

THE INFLUENCE OF INFLUENCER MARKETING, BRAND TRUST, AND PRODUCT QUALITY ON PURCHASE INTENTION OF ESQA COSMETICS AMONG FEMALE GENERATION Z IN JAKARTA

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Abstract - This study aims to analyze the effect of influencer marketing, brand trust, and product quality on purchase intention toward Esqa Cosmetics products, with the research subjects being female Generation Z consumers in DKI Jakarta. This research employs a quantitative approach with purposive sampling, involving 260 Esqa Cosmetics users as respondents. Data were collected through a survey method using a questionnaire as the research instrument. The data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach through SmartPLS 4.0 software. The results of this study indicate that influencer marketing, brand trust, and product quality have a positive and significant effect on purchase intention toward Esqa Cosmetics products in DKI Jakarta.

Keywords: Influencer Marketing, Brand Trust, Product Quality, Purchase Intention

INTRODUCTION

The cosmetic industry in Indonesia has experienced rapid growth in recent years. This development has been driven by increasing public awareness of personal care as well as changes in consumption patterns influenced by social media and digital platforms. The cosmetic sector has also become one of the industries that contributes significantly to the development of the creative economy in Indonesia (Rizaty, 2022; Ministry of Industry of the Republic of Indonesia, 2023).

The development of the national cosmetic industry also reflects the increasing demand for beauty products in the market. The skincare and cosmetic sector in Indonesia has shown continuous expansion over the past few years. This condition indicates that consumer demand for cosmetic products continues to grow, encouraging companies to develop effective marketing strategies to attract consumer interest in an increasingly competitive market environment.

The increasing competition in the cosmetic industry also makes consumer behavior an important aspect for companies to understand. Consumers are now more selective in choosing cosmetic products and tend to seek information through digital media before making purchasing decisions. Access to product reviews, recommendations, and other online information sources has significantly influenced how consumers evaluate brands and products available in the market.

In recent years, local cosmetic brands in Indonesia have also experienced considerable development and have begun to compete with international brands. One example is Esqa Cosmetics, a local vegan cosmetic brand that has successfully attracted consumer attention through digital marketing strategies. This is evidenced by the brand's strong market performance; for instance, its Barbie X ESQA collaboration in 2023 resulted in products selling out on e-commerce platforms, with sales on Tokopedia increasing by 1.5 times following the collaboration launch (Wijaya and Boer, 2025). The brand actively promotes its products through social media platforms and online marketplaces that are widely used by young consumers. However, the dynamic nature of the cosmetic market requires companies to continuously maintain consumer interest and strengthen their brand position.

In the consumer decision-making process, purchase intention is considered an important indicator that reflects the tendency of consumers to buy a product after searching for information and evaluating available alternatives (Dewi et al., 2021; Sudirman et al., 2022). Understanding the factors

that influence purchase intention is therefore essential for companies in developing effective marketing strategies and strengthening their position in the competitive cosmetic market.

This study is based on the Stimulus–Organism–Response (S-O-R) framework, which explains how external stimuli influence internal evaluations and lead to behavioral responses (Rahmadini, 2024; Dewi, 2025). In this study, influencer marketing and product quality act as external stimuli, while brand trust represents the internal state of consumers. These factors ultimately influence purchase intention toward ESQA Cosmetics products. Therefore, the S-O-R framework is used to provide a theoretical explanation of how marketing strategies and product attributes shape consumer behavior. Based on this background, this study aims to examine the effect of influencer marketing, brand trust, and product quality on purchase intention toward Esqa Cosmetics products among female Generation Z consumers in Jakarta. Accordingly, the research question guiding this study is: To what extent do influencer marketing, brand trust, and product quality influence the purchase intention of female Generation Z consumers toward ESQA Cosmetics in Jakarta?

LITERATURE REVIEW

Purchase Intention

Purchase intention refers to the tendency of consumers to purchase a product after obtaining information and evaluating the product. According to Ferdinand as cited in Wiharti (2024), purchase intention can be measured through several dimensions: transactional intention, exploratory intention, preferential intention, and referential intention. Transactional intention describes the consumer's willingness to purchase a product. Exploratory intention relates to consumer behavior in seeking information about products of interest. Preferential intention indicates the tendency of consumers to choose a particular brand as their primary choice. Referential intention reflects the tendency of consumers to recommend the product to others. Therefore, purchase intention is considered an important indicator in understanding consumer behavior toward Esqa Cosmetics products among Generation Z consumers.

