

The Effect of Influencer Marketing, Content Marketing, Social Media Marketing, and Electronic Word of Mouth on Brand Awareness of Wardah Skincare

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ABSTRACT

The purpose of this study is to examine how Wardah skincare brand awareness is impacted by influencer marketing, content marketing, social media marketing, and electronic word-of-mouth. With a sample of 166 respondents who use Wardah skincare goods in Kudus Regency, particularly sun care products, this study used a quantitative methodology. Purposive sampling was the sampling strategy employed, while SPSS version 26 was used to analyze the data collected from respondents via questionnaire distribution. The findings demonstrate that brand awareness is positively and significantly impacted by influencer marketing, content marketing, social media marketing, and electronic word-of-mouth. Concurrently, Wardah skincare brand awareness is positively and significantly impacted by influencer marketing, content marketing, social media marketing, and electronic word of mouth

INTRODUCTION

Social media is now a crucial medium for marketing and communication efforts as a result of the quick development of digital technology, which has altered consumer behavior and corporate operations Mahendra et al., 2025. One of the industries experiencing rapid growth is the beauty and skincare industry. Increasing awareness of skin health, changing lifestyles, and easy access to beauty information through digital platforms have encouraged consumers to actively seek product reviews and recommendations before making purchasing decisions Hendra & Ningrum, 2024.

The rising demand for cosmetics from consumers is a reflection of Indonesia's expanding beauty sector. Consumer spending on cosmetics increased from IDR 21.45 trillion in 2021 to IDR 31.77 trillion in 2024, representing a growth of approximately 48% within three years Kusuma, 2024. This condition indicates strong market potential while simultaneously intensifying competition among skincare brands, including Wardah. Although Wardah is recognized as one of Indonesia's leading halal cosmetic brands, Top Brand Inde data show that most of its skincare product categories remain below the top three positions, indicating challenges in maintaining brand awareness amid increasing compete Top Brand Index, 2025.

In the skincare sector, brand awareness is crucial since it shows how well customers can identify and remember a brand when weighing their options. In the digital age, brand awareness is developed through consumer interactions and experiences with a brand in addition to promotional activities. Customers who interact with a brand on a regular basis are more likely to be aware of it and to take it into account when making judgments about what to buy Ramadhana & Syam, 2025.

Businesses are using influencer marketing, content marketing, social media marketing, and electronic word-of-mouth e-WOM more and more to increase brand awareness. Influencer marketing helps increase brand exposure through credible public figures, content marketing delivers valuable and relevant information, social media marketing facilitates direct interaction with consumers, and e-WOM allows consumers to share opinions and experiences regarding products through digital platforms Firmanza & Artanti, 2022.

Conflicting findings from earlier research on the impact of digital marketing factors on brand recognition point to a research gap that requires more study.

Influencers with a sizable and engaged social media following are used in influencer marketing to promote goods and raise brand awareness Reken et al., 2024:157. Through the delivery of relatable and trustworthy material via influencers, this tactic is crucial in influencing customer awareness.

In order to draw in and keep viewers and establish enduring client relationships, content marketing is a strategy method that focuses on producing and disseminating worthwhile, pertinent, and consistent information, such as articles, films, and infographics Aksenta et al., 2025:51.

The term social media marketing describes the use of social media platforms for product promotion, interaction facilitation, and real-time information dissemination, which enables firms to interact directly with customers and broaden their market reach.

The practice of customers exchanging thoughts, reviews, and information via digital platforms is known as electronic word of mouth e-WOM, and it has a substantial impact on consumer perceptions and brand awareness (Ismagilova et al., 2017:18)

The degree to which consumers can recognize and recall a brand, allowing them to distinguish it from rivals, is known as brand awareness Wardhana, 2024:165. A brand is more likely to be taken into consideration when making a purchase when consumers are more familiar with it.

