mean of 3.48 (High category), showing that respondents can mention specific Luxcrime products such as the two-way cake or setting spray without seeing the catalogue. This reflects that Luxcrime's product offerings are sufficiently distinctive and well-communicated to achieve product-level recall among consumers. In contrast, indicator M1.6 has the lowest mean score of 2.77

(Moderate category), suggesting that Luxcrime is not yet the first brand that comes to respondents' minds when they want to buy local makeup products. This finding points to a gap in top-of-mind awareness, where Luxcrime lags behind other local beauty brands in dominating the mental space of consumers.

Indicator M1.7 also scores relatively low with a mean of 2.88 (Moderate), indicating that Luxcrime is not yet perceived as easier to remember than other local makeup brands by a significant portion of respondents. This suggests that the competitive intensity among local beauty brands in Jakarta creates challenges for Luxcrime in achieving distinctive brand salience. To address this gap, Luxcrime needs to invest more deliberately in brand-building strategies that go beyond individual campaigns and create consistent, memorable brand associations in consumers' minds.

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3.2.3.1 Categorization of Brand Awareness Variable

The Brand Awareness variable in this questionnaire consists of 8 question items, so the interval class width calculation is:

$$I = \frac{(8 \times 5) - (8 \times 1)}{5} = \frac{(40 - 8)}{5} = \frac{32}{5} = 6.4$$

Table 3.11 Categorization of Brand Awareness Variable

No	Score	Category	Frequency	Percentage (%)
1	>33.6 - 40.0	Very High	17	15.6
2	>27.2 - 33.6	High	30	27.5
3	>20.8 - 27.2	Moderate	30	27.5
4	>14.4 - 20.8	Low	23	21.1
5	8 - 14.4	Very Low	9	8.3
Average Total Score = 25.16 Moderate				

Source: Primary Data Processed (2026)

Based on Table 3.11, the distribution of respondent perceptions of brand awareness is most concentrated in the High category, with 30 respondents (27.5%). Additionally, 17 respondents (15.6%) fall in the Very High category, meaning a total of 43.1% of respondents have a high level of awareness of the Luxcrime brand. This indicates that a substantial proportion of the sample is able to recognize and recall Luxcrime with relative ease.

However, 30 respondents (27.5%) fall in the Moderate category, 23 respondents (21.1%) fall in the Low category, and 9 respondents (8.3%) fall in the Very Low category, collectively accounting for 56.9% of respondents who have a moderate to low level of brand awareness. This finding reveals that while Luxcrime has built a meaningful brand recognition foundation, a majority of the sample has not yet reached a high level of brand salience. This is consistent with the broader finding that Luxcrime's top-of-mind awareness lags behind other local beauty brands, reinforcing the need for more structured and consistent brand-building campaigns.

3.2.4 Recapitulation of Purchase Decision Variable

The purchase decision is a critical stage in the consumer behavior process. Keller (2016) define it as the consumer's action in making a final choice regarding the product or service to be purchased from among various available alternatives that have been previously evaluated. In the context of this research, purchase decision refers to the actions and behavioral tendencies of Luxcrime consumers in Jakarta regarding the selection, purchase, quantity, timing, payment method, and channel choices related to

Luxcrime products. The assessment of the purchase decision variable is based on 12 indicators covering the five dimensions of purchase decision: product choice, brand choice, dealer choice, purchase timing, and payment method.