Stimulus–Organism–Response (S-O-R) Framework

This study is grounded in the Stimulus–Organism–Response (S-O-R) framework originally proposed by Mehrabian and Russell (1974). The S-O-R framework posits that external environmental stimuli (S) trigger internal psychological states within an individual (O), which in turn drive observable behavioral responses (R). Hussain et al. (2022) demonstrated the applicability of this framework in a social media advertising context, conceptualizing advertising stimuli as S, consumer cognitive and affective involvement as O, and purchase intention as R. Similarly, Yaqub et al. (2023) applied the S-O-R model to social media influencer marketing, treating influencer-generated content as the external stimulus, brand awareness as the organism, and purchase decisions as the response. Rahmadini and Masnita (2024) further confirmed the S-O-R framework's utility in explaining purchase intention in online commerce contexts.

In the context of the present study, the S-O-R framework is applied as follows: influencer marketing and product quality function as external stimuli (S) that consumers encounter through digital platforms; brand trust represents the internal organismic state (O) that mediates or accompanies the consumer's evaluation of those stimuli; and purchase intention constitutes the behavioral response (R). This theoretical alignment provides a coherent rationale for the three-antecedent structure of the research model and situates the findings within an established theoretical tradition in consumer behavior research.

Influencer Marketing

Influencer marketing is a digital marketing strategy that involves individuals who have influence on social media to promote products to their audience as part of digital marketing activities that influence consumer purchase intention (Watulingas & Permana, 2020). According to Rossiter and Percy as cited in Alifa and Saputri (2022), influencer marketing can be measured through three main dimensions: credibility, attractiveness, and power. Credibility refers to the level of trust that audiences place in an influencer as well as the reputation they have in a particular field. Attractiveness relates to the appeal of the influencer, including their appearance and communication style that can capture audience attention. Another important dimension is power, which describes

the influencer's ability to influence audiences and encourage them to take certain actions, such as purchasing recommended products.

Brand Trust

Brand trust refers to consumers' confidence in a brand, which is formed through their experiences and interactions with the brand. According to Novitasari et al. (2020), brand trust can be viewed through several dimensions, namely satisfaction, value, and consumer perception of the brand. The satisfaction dimension relates to the level of consumer satisfaction after using a product and the company's responsiveness to problems experienced by consumers. The value dimension refers to the benefits obtained by consumers from a product compared to the costs incurred. In addition, the perception dimension relates to the brand's reputation and the positive associations that consumers have toward the brand. Higher levels of brand trust are therefore expected to increase consumer purchase intention toward a product. Accordingly, brand trust serves as a critical internal cue within the consumer decision-making process, linking positive brand experiences to heightened purchase intention (Hussain et al., 2022; Yaqub et al., 2023).

Product Quality

Product quality refers to a product's ability to perform its functions and meet consumer needs and expectations. Fadhli and Pratiwi (2021) state that product quality reflects the ability of a product to provide satisfaction to consumers through performance that meets user expectations. According to Kotler (2020), product quality can be evaluated through several dimensions: aesthetic, durability, and ease of use. The aesthetic dimension relates to the appearance of the product, including packaging design and other attractive product characteristics. Durability refers to the product's ability to maintain its quality and performance during use. Additionally, the ease of use dimension reflects how easily consumers can use and apply the product.

Hypothesis Development

Effect of Influencer Marketing on Purchase Intention

Influencer marketing is a digital marketing strategy that utilizes individuals who have influence on social media to promote products to their audience. According to Alifa and Saputri (2022), influencer marketing is related to the ability of influencers to attract attention, build trust, and influence consumer decisions through their credibility and attractiveness. Previous research by Penny and Makaba (2024) found that influencer marketing has a positive and significant effect on consumer purchase intention. This indicates that recommendations delivered by influencers can increase consumer interest in a product and encourage the emergence of purchase intention. Therefore, the stronger the influence of influencers in conveying product information, the higher the level of consumer purchase intention toward the product.