However, a gap still exists between Wardah's digital marketing activities and consumers' actual perceptions. This gap can be observed through several indicators. Wardah's influencer, Miska Shafa, has a lower number of TikTok followers compared to influencers used by competing brands. In addition, engagement on Wardah's Instagram content and the number of viewers on TikTok live streaming sessions are relatively lower than those of competitor skincare brands. Processed Data, 2025.

This condition indicates that the reach and effectiveness of Wardah's influencer marketing and social media marketing may not be optimal in generating strong audience engagement. As a result, the exposure received by consumers may be insufficient to strengthen brand recognition.

Furthermore, consumer reviews on several marketplaces also reveal negative experiences regarding Wardah sun care products. Some users reported skin irritation, acne breakouts, oily skin, and dissatisfaction with product performance. In addition, several consumers perceived that product claims did not fully match the actual results obtained after usage. These experiences may contribute to negative perceptions that weaken consumers' awareness and evaluation of the brand Processed Data, 2025.

All things considered, these results show that customers' experiences don't always match the expectations set by Wardah's digital marketing initiatives. This phenomena draws attention to a disconnect between marketing initiatives and real customer experiences. Additionally, it implies that electronic word-of-mouth, social media marketing, influencer marketing, and content marketing do not necessarily immediately raise brand awareness.

In addition to these empirical data, earlier research on the connection between brand awareness and digital marketing variables has produced contradictory conclusions. According to a number of studies, brand awareness is positively and significantly impacted by influencer marketing, content marketing, social media marketing, and electronic word-of-mouth. (Wahid et al. 2025) found that influencer marketing has a positive and significant impact on brand awareness, while (Muzakki & Andarini 2024) found no significant effect. While (Gumalang et al., 2022) observed differently, (Herliani & Hegiarto, 2024) stated that content marketing has a major impact on brand awareness. Similarly, whereas Alip et al., 2025 found no effect, Meiliana & Rusdi, 2024 discovered a

considerable impact of social media marketing on brand awareness. While Nurhidayatullah & Rendi, 2025 reported no significant association, Novyanti & Putri, 2023 found that e-WOM favorably improves brand awareness. These discrepancies show that more empirical research is necessary since the impact of digital marketing factors on brand recognition is still unclear.

Consequently, it is imperative to investigate the impact of influencer marketing, content marketing, social media marketing, and electronic word of mouth on brand awareness, especially among Wardah skincare customers, given the empirical phenomenon and discrepancies in prior research findings.

Influencer marketing, content marketing, social media marketing, and electronic word-of-mouth all function as stimuli that affect consumers' cognitive processes, which in turn produce brand awareness as the reaction, according to the Stimulus–Organism–reaction SOR Theory, which is used in this study.

This study intends to examine the impact of influencer marketing, content marketing, social media marketing, and electronic word of mouth on brand awareness among Wardah skincare customers in Kudus Regency based on these phenomena and research gaps.

LITERATURE REVIEW

Brand Awareness

Brand awareness refers to the ability of consumers to recognize and recall a brand when considering a product category. According to Wardhana 2024, brand awareness is a fundamental component of brand equity because it influences consumers' ability to identify a brand among competitors and increases the likelihood that the brand will be included in purchase consideration. In the digital era, brand awareness is increasingly shaped by consumers' interactions with brands through online platforms, social media, and digital marketing activities.

Influencer Marketing and Brand Awareness

Influencer marketing is a marketing strategy that utilizes individuals with significant social media followings to communicate brand messages and influence consumer perceptions Reken et al., 2024. Influencers often serve as credible sources of information because their followers perceive them as trustworthy and relatable. Wahid et al. 2025 found that influencer marketing positively affects brand awareness by increasing consumer exposure to brand-related content. Similarly, Rohmawati and Ahmadi 2024 demonstrated that influencer credibility and attractiveness significantly enhance brand recognition and consumer familiarity with a brand. Through product reviews, endorsements, and personal experiences, influencers help consumers remember and recognize brands more easily.

H1: Influencer Marketing positively influences Brand Awareness.