Table 3.12 Recapitulation of Purchase Decision Variable

Item	5 F	5 %	4 F	4 %	3 F	3 %	2 F	2 %	1 F	1 %	Total	Mean	Category
Y1.1	24	22.0	33	30.3	28	25.7	19	17.4	5	4.6	379	3.48	High
Y1.2	12	11.0	36	33.0	24	22.0	29	26.6	8	7.3	342	3.14	Moderate
Y1.3	33	30.3	25	22.9	30	27.5	17	15.6	4	3.7	393	3.61	High
Y1.4	12	11.0	20	18.3	39	35.8	29	26.6	9	8.3	324	2.97	Moderate
Y1.5	20	18.3	25	22.9	33	30.3	23	21.1	8	7.3	353	3.24	Moderate
Y1.6	21	19.3	35	32.1	28	25.7	20	18.3	5	4.6	374	3.43	High
Y1.7	9	8.3	26	23.9	31	28.4	27	24.8	16	14.7	312	2.86	Moderate
Y1.8	12	11.0	24	22.0	40	36.7	21	19.3	12	11.0	330	3.03	Moderate
Y1.9	27	24.8	33	30.3	31	28.4	15	13.8	3	2.8	393	3.61	High
Y1.10	21	19.3	28	25.7	35	32.1	19	17.4	6	5.5	366	3.36	Moderate
Y1.11	18	16.5	28	25.7	27	24.8	28	25.7	8	7.3	347	3.18	Moderate
Y1.12	13	11.9	17	15.6	38	34.9	32	29.4	9	8.3	320	2.94	Moderate
											Total	3.24	Moderate

Source: Primary Data Processed (2026)

Table 3.12a Question Items of Purchase Decision Variable

Item	Statement
Y1.1	I choose Luxcrime products over similar products from other brands.
Y1.2	Luxcrime products suit my needs.
Y1.3	I choose Luxcrime as a beauty brand that I trust to purchase.
Y1.4	I prefer Luxcrime compared to other cosmetic brands.
Y1.5	I consider the place of purchase before buying Luxcrime products.
Y1.6	I choose to buy Luxcrime products on trusted platforms or stores.

Item	Statement
Y1.7	I consider the purchase time of Luxcrime products based on reviews that are currently popular on the internet.
Y1.8	I often use promotion or large discount moments to buy Luxcrime products.
Y1.9	I buy Luxcrime products according to my needs.
Y1.10	The number of Luxcrime products I buy is adjusted to my needs and budget.
Y1.11	Luxcrime provides various payment methods.
Y1.12	I use the easiest payment method when buying Luxcrime products.

Source: Primary Data Processed (2026)

Table 3.12 shows that the purchase decision variable obtains an overall mean score of 3.24, which is classified as moderate. The highest indicators are Y1.3 and Y1.9, both with a mean score of 3.61 (High category). Y1.3 reflects that respondents choose Luxcrime as a beauty brand they trust to purchase, while Y1.9 reflects that respondents buy Luxcrime products according to their needs. These two indicators together suggest that trust in the brand and a needs-based purchase orientation are the primary drivers of Luxcrime purchase decisions among Jakarta consumers.

Indicator Y1.1 also falls in the High category with a mean of 3.48, showing that respondents tend to choose Luxcrime products over similar products from other brands. Y1.6 scores 3.43 (High category), indicating that respondents choose to buy Luxcrime products on trusted platforms or stores, reflecting the importance of channel trust in the purchase decision process.

On the other hand, indicator Y1.7 has the lowest mean score of 2.86 (Moderate category), suggesting that respondents do not strongly align their Luxcrime purchase timing with trending online reviews. This indicates that purchase timing decisions are not primarily driven by viral content or trending reviews, but may be more influenced by personal needs and planned purchases. Indicator Y1.12 also scores relatively low with a mean of 2.94, showing that the ease of payment method is not a strongly differentiating factor in respondents' purchase decisions for Luxcrime.

The overall moderate-to-high mean score of the purchase decision variable suggests that respondents have a meaningful propensity to purchase Luxcrime products, particularly when driven by brand trust and personal needs. However, the variability across indicators reveals that certain aspects of the purchase decision are more situationally influenced and may be harder for Luxcrime to directly control through marketing communications.