Effect of Brand Trust on Purchase Intention

Brand trust refers to consumers' belief that a brand is capable of providing benefits and product performance that meet their expectations. According to Lau and Lee as cited in Ridwanudin and Fanni (2020), brand trust reflects consumers' willingness to rely on a brand based on the belief that the brand will deliver positive outcomes. Previous research by Azizah et al. (2023) found that brand trust has a positive effect on consumer purchase intention. Consumers who have a high level of trust in a brand tend to feel more secure when making purchasing decisions and have greater confidence in the quality of the products offered. Therefore, higher levels of brand trust are expected to increase consumer purchase intention toward a product.

Effect of Product Quality on Purchase Intention

Product quality refers to a product's ability to perform its functions in meeting consumer needs and expectations. According to Kotler (2020), product quality reflects the characteristics of a product that enable it to deliver performance consistent with consumer requirements. Previous research by Shafitri et al. (2021) found that product quality has a positive effect on consumer purchase intention. Products with higher quality can increase consumer satisfaction and trust, which in turn encourages consumers to develop an intention to purchase. Therefore, better product quality is expected to increase consumer purchase intention toward a product. The framework of this research is presented in Figure 1 below:

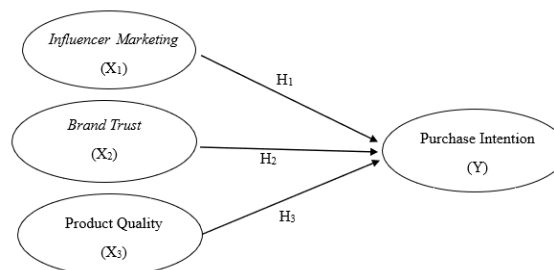


Figure 1. Conceptual Framework
Source: Author 2026

Based on the conceptual framework described above, hypothesis testing is conducted to examine the relationship between the independent variables and the dependent variable. Therefore, the hypotheses in this study are formulated as follows:

H1: Influencer marketing has a positive and significant effect on purchase intention.

H2: Brand trust has a positive and significant effect on purchase intention.

H3: Product quality has a positive and significant effect on purchase intention.

METHODS

Method

This study employed a quantitative research approach grounded in the Stimulus–Organism–Response (S-O-R) framework to examine the relationships between influencer marketing, brand trust, product quality, and purchase intention toward Esqa Cosmetics products. Quantitative research is a systematic investigation of phenomena through the collection and analysis of numerical data using statistical techniques. This approach was selected to obtain objective and measurable data in order to analyze the relationships among the variables examined in this study. This research was conducted from May to December 2025. The data used in this research were collected by distributing an online questionnaire using Google Forms. The questionnaire consisted of several statements designed to measure respondents' perceptions regarding influencer marketing, brand trust, product quality, and purchase intention.

Population and Sample

The population in this study consisted of female Generation Z consumers who have used Esqa Cosmetics products in Jakarta. Generation Z was selected as the focus of this study because this group represents one of the most active consumer segments in the digital environment and frequently accesses product information through social media. The sampling technique used in this study was non-probability sampling with a purposive sampling approach. This technique was chosen because respondents were selected based on specific criteria relevant to the research objectives. The criteria for respondents included female consumers aged between 18 and 28 years who have used Esqa Cosmetics products. A total of 260 respondents participated in this study. This sample size fulfills the minimum requirement for PLS-SEM analysis as recommended by Hair et al. (2022), who suggest that the minimum sample size should be ten times the maximum number of structural paths directed at any latent variable in the model. Given that the maximum number of paths in this study is three, the minimum required sample is 30 respondents, making 260 respondents more than sufficient for robust analysis.

Data Collection and Analysis

The data in this study were collected through an online questionnaire distributed via Google Forms to respondents who met the established sampling criteria. The questionnaire used a Likert scale ranging from 1 to 5 to measure respondents' perceptions of each research variable. The data analysis technique employed in this study was Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach. The analysis was conducted using SmartPLS 4.1 software to evaluate both the measurement model and the structural model in order to test the proposed research hypotheses.