Content Marketing and Brand Awareness

Content marketing is defined as the creation and distribution of valuable, relevant, and consistent content to attract and retain target audiences Aksenta et al., 2025. Effective content marketing provides useful information that educates

consumers and strengthens their understanding of a brand. Windi and Tampenawas 2023 argued that informative and engaging content can improve brand awareness by consistently communicating brand values and product benefits. Likewise, Pahrijal et al. 2025 reported that educational and visually appealing content significantly increases consumers' recognition and recall of local skincare brands. Therefore, content marketing serves as an important tool for building long-term brand awareness.

H2: Content Marketing positively influences Brand Awareness.

Social Media Marketing and Brand Awareness

Social media marketing refers to the use of social media platforms to promote products, engage consumers, and disseminate information in real time Chandra, 2021. Social media allows companies to interact directly with consumers, creating opportunities to strengthen brand visibility and engagement. Meiliana and Rusdi 2024 found that social media marketing on TikTok significantly improves brand awareness through continuous exposure and interactive content. Furthermore, Larasati and Juandanilisyah 2025 concluded that social media marketing positively affects brand awareness by enhancing consumer engagement and increasing brand visibility among digital audiences. Consequently, social media has become a strategic platform for strengthening brand presence in consumers' minds.

H3: Social Media Marketing positively influences Brand Awareness.

Electronic Word of Mouth E-WOM and Brand Awareness

Electronic Word of Mouth E-WOM refers to consumer-generated opinions, reviews, and recommendations shared through online platforms Ismagilova et al., 2017. Compared with traditional marketing communications, E-WOM is often perceived as more trustworthy because it originates from actual consumer experiences. Novyanti and Putri 2023 found that positive E-WOM significantly increases brand awareness by helping consumers recognize and remember brands through online discussions and recommendations. Similarly, Sinaga et al. 2025 reported that positive online reviews and digital interactions contribute significantly to improving brand awareness. Therefore, E-WOM plays a critical role in shaping consumer perceptions and strengthening brand recognition.

H4: Electronic Word of Mouth positively influences Brand Awareness.

Conceptual Framework

The present study is grounded in the Stimulus–Organism–Response S-O-R Theory, which explains how external marketing stimuli influence consumer cognitive processes and generate behavioral responses. In this study, Influencer Marketing, Content Marketing, Social Media Marketing, and Electronic Word of Mouth function as stimuli that affect consumers' perceptions and knowledge of Wardah skincare products. These stimuli are processed by consumers organism, resulting in increased Brand Awareness response. Based on this theoretical framework and previous empirical findings, the study examines the influence of

Influencer Marketing, Content Marketing, Social Media Marketing, and Electronic Word of Mouth on the Brand Awareness of Wardah skincare products.

METHODS

Four exogenous variables—Influencer Marketing X1, Content Marketing X2, Social Media Marketing X3, and Electronic Word of Mouth X4—as well as one endogenous variable—Brand Awareness Y—make up the study's scope. Users of Wardah sun care products in Kudus Regency are the subject of this study. The study's respondents are Kudus Regency residents who are at least 17 years old, have used and bought Wardah sun care products in the previous six months, and are aware of Wardah's digital marketing initiatives, including influencer marketing, social media content, and online customer reviews.

According to the positivist paradigm, which holds that social phenomena may be objectively assessed through empirical observation and statistical analysis, this study employed a quantitative research approach Sugiyono, 2023:206. The purpose of this study was to investigate how brand recognition among Wardah sun care consumers in Kudus Regency was affected by influencer marketing, content marketing, social media marketing, and electronic word of mouth.

Users of Wardah sun care products in Kudus Regency made up the study's population. Since the population's precise size was unknown, Cochran's method was used to determine the sample size, which required at least 166 respondents. Purposive sampling was used in this study, and participants were chosen according to predetermined standards that complemented the study's goals Ramadhani & Bina, 2021:160. Google Forms was used to send online surveys that were used to gather data. A five-point Likert scale, with 1 representing "strongly disagree" and 5 representing "strongly agree," was used to measure each variable.