3.2.4.1 Categorization of Purchase Decision Variable

The Purchase Decision variable in this questionnaire consists of 12 question items, so the interval class width calculation is:

$$I = \frac{(12 \times 5) - (12 \times 1)}{5} = \frac{(60 - 12)}{5} = \frac{48}{5} = 9.6$$

Table 3.13 Categorization of Purchase Decision Variable

No	Score	Category	Frequency	Percentage (%)
1	>50.4 - 60.0	Very High	20	18.3
2	>40.8 - 50.4	High	30	27.5
3	>31.2 - 40.8	Moderate	26	23.9
4	>21.6 - 31.2	Low	25	22.9
5	12 - 21.6	Very Low	8	7.3
Average Total Score = 38.83 Moderate				

Source: Primary Data Processed (2026)

Based on Table 3.13, the largest proportion of respondents (30 respondents, or 27.5%) falls in the High category for the purchase decision variable. An additional 20 respondents (18.3%) fall in the Very High category, meaning a total of 45.8% of respondents have a high level of purchase decision tendency toward Luxcrime products. This indicates that nearly half of the sample has a strong propensity to purchase Luxcrime products.

Meanwhile, 26 respondents (23.9%) fall in the Moderate category, 25 respondents (22.9%) fall in the Low category, and 8 respondents (7.3%) fall in the Very Low category, collectively representing 54.1% of respondents with a moderate to low purchase decision tendency. This distribution reveals that while a substantial segment of consumers is inclined to purchase Luxcrime products, there is also a significant portion that remains ambivalent or disinclined. The findings reinforce the importance of strengthening the key drivers of purchase decision particularly brand awareness and influencer marketing to shift more consumers toward higher levels of purchase intention and behavior.

3.3 Evaluation Structural Model (Inner Model)

The structural model evaluation was conducted to examine the causal relationships among latent variables in the research model. The inner model evaluation is performed after the measurement model has been validated, ensuring that the constructs are measured adequately before testing the hypothesized relationships between them. In this study, the inner model evaluation includes R-square analysis to assess the explanatory power of the model, F-square analysis to measure the effect size of each relationship, and Q-square analysis to evaluate the predictive relevance of the model.

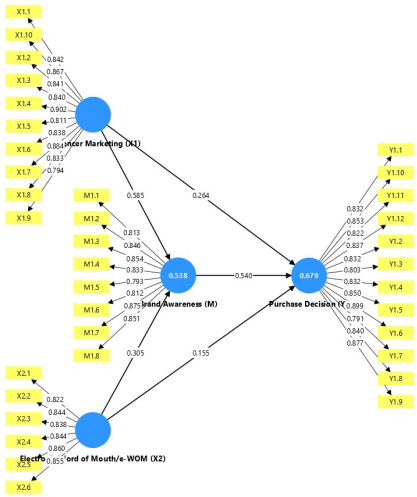

Figure 3.1 Path Coefficient Diagram

3.3.1 R-Square

The R-square value indicates the proportion of variance in the endogenous variable that is explained by the exogenous variables in the model. According to (Hair et al., 2019), R-square values of 0.25, 0.50, and 0.75 are considered weak, moderate, and strong, respectively.

Table 3.14 R-Square Result

Endogenous Variable	R Square	Adjusted R Square	Information
Brand Awareness (M)	0.538	0.529	Moderate
Purchase Decision (Y)	0.679	0.670	Moderate

Source: Primary Data Processed (2026)

Table 3.14 shows that the R-square value of Brand Awareness is 0.538, meaning that influencer marketing and electronic word of mouth together explain 53.8% of the variance in brand awareness. This value falls in the moderate category, indicating that the two independent variables in this study are meaningful predictors of brand awareness, though there remains approximately 46.2% of the variance in brand awareness that is explained by other factors not included in this model.

The R-square value of Purchase Decision is 0.679, meaning that influencer marketing, electronic word of mouth, and brand awareness together explain 67.9% of the variance in purchase decision. This value also falls in the moderate-to-strong category, indicating that the model has considerable explanatory power for purchase decision. The inclusion of brand awareness as a mediating variable contributes to the model's overall explanatory capacity, as the R-square for purchase decision is

substantially higher than what would be expected from influencer marketing and eWOM alone. These values collectively indicate that the model has adequate explanatory power and is appropriate for drawing substantive conclusions about the relationships between variables.

3.3.2 F-Square

The F-square (f^2) value measures the effect size of each independent variable's contribution to the R-square of the endogenous variable, f^2 values of 0.02, 0.15, and 0.35 are considered small, medium, and large, respectively.