RESULT and DISCUSSION

Respondent characteristics are presented to describe the demographic profile of the respondents based on gender, age, occupation, and domicile

Table 1. Respondent Description

Criteria	Description	Count	Percentage (%)
Gender	Female	260	100%
	Male	0	0%
<i>Total</i>		260	100%
Age	17–20 Years	96	36,9%
	21–24 Years	118	45,4%
	25–28 Years	46	17,7%
<i>Total</i>		260	100%
Occupation	Student/Undergraduate	143	55%
	Employee	56	21,5%
	Entrepreneur	35	13,5%
	Other	26	10%
<i>Total</i>		260	100%
Domicile	West Jakarta	107	41,2%
	Central Jakarta	44	16,9%
	South Jakarta	41	15,8%
	East Jakarta	31	11,9%
	North Jakarta	37	14,2%
<i>Total</i>		260	100%

Source: Questionnaire Result (2026)

Based on Table 1, the respondents in this study consisted entirely of female consumers, totaling 260 respondents (100%). This is because the research focused on female Generation Z consumers who use ESQA Cosmetics products. In terms of age, the majority of respondents were aged 21–24 years, accounting for 118 respondents (45.4%), followed by respondents aged 17–20 years with 96 respondents (36.9%), and respondents aged 25–28 years with 46 respondents (17.7%). This indicates that most respondents belong to the younger segment of Generation Z who are highly active in using social media and digital platforms.

Regarding occupation, the majority of respondents were students, totaling 143 respondents (55%), followed by private employees with 56 respondents (21.5%), entrepreneurs with 35 respondents (13.5%), and other occupations with 26 respondents (10%). Based on domicile, most respondents were from West Jakarta with 107 respondents (41.2%), followed by Central Jakarta with 44 respondents (16.9%), South Jakarta with 41 respondents (15.8%), North Jakarta with 37 respondents (14.2%), and East Jakarta with 31 respondents (11.9%). This distribution indicates that the respondents represent consumers from various areas in Jakarta

Validity Test (Outer Model)

Convergent Validity

Convergent validity is used to evaluate whether the indicators of each construct are able to measure the intended latent variable. Convergent validity is assessed by examining the outer loading values and the Average Variance Extracted (AVE). An indicator is considered valid if the outer loading value exceeds 0.70, while the AVE value should be greater than 0.50. The results of the convergent validity test are presented in Table 2.

Table 2. Convergent Validity

Variable	Indicator	Loading Factor	AVE	Description
Influencer Marketing	IM1	0.914	0.838	Valid
	IM2	0.906		Valid
	IM3	0.914		Valid
	IM4	0.900		Valid
	IM5	0.918		Valid
Brand Trust	IM6	0.909		Valid
	BT1	0.905	0.828	Valid
	BT2	0.929		Valid
	BT3	0.916		Valid
	BT4	0.923		Valid
	BT5	0.914		Valid
Product Quality	BT6	0.906		Valid
	PQ1	0.931	0.852	Valid
	PQ2	0.932		Valid
	PQ3	0.908		Valid
	PQ4	0.911		Valid
	PQ5	0.932		Valid
Purchase Intention	PQ6	0.924		Valid
	PI1	0.908	0.811	Valid
	PI2	0.892		Valid
	PI3	0.889		Valid
	PI4	0.899		Valid
	PI5	0.893		Valid
	PI6	0.895		Valid
	PI7	0.910		Valid
	PI8	0.919		Valid

Source: Output SmartPLS 4.1 (2026)

Based on Table 2, all indicators have outer loading values above the recommended threshold of 0.70. In addition, the AVE values for each variable exceed 0.50, indicating that the constructs are able to explain more than half of the variance of their indicators. Therefore, it can be concluded that all variables in this study meet the requirements of convergent validity. It is worth noting that the outer loading values (0.889–0.932) and AVE values (0.811–0.852) obtained in this study are relatively high. This may be attributable to the homogeneity of the respondent profile, all respondents were current female users of ESQA Cosmetics in Jakarta, which naturally produces more consistent response patterns across indicators. While these values exceed standard thresholds and confirm strong convergent validity, researchers conducting future studies with more heterogeneous samples may observe more moderate psychometric properties.