The ability of consumers to identify, recall, and distinguish Wardah sun care goods amid rival skincare brands is the operational definition of brand awareness Wardhana, 2024:165. Influencers that share product-related information and suggestions with their audiences are used in influencer marketing Reken et al., 2024:157. The production and dissemination of pertinent, worthwhile, and captivating material to grab consumers' attention and improve brand awareness is known as content marketing Aksenta et al., 2025:51. The term "social media marketing" describes marketing initiatives used on social media sites to advertise goods, interact with customers, and raise brand awareness Chandra, 2021:15. Consumer thoughts, reviews, suggestions, and firsthand accounts of Wardah sun care products that are shared online are referred to as electronic word of mouth, or e-WOM Ismagilova et al., 2017:18.

Statistical Product and Service Solutions SPSS version 26 was used for data analysis in this study. Multiple linear regression analysis, descriptive statistical analysis, validity testing, reliability testing, and classical assumption testing were among the analysis methods used. The t-test was used to evaluate partial effects, the F-test to investigate simultaneous effects, and the coefficient of determination R² to gauge the study model's explanatory ability.

RESULTS

Validity Test

The purpose of the validity test was to evaluate how well the research tool measured the targeted constructs. IBM SPSS Statistics 26 was used to administer the test, and each questionnaire item's correlation coefficient with the overall score was examined. If the computed correlation coefficient r-count was greater than the r-table value of 0.128 and the significance value was less than 0.05, the item was deemed legitimate. The degree of freedom $df = n - 2$ was used to calculate the r-table value; with $n = 166$ respondents, $df = 164$. Table 1 displays the validity test results.

Table 1. Test Validity

Indicator	r Count	r Table	sig	Description
X1.1	0,753	0,128	0,00	Valid
X1.2	0,705	0,128	0,00	Valid
X1.3	0,826	0,128	0,00	Valid
X1.4	0,739	0,128	0,00	Valid
X1.5	0,826	0,128	0,00	Valid
X1.6	0,833	0,128	0,00	Valid
X1.7	0,193	0,128	0,01	Valid
X2.1	0,756	0,128	0,00	Valid
X2.2	0,818	0,128	0,00	Valid
X2.3	0,837	0,128	0,00	Valid
X2.4	0,814	0,128	0,00	Valid
X2.5	0,683	0,128	0,00	Valid
X2.6	0,848	0,128	0,00	Valid
X3.1	0,803	0,128	0,00	Valid
X3.2	0,813	0,128	0,00	Valid
X3.3	0,770	0,128	0,00	Valid
X3.4	0,746	0,128	0,00	Valid
X3.5	0,802	0,128	0,00	Valid
X3.6	0,810	0,128	0,00	Valid
X3.7	0,788	0,128	0,00	Valid
X3.8	0,199	0,128	0,01	Valid
X4.1	0,796	0,128	0,00	Valid
X4.2	0,792	0,128	0,00	Valid
X4.3	0,720	0,128	0,00	Valid
X4.4	0,798	0,128	0,00	Valid
X4.5	0,161	0,128	0,03	Valid
X4.6	0,740	0,128	0,00	Valid
X4.7	0,664	0,128	0,00	Valid
Y1.1	0,706	0,128	0,00	Valid
Y1.2	0,794	0,128	0,00	Valid
Y1.3	0,645	0,128	0,00	Valid
Y1.4	0,784	0,128	0,00	Valid
Y1.5	0,812	0,128	0,00	Valid
Y1.6	0,193	0,128	0,01	Valid
Y1.7	.0,799	0,128	0,00	Valid

Source: Processed Using SPSS V.26 2026.

Table 1 indicates that every item measuring the Brand Awareness variable has r-count values greater than the 0.128 r-table value. All of the questionnaire items are deemed valid and suitable for additional analysis with a degree of freedom df of 164 and a significance level of 5% 0.05.

Reliability Test

To assess the measurement tool's consistency, reliability testing was done. IBM SPSS Statistics 26 was used for this analysis. When an instrument satisfies the defined reliability criteria and produces consistent findings, it is deemed reliable. Table 2 displays the reliability test results.