Table 3.15 F-Square Result

Relationship	F Square	Information
Brand Awareness (M) -> Purchase Decision (Y)	0.420	Large
Electronic Word of Mouth (X2) -> Brand Awareness (M)	0.185	Medium
Electronic Word of Mouth (X2) -> Purchase Decision (Y)	0.058	Small
Influencer Marketing (X1) -> Brand Awareness (M)	0.678	Large
Influencer Marketing (X1) -> Purchase Decision (Y)	0.119	Small

Source: Primary Data Processed (2026)

Based on Table 3.16, the F-square results reveal important insights about the relative contribution of each relationship in the model. Influencer Marketing has a large effect on Brand Awareness ($f^2 = 0.678$), indicating that influencer marketing is by far the most dominant predictor of brand awareness in this model. This finding reinforces the critical role of influencer marketing as a brand-building mechanism for Luxcrime, and aligns with the theoretical expectation that influencers serve as powerful communicators who can dramatically shape consumer brand awareness through their credible and engaging content.

Brand Awareness also has a large effect on Purchase Decision ($f^2 = 0.420$), confirming that brand awareness is a highly influential predictor of consumer purchase decisions. Electronic Word of Mouth has a medium effect on Brand Awareness ($f^2 = 0.185$), suggesting a meaningful but less dominant contribution compared to influencer marketing. Both Influencer Marketing ($f^2 = 0.119$) and Electronic Word of Mouth ($f^2 = 0.058$) have small direct effects on Purchase Decision, indicating that their primary contribution to purchase decisions is channeled through the mediating role of brand awareness rather than through direct persuasion alone. These results highlight the pivotal explanatory role of brand awareness in the structural model.

3.3.3 Q-Square (Predictive Relevance)

Q-square is used to assess the predictive relevance of the model. A Q-square value greater than 0 indicates that the model has predictive relevance for the endogenous variable. Based on the calculation:

$$Q^2 = 1 - [(1 - R^2\, Brand\ Awareness) \times (1 - R^2\, Purchase\ Decision)]$$

$$Q^2 = 1 - [(1 - 0.538) \times (1 - 0.679)]$$

$$Q^2 = 1 - [0.462 \times 0.321]$$

$$Q^2 = 1 - 0.148 = 0.852$$

Q-square value of 0.852 was obtained. This value is greater than 0, indicating that the research model has good predictive ability for the endogenous construct. The higher Q-square value for purchase decision indicates stronger predictive accuracy, reflecting the combined explanatory contribution of influencer marketing, electronic word of mouth, and brand awareness in predicting purchase decisions among Luxcrime consumers in Jakarta.

3.4 Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping method in SmartPLS 4.0. Bootstrapping is a non-parametric resampling technique that generates a large number of sub-samples (in this study, 5,000 bootstrap samples) to estimate the standard errors and confidence intervals of the path coefficients, thereby enabling significance testing without requiring the assumption of normally distributed data.

A hypothesis is accepted when the T-statistic value is greater than 1.96 and the P-value is less than 0.05 (two-tailed, 95% confidence level). The hypothesis testing consists of direct effect tests (H1 through H5), indirect effect tests (H6 and H7) for mediation analysis, and total effect analysis to assess the cumulative influence of each variable on purchase decision.