Discriminant Validity

Discriminant validity testing was conducted using the Fornell–Larcker criterion, Cross Loadings, and the Heterotrait–Monotrait Ratio (HTMT). Discriminant validity is used to ensure that each construct in the model is distinct from other constructs. The results of the Fornell–Larcker analysis are presented in Table 3. The Fornell–Larcker criterion indicates that the square root of the Average Variance Extracted (AVE) for each construct should be higher than the correlation values with other constructs in the model. Based on Table 3, the square root of AVE for each construct exceeds the correlations with other constructs. This result indicates that the constructs in this study are empirically distinct from one another and that the discriminant validity requirement has been fulfilled.

Table 3. Discriminant Validity: Fornell-Larcker

Variable	Influencer Marketing	Brand Trust	Product Quality	Purchase Intention
Influencer Marketing	0.915			
Brand Trust	0.210	0.910		
Product Quality	0.313	0.391	0.923	
Purchase Intention	0.483	0.577	0.482	0.901

Source: Output SmartPLS 4.1 (2026)

The HTMT analysis results are presented in Table 4. The HTMT value is used to evaluate the degree of similarity between constructs in the model. A construct is considered to have adequate discriminant validity when the HTMT value is below the recommended threshold of 0.90. Based on Table 4, all HTMT values are below 0.90, indicating that the constructs in this study are sufficiently distinct from one another. Therefore, the discriminant validity requirement based on the HTMT criterion has been satisfied.

Table 4. Discriminant Validity: Heterotrait-Monotrait Ratio (HTMT)

Variable	Brand Trust	Influencer Marketing	Product Quality	Purchase Intention
Brand Trust				
Influencer Marketing	0.218			
Product Quality	0.324	0.406		
Purchase Intention	0.499	0.599	0.496	

Source: Output SmartPLS 4.1 (2026)

Cross loading analysis is used to ensure that each indicator has a stronger relationship with its associated construct compared to other constructs in the model. Based on Table 5, each indicator shows a higher loading value on its respective construct than on other constructs. These results indicate that all indicators are able to represent their corresponding constructs appropriately, confirming that the discriminant validity requirement based on cross loading has been fulfilled.

Table 5. Discriminant Validity: Cross Loading

Variable	Brand Trust	Influencer Marketing	Product Quality	Purchase Intention
BT1	0,905	0,157	0,228	0,412
BT2	0,929	0,211	0,315	0,444
BT3	0,916	0,206	0,307	0,467
BT4	0,923	0,182	0,295	0,432
BT5	0,914	0,198	0,279	0,457
BT6	0,906	0,197	0,294	0,436
IM1	0,188	0,914	0,376	0,536
IM2	0,190	0,906	0,352	0,521
IM3	0,170	0,914	0,352	0,538
IM4	0,176	0,900	0,352	0,496
IM5	0,217	0,918	0,344	0,547
IM6	0,205	0,909	0,361	0,511
PQ1	0,297	0,369	0,931	0,422
PQ2	0,273	0,402	0,932	0,470
PQ3	0,315	0,352	0,908	0,469
PQ4	0,267	0,366	0,911	0,431
PQ5	0,311	0,369	0,932	0,454
PQ6	0,269	0,304	0,924	0,415

PI1	0,439	0,527	0,451	0,908
PI2	0,372	0,528	0,412	0,892
PI3	0,455	0,482	0,378	0,889
PI4	0,395	0,508	0,408	0,899
PI5	0,413	0,542	0,440	0,893
PI6	0,442	0,507	0,460	0,895
PI7	0,466	0,528	0,471	0,910
PI8	0,488	0,534	0,445	0,919

Source: Output SmartPLS 4.1 (2026)

Reliability Test

Composite Reliability testing was conducted to evaluate the internal consistency of the constructs in this study. Composite Reliability values are used to determine whether the indicators of each construct consistently measure the same latent variable. A construct is considered reliable if the Composite Reliability value exceeds 0.70. Based on Table 6, all constructs have Composite Reliability values greater than 0.70. These results indicate that the constructs in this study demonstrate good internal consistency and are considered reliable.