Table 2. Reliability Test Results

No	Variable	Cronbach's Alpha	Critical Point	Description
1	Influencer Marketing	0.831	0.70	Reliable
2	Content Marketing	0.882	0.70	Reliable
3	Social Media Marketing	0.853	0.70	Reliable
4	Electronic Word of Mouth	0.806	0.70	Reliable
5	Brand Awareness	0.815	0.70	Reliable

Source: Processed Using SPSS Version 26 (2026)

All research variables, including Influencer Marketing, Content Marketing, Social Media Marketing, Electronic Word of Mouth, and Brand Awareness, have Cronbach's Alpha values more than 0.70, according to Table 2's reliability test results. As a result, every variable has strong internal consistency and is regarded as reliable.

Descriptive Statistical Analysis

Descriptive statistical analysis was carried out to present an overall description of the data by identifying the minimum value, maximum value, mean, and standard deviation of each variable.

Table 3. Descriptive Statistics Results

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Influencer Marketing	166	10	32	26,89	4,64
Content Marketing	166	8	30	24,72	4,51
Social Media Marketing	166	11	38	30,34	5,13
Electronic Word of Mouth	166	8	33	26,92	4,11
Brand Awareness	166	8	33	25,54	4,39

Source: Processed data using SPSS Version 26 (2026)

According to Table 3, the Influencer X1 has a mean of 26.89 and a standard deviation of 4.64, with a minimum score of 10 and a maximum score of 32. With an average value of 24.72 and a standard deviation of 4.51, the X2 has a range of 8 to 30. X3 has a mean of 30.34 and a standard deviation of 5.13, with a minimum value of 11 and a highest value of 38. X4 has a mean of 26.92 and a standard deviation of 4.11, with a minimum value of 8 and a maximum value of 33. Y has a mean of 25.54 and a standard deviation of 4.39, with a range of 8 to 33.

Normality Test

The purpose of the normalcy test was to To determine if the study data are regularly distributed, the normality test was performed. The Kolmogorov-Smirnov test was used in this investigation with a sig level of 0.05. If the significance value is higher than 0.05, the data are deemed to be regularly distributed.

Table 4. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Standardized Residual
N		166
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,54808901
Most Extreme Differences	Absolute	,042
	Positive	,029
	Negative	-,042
Test Statistic		,042
Asymp. Sig. (2-tailed)		,200 ^{c,d}
a) Test distribution is Normal.		

Source: Processed data using SPSS Version 26 (2026)

Based on the normality test results presented in Table 18, the Asymp. Sig. 2-tailed value is 0.200. Because this value is greater than 0.05 $0.200 > 0.05$, it can be concluded that the residuals are normally distributed. Therefore, the normality assumption of the regression model is fulfilled.

Multicollinearity Test

The Asymp. Sig. 2-tailed value is 0.200 based on the normality test findings shown in Table 18. It can be inferred that the residuals are normally distributed since this value is higher than 0.05 $0.200 > 0.05$. As a result, the regression model's normalcy assumption is satisfied. is less than 10.00.

Table 5. Multicollinearity Test Results

Model		Collinearity Statistic	
		Tolerance	VIF
1	(Constant)		
	Influencer Marketing (X ₁)	0,393	2,543
	Content Marketing (X ₂)	0,464	2,155
	Social Media Marketing (X ₃)	0,334	2,994
	Electronic Word of Mouth(X ₄)	0,279	3,589

Source: Processed data using SPSS Version 26 (2026)

According to Table 5, the multicollinearity test show that all independent variables have VIF values between 2.155 and 3.589, which are below the 10.00 criterion. Furthermore, every tolerance value is greater than 0.10. These results imply that there is no multicollinearity between the independent variables, suggesting that the multicollinearity assumption is satisfied by the regression model.

Heteroscedasticity Test

To ascertain if the variance of the residuals stayed consistent across observations, the heteroscedasticity test was carried out using the Glejser method. There is no heteroscedasticity if the significance value is higher than 0.05. Table 6 displays the heteroscedasticity test findings.