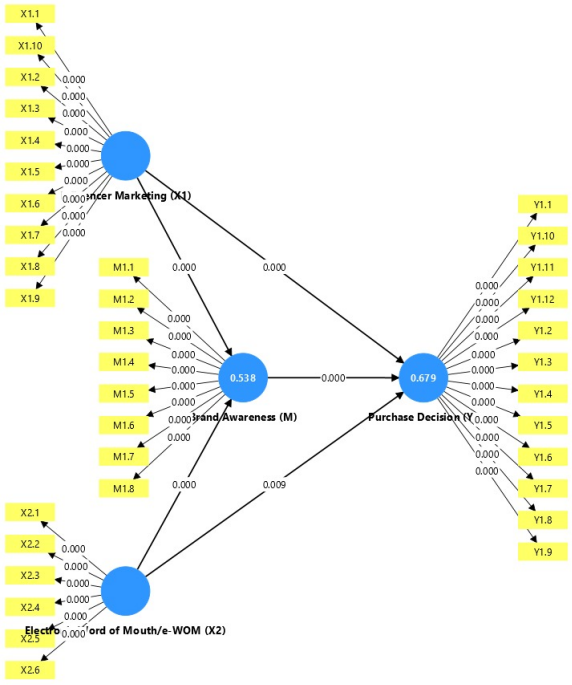

Figure 3.2 Bootstrapping Result

3.4.1 Direct Effect Test

Table 3.15 F-Square Result

Hypothesis	Relationship	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values	Decision
H1	Influencer Marketing (X1) -> Brand Awareness (M)	0.585	0.586	0.050	11.608	<0.001	Accepted
H2	Electronic Word of Mouth (X2) -> Brand Awareness (M)	0.305	0.308	0.062	4.921	<0.001	Accepted
H3	Brand Awareness (M) -> Purchase Decision (Y)	0.540	0.536	0.074	7.346	<0.001	Accepted
H4	Influencer Marketing (X1) -> Purchase Decision (Y)	0.264	0.267	0.073	3.621	<0.001	Accepted
H5	Electronic Word of Mouth (X2) -> Purchase Decision (Y)	0.155	0.157	0.059	2.629	0.009	Accepted

Source: Primary Data Processed (2026)

3.4.1.1 The Influence of Influencer Marketing (X1) on Brand Awareness (M)

The H1 test result shows an original sample value of 0.585, a T-statistic value of 11.608, and a P-value of <0.001. Since the T-statistic (11.608) is greater than 1.96 and the P-value is below 0.05, hypothesis H1 is accepted. This result indicates that influencer marketing (X1) has a positive and significant effect on brand awareness (M). The path coefficient of 0.585 suggests a strong positive relationship, meaning that improvements in Luxcrime's influencer marketing activities are associated with a meaningful increase in brand awareness among Jakarta consumers. This is consistent with the theoretical framework in which influencers function as credible communicators who transform brand information into more personal and easily receivable content.

3.4.1.2 The Influence of Electronic Word of Mouth (X2) on Brand Awareness (M)

The H2 test result shows an original sample value of 0.305, a T-statistic value of 4.921, and a P-value of <0.001. Since the T-statistic (4.921) is greater than 1.96 and the P-value is below 0.05, hypothesis H2 is accepted. This indicates that electronic word of mouth (X2) has a positive and significant effect on brand awareness (M). The path coefficient of 0.305, while lower than that of influencer marketing, still represents a meaningful and statistically robust relationship. This result aligns with the theoretical understanding that repeated exposure to online reviews, testimonials, and recommendations gradually strengthens consumer memory of a brand.

3.4.1.3 The Influence of Brand Awareness (M) on Purchase Decision (Y)

The H3 test result shows an original sample value of 0.540, a T-statistic value of 7.346, and a P-value of <0.001. Since the T-statistic (7.346) is greater than 1.96 and the P-value is below 0.05, hypothesis H3 is accepted. This indicates that brand awareness (M) has a positive and significant effect on purchase decision (Y). The coefficient of 0.540 indicates a strong positive relationship, confirming that consumers who can more readily recognize, recall, and distinguish Luxcrime from other brands are significantly more likely to choose and purchase Luxcrime products.

3.4.1.4 The Influence of Influencer Marketing (X1) on Purchase Decision (Y)

The H4 test result shows an original sample value of 0.264, a T-statistic value of 3.621, and a P-value of <0.001. Since the T-statistic (3.621) is greater than 1.96 and the P-value is below 0.05, hypothesis H4 is accepted. This indicates that influencer marketing (X1) has a positive and significant direct effect on purchase decision (Y). The direct coefficient of 0.264, while smaller than its total effect, still represents a meaningful direct pathway through which influencer content persuades consumers to make purchase decisions. In the beauty product category, influencer communications are persuasive because they typically include visual demonstrations, personal experiences, product comparisons, and usage results that help reduce uncertainty and provide practical information.