Table 6. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Description
Influencer Marketing	0.961	0.962	Reliable
Brand Trust	0.959	0.959	Reliable
Product Quality	0.965	0.966	Reliable
Purchase Intention	0.967	0.968	Reliable

Source: Output SmartPLS 4.1 (2026)

Structural Model Test (Inner Model)

R-Square

The structural model evaluation was conducted by examining the coefficient of determination (R^2). The R-square value indicates the proportion of variance in the dependent variable that can be explained by the independent variables in the model. The results of the structural model test are presented in Table 7. The R-square value for purchase intention is 0.506, which indicates that influencer marketing, brand trust, and product quality are able to explain 50.6% of the variation in purchase intention toward Esqa Cosmetics products. The remaining 49.4% of the variation is explained by other factors outside the model.

Table 7. R-Square (R^2)

Variable	R-square	Description
Purchase Intention	0.506	Moderat

Source: Output SmartPLS 4.1 (2026)

Effect Size (f^2)

The effect size (f^2) analysis was conducted to evaluate the contribution of each independent variable to the dependent variable, purchase intention. The f-square value indicates how strongly an independent variable contributes to explaining the dependent variable. An f^2 value of 0.02 indicates a small effect, 0.15 indicates a moderate effect, and 0.35 indicates a large effect. Based on Table 8, brand trust shows the highest effect size on purchase intention, followed by influencer marketing, while product quality has a relatively smaller effect.

Table 8. Effect Size (f^2)

Variable	(f^2)	Effect Size
Influencer Marketing – Purchase Intention	0.193	Medium
Brand Trust – Purchase Intention	0.307	Medium
Product Quality – Purchase Intention	0.073	Small

Source: Output SmartPLS 4.1 (2026)

Predictive Relevance (Q^2)

Predictive relevance (Q^2) was used to evaluate the predictive capability of the structural model. A model is considered to have predictive relevance if the Q^2 value is greater than zero. Based on Table 9, the Q^2 value for purchase intention is 0.491, which is greater than zero. This result indicates that the model has good predictive relevance and is capable of predicting the variation in purchase intention toward Esqa Cosmetics products.

Table 9. Predictive Relevance (Q^2)

Variable	Q^2 predict	Description
Purchase Intention	0.491	Relevant

Source: Output SmartPLS 4.1 (2026)

Model Fit

Model fit evaluation was conducted to assess the suitability of the proposed model with the empirical data. The model fit was evaluated using the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI). Based on Table 10, the SRMR value is 0.030, which indicates a good model fit because the value is below the recommended threshold. In addition, the NFI value is 0.941, indicating that the model has a high level of fit compared to the baseline model. These results suggest that the structural model used in this study fits the empirical data well.

Table 10. Model Fit

Model Fit Parameters	Saturated Model	Estimated Model
SRMR	0.030	0.030
NFI	0.941	0.941

Source: Output SmartPLS 4.1 (2026)

Hypotheses Testing

Hypothesis testing was conducted using the bootstrapping procedure to evaluate the significance of the relationships between the independent variables and the dependent variable in the structural model. Based on Table 11, influencer marketing, brand trust, and product quality have positive and significant effects on purchase intention. Influencer marketing shows the strongest effect on purchase intention, followed by brand trust and product quality. These results indicate that all proposed hypotheses in this study are accepted.

Table 11. Hypotheses Testing

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Result
Brand Trust -> Purchase Intention	0.327	0.327	0.059	5.565	0.000	Accepted
Influencer Marketing -> Purchase Intention	0.425	0.425	0.060	7.107	0.000	Accepted

Product Quality -> Purchase Intention	0.213	0.215	0.060	3.534	0.000	Accepted
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Source: Output SmartPLS 4.1 (2026)