Table 6. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,469	0,832		4,171	0,000
	Influencer Marketing (X1)	0,023	0,041	0,068	0,553	0,581
	Content Marketing (X2)	-0,059	0,039	-0,171	-1,505	0,134
	Social Media Marketing (X3)	0,036	0,041	0,118	0,881	0,379
	Electronic Word of Mouth(X4)	-0,063	0,055	-0,167	-1,140	0,256

Source: Processed data using SPSS Version 26 (2026)

According to findings, all independent variables Influencer Marketing 0.581, Content Marketing 0.134, Social Media Marketing 0.379, and Electronic Word of Mouth 0.256 have significant values higher than 0.05. Thus, it may be

said that the regression model satisfies the homoscedasticity assumption and does not display heteroscedasticity.

Multiple Linear Regression Analysis

The effects of Influencer Marketing X1, Content Marketing X2, Social Media Marketing X3, and Electronic Word of Mouth X4 on Brand Awareness Y were investigated using multiple linear regression analysis.

Table 7. Multiple Linear Regression Results

Model	Standardized Coefficients	t	Sig.
	Beta		
1 (Constant)		0,883	0,379
Influencer Marketing (X1)	0,195	2,677	0,008
Content Marketing (X2)	0,136	2,032	0,044
Social Media Marketing (X3)	0,287	3,632	0,000
Electronic Word of Mouth(X4)	0,300	3,463	0,001

Source: Processed data using SPSS Version 26 (2026)

Based on Table 7, the regression equation can be expressed as:

$$Y = 0,195X_1 + 0,136X_2 + 0,287X_3 + 0,300X_4$$

Based on the regression results, all independent variables have positive coefficients, indicating a positive relationship with Brand Awareness. Influencer Marketing X1 has a regression coefficient of 0.195, Content Marketing X2 0.136, Social Media Marketing X3 0.287, and Electronic Word of Mouth X4 0.300. These findings suggest that an increase in each independent variable is associated with an increase in Brand Awareness, holding the other variables constant.

Hypothesis Testing

t-test Result

Table 8. t-Test Results

Variable	t _{count}	t _{table}	Prob Significance		Description
			Sig	5%	
Influencer Marketing (X1)	2,677	1,654	0,008	0,05	H1 Accepted
Content Marketing (X2)	2,032	1,654	0,044	0,05	H2 Accepted
Social Media Marketing (X3)	3,632	1,654	0,000	0,05	H3 Accepted
Electronic Word of Mouth(X4)	3,463	1,654	0,001	0,05	H4 Accepted

Source: Processed data using SPSS Version 26 (2026)

1. Hypothesis Testing 1

According to the first hypothesis, influencer marketing significantly and favorably affects brand awareness. According to the t-test results, the significant value is 0.008, which is less than 0.05, and the computed t-value is 2.677, which is higher than the t-table value of 1.654. As a result, Hypothesis 1 is validated, showing that Influencer Marketing significantly and favorably affects Brand Awareness.

2. Hypothesis Testing 2

According to the second hypothesis, brand awareness is positively and significantly impacted by content marketing. According to the t-test results, the significant value is 0.044, which is less than 0.05, and the computed t-value is 2.032, which is higher than the t-table value of 1.654. As a result, Hypothesis 2 is validated, demonstrating that content marketing significantly and favorably affects brand awareness.

3. Hypothesis Testing 3

According to the third hypothesis, social media marketing significantly and favorably affects brand awareness. The calculated t-value of 3.632 in the t-test findings is greater than the t-table value of 1.654, and the significance value is less than 0.05 at 0.000. As a result, Hypothesis 3 is validated, suggesting that social media marketing significantly and favorably affects brand awareness.

4. Hypothesis Testing 4

According to hypothesis 4, electronic word-of-mouth significantly and favorably influences brand awareness. According to the t-test results, the significance value is 0.001, which is less than 0.05, and the computed t-value is 3.463, which is higher than the t-table value of 1.654. As a result, Hypothesis 4 is validated, demonstrating that electronic word-of-mouth significantly and favorably affects brand awareness.