3.4.1.5 The Influence of Electronic Word of Mouth (X2) on Purchase Decision (Y)

The H5 test result shows an original sample value of 0.155, a T-statistic value of 2.629, and a P-value of 0.009. Since the T-statistic (2.629) is greater than 1.96 and the P-value is below 0.05, hypothesis H5 is accepted. This indicates that electronic word of mouth (X2) has a positive and significant direct effect on purchase decision (Y). Although the direct effect coefficient (0.155) is the smallest among the direct effects in this model, its statistical significance confirms that online reviews and user-generated information play a meaningful independent role in convincing consumers to purchase Luxcrime products, beyond their indirect contribution through brand awareness.

3.4.2 Indirect Effect Test

Table 3.16 Indirect Effect Result

Hypothesis	Relationship	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values	Decision	Mediation Type
H6	Influencer Marketing (X1) -> Brand Awareness (M) -> Purchase Decision (Y)	0.316	0.313	0.048	6.631	<0.001	Accepted	Partial mediation

Hypothesis	Relationship	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values	Decision	Mediation Type
H7	Electronic Word of Mouth (X2) -> Brand Awareness (M) -> Purchase Decision (Y)	0.165	0.165	0.040	4.080	<0.001	Accepted	Partial mediation

Source: Primary Data Processed (2026)

The indirect effect results show that brand awareness significantly mediates the relationship between influencer marketing and purchase decision as well as the relationship between electronic word of mouth and purchase decision. Since the related direct effects are also significant, the mediation type is categorized as partial mediation. This means that influencer marketing and electronic word of mouth influence purchase decision both directly and indirectly through brand awareness.

3.4.2.1 The Mediating Role of Brand Awareness (M) in the Relationship between Influencer Marketing (X1) and Purchase Decision (Y)

The H6 indirect effect test shows an original sample value of 0.316, a T-statistic value of 6.631, and a P-value of <0.001. Since the T-statistic (6.631) is greater than 1.96 and the P-value is below 0.05, hypothesis H6 is accepted. This indicates that brand awareness significantly mediates the relationship between influencer marketing and purchase decision.

Given that the direct effect of influencer marketing on purchase decision (H4) is also significant (coefficient = 0.264), the mediation is classified as partial mediation. This means that influencer marketing influences purchase decision through two pathways: directly (by persuading consumers through content engagement) and indirectly (by first strengthening consumers' awareness of Luxcrime, which then drives purchase decisions). The indirect pathway (0.316) is actually stronger than the direct pathway (0.264), underscoring the critical importance of brand awareness as an intermediary mechanism in Luxcrime's digital marketing model.

3.4.2.2 The Mediating Role of Brand Awareness (M) in the Relationship between Electronic Word of Mouth (X2) and Purchase Decision (Y)

The H7 indirect effect test shows an original sample value of 0.165, a T-statistic value of 4.080, and a P-value of <0.001. Since the T-statistic (4.080) is greater than 1.96 and the P-value is below 0.05, hypothesis H7 is accepted. This indicates that brand awareness significantly mediates the relationship between electronic word of mouth and purchase decision.

Since the direct effect of eWOM on purchase decision (H5) is also significant (coefficient = 0.155), the mediation is classified as partial mediation. This means that eWOM influences purchase decision both directly and indirectly through brand awareness. In practice, this finding reveals that online reviews and digital conversations about Luxcrime contribute to purchase decisions by first increasing consumers' familiarity with and recognition of the brand, which then reduces uncertainty and

facilitates the purchase decision. The mediation results for both H6 and H7 confirm that brand awareness plays a pivotal intermediary role in translating digital marketing stimuli into consumer purchase behavior.