Discussion**Effect of Influencer Marketing on Purchase Intention**

The results of hypothesis testing indicate that influencer marketing has a positive and significant effect on purchase intention toward ESQA Cosmetics products. This is reflected by the path coefficient value of 0.425, with a t-statistic of 7.107 and a p-value of 0.000, which is below the significance level of 0.05. These results indicate that the more effective the influencer marketing strategy implemented, the higher the consumers' purchase intention toward ESQA Cosmetics products. Among the independent variables examined in this study, influencer marketing shows the strongest path coefficient ($\beta = 0.425$) on purchase intention, although brand trust demonstrates the highest effect size ($f^2 = 0.307$). This finding suggests that influencers play an important role in shaping consumer perceptions and attracting consumer attention toward cosmetic products. Influencers who possess credibility, attractiveness, and relevance to the brand are able to deliver product information more persuasively, which encourages consumers to develop an intention to purchase. These findings are consistent with previous studies which highlight the effectiveness of influencer marketing in influencing consumer behavior in the digital era. In the context of the cosmetic industry, social media influencers have become an important marketing channel because consumers often rely on influencer recommendations when evaluating beauty products.

Effect of Brand Trust on Purchase Intention

The analysis results show that brand trust has a positive and significant effect on purchase intention toward ESQA Cosmetics products. This is indicated by the path coefficient value of 0.327, with a t-statistic of 5.565 and a p-value of 0.000, which is below the significance level of 0.05. These findings indicate that higher levels of consumer trust in the brand are associated with stronger purchase intention. Brand trust plays an important role in consumer decision-making because consumers tend to prefer products from brands they perceive as reliable and reputable. When consumers believe that a brand is capable of delivering consistent quality and fulfilling their expectations, they are more likely to develop an intention to purchase the product. This finding is consistent with previous studies which indicate that brand trust significantly influences consumers' purchase intention. Research by Evrianti et al. (2025) shows that consumer trust can strengthen purchase intention and enhance the effectiveness of marketing strategies. Similarly, Sari and Nugroho (2022) found that brand trust has a significant role in increasing purchase intention, particularly for products that involve higher levels of consumer involvement.

Effect of Product Quality on Purchase Intention

The results of the hypothesis testing show that product quality has a positive and significant effect on purchase intention toward ESQA Cosmetics products. This is indicated by a path coefficient of 0.213, with a t-statistic of 3.534 and a p-value of 0.000, which is below the significance level of 0.05. These results indicate that the perceived quality of the product plays a role in influencing consumers' intention to purchase ESQA Cosmetics products. Product quality reflects the ability of a product to meet consumer needs and expectations, including aspects such as product performance, safety, and comfort during use. When consumers perceive that a product offers reliable quality and provides the expected benefits, their intention to purchase the product tends to increase. This finding is consistent with previous studies which report that product quality significantly influences consumer purchase intention. Rahmawan et al. (2025) found that higher product quality can increase consumers' interest in purchasing cosmetic products. Similarly, Wulandari and Hidayat (2021) suggest that good product quality contributes to higher consumer satisfaction and encourages sustainable purchase intention.

CONCLUSION

This study examines the influence of influencer marketing, brand trust, and product quality on purchase intention toward ESQA Cosmetics products among female Generation Z consumers in

Jakarta. The results indicate that all independent variables have a positive and significant effect on purchase intention. Among the variables examined, influencer marketing shows the strongest influence, suggesting that marketing strategies involving social media influencers play an important role in attracting consumer attention and increasing their intention to purchase cosmetic products. In addition, brand trust also contributes significantly to purchase intention, indicating that consumers tend to prefer products from brands that are perceived as reliable and trustworthy. Product quality also has a positive influence on purchase intention, demonstrating that consumers are more likely to purchase cosmetic products that meet their expectations in terms of performance, safety, and overall product experience.

The findings of this study provide practical insights for cosmetic companies, particularly ESQA Cosmetics, in developing more effective marketing strategies by optimizing the use of social media influencers, strengthening brand trust, and maintaining high product quality. However, this study has several limitations. First, the sample was restricted to female Generation Z consumers in Jakarta, which limits the generalizability of the findings. Second, the use of purposive sampling targeting current users of ESQA Cosmetics may introduce selection bias, as respondents are likely to have more favorable perceptions of the brand compared to non-users. Future research is recommended to involve a broader demographic scope, employ more representative sampling techniques, and consider additional variables that may influence purchase intention in order to provide a more comprehensive understanding of consumer behavior in the cosmetic industry.

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