F-Test Result

To evaluate each independent variable's simultaneous impact on the dependent variable, the F-test was used. Table 9 displays the F-test findings.

Table 9. F-Test Results

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2109,900	4	527,475	79,271	,000 ^b
	Residual	1071,305	161	6,654		
	Total	3181,205	165			

Source: Processed data using SPSS Version 26 (2026)

The computed F-value is 79.271 based on Table 9, which is greater than the F-table value of 2.43. Furthermore, the significance value is below than the 0.05 cutoff, at 0.000. Influencer marketing X1, content marketing X2, social media marketing X3, and electronic word-of-mouth X4 all concurrently have a positive and significant impact on brand awareness Y, according to the statistically significant regression model

Coefficient of Determination R²

The percentage of the dependent variable's variance that can be accounted for by the independent variables was calculated using the coefficient of determination R². Table 10 displays the findings of the coefficient of determination test.

Table 10. Coefficient of Determination R²

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,814 ^a	0,663	0,655	2,580

Source: Processed data using SPSS Version 26 (2026)

The adj R Square value is 0.655 based on the coefficient of determination test results shown in Table 10. This shows that Influencer marketing X1, content marketing X2, social media marketing X3, and electronic word of mouth X4 account for 65.5% of the variation in brand awareness of Wardah skincare products. Other factors not covered in this study account for the remaining 34.5%

DISCUSSION

The Influence of Influencer Marketing on Brand Awareness

Hypothesis testing reveals that influencer marketing has a positive and important influence on Wardah skincare products' brand awareness. This discovery indicates that influencer marketing strategies utilized by Wardah are successful at raising customers' capacity to identify and remember the company. Consumers get to know the Wardah brand better through product reviews, recommendations, and personal stories posted by influencers on social media, which eventually raises brand recognition.

Using the Stimulus-Organism-Response S-O-R Theory, this discovery may be explained. In this research, influencer marketing functions as a stimulus that provides product-related information via content produced by influencers. The information is processed cognitively by customers organism, which results in a positive reaction in the form of enhanced brand awareness. Consumers may become more acquainted with the Wardah brand and brand recognition is strengthened through regular exposure to influencer material.

The findings agree with Wahid et al. 2025, who found that influencer credibility and attractiveness are crucial factors in generating greater customer consciousness and emotional connection to a brand. Rohmawati & Ahmadi, 2024 similarly discovered that influencer marketing is crucial for boosting brand awareness, especially among younger customers that use social media platforms frequently. These findings show that influencers can successfully increase brand recognition and help customers remember a brand.

The Influence of Content Marketing on Brand Awareness

The findings of the hypothesis test show that brand awareness of Wardah skincare products is positively and significantly impacted by content marketing. This result shows that Wardah's content marketing strategy effectively draws in customers and provides useful information that improves brand identification. Consumers are better able to comprehend the advantages of products and are more aware of the brand when they are exposed to relevant, educational, and interesting material.

The stimulant-Organism-Response S-O-R Theory states that content marketing acts as a stimulant to enlighten and educate consumers. Customers organisms process these signals internally, which increases brand awareness and familiarity. Customers react by strengthening their brand awareness and improving their ability to distinguish Wardah from other skincare brands.

This outcome corroborates the findings of Pahrijal et al., 2025, who discovered that using educational and aesthetically pleasing information, content marketing enhances brand awareness. Similarly, Windi & Tampenawas, 2023 stressed that because content marketing allows brands to regularly express their value propositions, it is an excellent technique for raising brand awareness. In addition to educating consumers, well-designed content improves brand identification and recall.

The Influence of Social Media Marketing on Brand Awareness

The findings of the hypothesis test show that brand recognition of Wardah skincare products is positively and significantly impacted by social media marketing. According to this research, Wardah's social media efforts significantly raise brand awareness among consumers. Wardah effectively boosts consumer exposure to the brand and fortifies brand awareness through instructional material, product tutorials, marketing initiatives, and interactions with followers.