3.4.3 Total Effect Test

Table 3.17 Indirect Effect Result

Relationship	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values	Information
Brand Awareness (M) -> Purchase Decision (Y)	0.540	0.536	0.074	7.346	<0.001	Significant
Electronic Word of Mouth (X2) -> Brand Awareness (M)	0.305	0.308	0.062	4.921	<0.001	Significant
Electronic Word of Mouth (X2) -> Purchase Decision (Y)	0.320	0.322	0.065	4.894	<0.001	Significant
Influencer Marketing (X1) -> Brand Awareness (M)	0.585	0.586	0.050	11.608	<0.001	Significant
Influencer Marketing (X1) -> Purchase Decision (Y)	0.579	0.581	0.057	10.113	<0.001	Significant

Source: Primary Data Processed (2026)

The total effect analysis indicates that the strongest total effect on Purchase Decision comes from Influencer Marketing with a total coefficient of 0.579, followed by Brand Awareness with a coefficient of 0.540 and Electronic Word of Mouth with a coefficient of 0.320. This finding shows that Influencer Marketing becomes more influential when its indirect contribution through Brand Awareness is considered.

3.5 Discussion

This section discusses the statistical findings in relation to the theoretical framework and previous studies. The discussion does not only restate the numerical results but also explains their meaning in the context of Luxcrime consumers in Jakarta, digital marketing, beauty product consumption, influencer communication, online reviews, brand awareness, and purchase decision.

3.5.1 The Influence of Influencer Marketing on Brand Awareness

Hypothesis testing confirms that influencer marketing has a significant and positive influence on brand awareness among Luxcrime consumers in Jakarta, with influencer marketing standing as the most dominant variable in building brand awareness. The market tendency observed in this finding reflects that Jakarta consumers, who are predominantly young women aged 18 to 24, absorb brand information primarily through influencer content on TikTok and Instagram, making creator collaborations the main driver of Luxcrime recognition and recall in the digital beauty landscape.

This result is in line with Kotler (2021), who explain that influencer marketing leverages individuals with strong influence on social media to promote products to broad and segmented audiences, and that the new generation of digital consumers relies heavily on trusted influencer content as a primary source of brand information. This finding is further supported by Diba and Aminah (2024), who found that influencer marketing on TikTok has a positive and significant influence on purchase intention for Luxcrime products, and by Hossain (2025), who confirmed that social media influence from credible communicators significantly enhances brand trustworthiness and perceived quality in the beauty care context.

3.5.2 The Influence of Electronic Word of Mouth on Brand Awareness

Hypothesis testing confirms that electronic word of mouth has a significant and positive influence on brand awareness among Luxcrime consumers in Jakarta. Although its influence is smaller than that of influencer marketing, eWOM remains a meaningful and consistent contributor to brand recognition and recall. The market tendency reflected here shows that Luxcrime consumers actively seek out peer reviews and recommendations before forming brand perceptions, making eWOM a cumulative source of brand exposure that reinforces familiarity over time.

This finding is consistent with Hennig-Thurau (2004), who define eWOM as statements made by consumers about a product that are disseminated through digital platforms, functioning as persistent and wide-reaching brand information, and with Goyette (2010), who explains that eWOM intensity, valence, and content collectively

shape how thoroughly a brand is perceived and remembered. This result is further supported by Pohan (2025), who found that eWOM plays a dominant role in shaping Luxcrime consumer brand perceptions, and by Pohan (2025) who confirmed that Luxcrime product reviews on TikTok are significantly associated with consumer brand cognition and behavior.

3.5.3 The Influence of Brand Awareness on Purchase Decision

Hypothesis testing reveals that brand awareness has a significant and positive influence on purchase decisions among Luxcrime consumers in Jakarta, establishing it as a highly influential driver of consumer purchase behavior. The market tendency captured in this finding indicates that in the competitive Jakarta beauty market, where consumers are simultaneously exposed to numerous local and international brands, brand awareness functions as the critical cognitive filter that determines which brands reach consumers consideration sets at the moment of purchase.

This finding is in line with Pohan (2025), who establishes brand awareness as the primary foundation of brand equity and explains that consumers with high brand awareness are more likely to consider, evaluate, and choose that brand during the purchasing process, and with Longwell (1994), who affirms that the ability to recognize or recall a brand is a prerequisite for it to be chosen. This result is further supported by Subagyo (2024), who found that a Luxcrime campaign significantly increased brand awareness and enhanced consumer engagement with the brand.

3.5.4 The Influence of Influencer Marketing on Purchase Decision

Hypothesis testing confirms that influencer marketing has a significant and positive direct influence on purchase decisions among Luxcrime consumers in Jakarta, making it the variable with the greatest cumulative influence on purchase decisions in the entire research model. The market tendency observed shows that Luxcrime consumers respond to influencer content not merely as brand information but as a direct purchasing stimulus, reflecting the shortened decision path characteristic of beauty consumers on social commerce platforms like TikTok Shop.

This result aligns with Keller (2016), who explain that external sources such as influencer recommendations play a pivotal role in shaping consumer brand evaluations and accelerating the final purchase decision, and with Sudha and Sheena (2017), who found that consumers view trusted influencer recommendations as a more credible source than conventional advertising, directly lowering resistance to purchase. This finding is supported by Diba and Aminah (2024), who found that influencer marketing positively influences purchase intention for Luxcrime on TikTok, and by Hossain (2025), who confirmed that social media influence significantly enhances purchase intention for beauty care products

3.5.5 The Influence of Electronic Word of Mouth on Purchase Decision

Hypothesis testing confirms that influencer marketing has a significant and positive direct influence on purchase decisions among Luxcrime consumers in Jakarta, making it the variable with the greatest cumulative influence on purchase decisions in the entire research model. The market tendency observed shows that Luxcrime consumers respond to influencer content not merely as brand information but as a direct purchasing stimulus, reflecting the shortened decision path characteristic of beauty consumers on social commerce platforms like TikTok Shop.

This result aligns with Keller (2016) who explain that external sources such as influencer recommendations play a pivotal role in shaping consumer brand evaluations and accelerating the final purchase decision, and with Sudha and Sheena (2017), who found that consumers view trusted influencer recommendations as a more credible source than conventional advertising, directly lowering resistance to purchase. This finding is supported by Diba and Aminah (2024), who found that influencer marketing positively influences purchase intention for Luxcrime on TikTok, and by Hossain (2025), who confirmed that social media influence significantly enhances purchase intention for beauty care products

3.5.6 The Mediating Role of Brand Awareness in the Relationship between Influencer Marketing and Purchase Decision

The mediation analysis confirms that brand awareness significantly and partially mediates the relationship between influencer marketing and purchase decisions among Luxcrime consumers in Jakarta. Notably, the indirect pathway through brand awareness is stronger than the direct effect, revealing that the most powerful mechanism through which influencer marketing drives purchase decisions is by first building persistent brand recognition and recall, indicating that the long-term strategic value of influencer marketing lies more in brand-building than in immediate purchase conversion.

This finding is grounded in Keller (2013), who positions brand awareness as the cognitive intermediary through which marketing communications translate into consumer action, and in Kotler (2021) who explain that the information-gathering and evaluation stages of the purchase decision process are heavily shaped by influencer content working through brand awareness. This result is supported by Sudha and Sheena (2017), who found that trusted influencers shape brand evaluations and familiarity through a process mediated by brand awareness, which is consistent with the partial mediation pattern demonstrated in this study.

3.5.7 The Mediating Role of Brand Awareness in the Relationship between Electronic Word of Mouth and Purchase Decision

The mediation analysis confirms that brand awareness significantly and partially mediates the relationship between electronic word of mouth and purchase decisions among Luxcrime consumers in Jakarta. This finding reveals that eWOM drives purchase decisions through two simultaneous pathways: directly by providing social validation that reduces purchase uncertainty, and indirectly by gradually building brand familiarity that then drives purchase behavior, reflecting that eWOM functions as a dual-channel behavioral driver in the Jakarta beauty consumer market.

This finding is theoretically supported by Hennig-Thurau (2004) who explain that eWOM creates collective social knowledge about a brand that accumulates over time and progressively increases its cognitive accessibility among consumers, and by Keller (2013) who affirms that user-generated content contributes to building brand awareness that then mediates the path to purchase. This result is supported by Kristyani (2023), who found that eWOM is a significant predictor of both brand perception and purchase decisions for Luxcrime, and by Salsabila (2023), who confirmed that digital brand perceptions shaped by social media content collectively influence purchase decisions among Luxcrime consumers in Bandung.