Social media marketing acts as a stimulus through a variety of digital communication activities carried out on platforms like Instagram, TikTok, and other social media channels, according to the Stimulus-Organism-Response S-O-R Theory. Customers process the information they are given organism, which improves their comprehension and brand awareness. In the end, this procedure produces a favorable outcome in the form of increased brand awareness.

These findings are supported by Larasati & Juandanilsyah, 2025, who found that attractive visual content and consistent brand messaging on social media significantly enhance brand awareness. Furthermore, Muslim & Henindar, 2026 concluded that social media marketing effectively increases brand awareness among younger consumers by creating continuous exposure and encouraging

interaction between consumers and brands. Therefore, social media serves as an essential marketing channel for strengthening brand presence in consumers' minds.

The Influence of Electronic Word of Mouth on Brand Awareness

The brand awareness of Wardah skincare products is positively and significantly impacted by electronic word of mouth E-WOM, according to the results of hypothesis testing. This result suggests that user-generated reviews, ratings, suggestions, and experiences posted on digital platforms play a major role in raising awareness of the Wardah brand. Positive information shared online increases brand recognition and helps consumers get to know the company better.

E-WOM functions as a stimulus through consumer-shared information on social media and online marketplaces, according to the Stimulus-Organism-Response S-O-R Theory. Customers get more knowledgeable about the brand as a result of their internal processing of this information organism. Customers become more conscious as a result, and they are more likely to identify Wardah among rival skincare brands.

This result is in line with the findings of Sinaga et al., 2025, who found that brand awareness is positively impacted by excellent online reviews and suggestions. In a similar vein, Novyanti & Putri, 2023 discovered that electronic word-of-mouth greatly raises brand recognition since consumer-shared information is regarded as more reliable and trustworthy than conventional promotional messaging. As a result, E-WOM is essential for increasing brand awareness and improving customers' brand recall.

The Simultaneous Influence of Influencer Marketing, Content Marketing, Social Media Marketing, and Electronic Word of Mouth on Brand Awareness

F-tests show that brand awareness of Wardah skincare products is positively and significantly impacted by influencer marketing, content marketing, social media marketing, and electronic word-of-mouth all at the same time. This result shows that incorporating various digital marketing techniques greatly improves customers' recognition and recall of the Wardah brand.

The S-O-R Theory provides an explanation for this outcome. Influencer marketing, content marketing, social media marketing, and electronic word-of-mouth serve as marketing stimuli that expose customers to brand-related information on a regular basis. Following their cognitive and psychological processing of these cues, consumers react favorably by becoming more aware of the brand. When various marketing initiatives are combined, a more thorough and efficient communication process is produced, which improves brand recognition.

The results corroborate Wardhana's 2024:176 assertion that social media and influencer marketing are successful tactics for raising brand awareness through increased audience reach and improved customer engagement. Furthermore, Tirtayasa et al., 2024:228 emphasized the significance of electronic

word-of-mouth and content marketing in enhancing brand awareness and fostering consumer trust. These findings are also in line with research by Dinar 2025 and Muzakki & Andarini 2024, which discovered that digital marketing initiatives all work together to raise brand awareness. In order to enhance brand exposure and sustain a strong position in the minds of consumers, businesses should use these techniques.

CONCLUSIONS AND RECOMMENDATIONS

The following conclusions can be made in light of the study's findings:

1. The brand awareness of Wardah skincare products is positively and significantly impacted by influencer marketing. Influencer marketing initiatives that are successful improve consumers' recognition and recall of the Wardah brand.
2. Brand recognition is positively and significantly impacted by content marketing. Consumer awareness of Wardah skincare products is increased by relevant, educational, and interesting material.
3. Brand recognition is positively and significantly impacted by social media marketing. Effective use of social media channels increases brand recognition and consumer visibility.
4. Brand recognition is positively and significantly impacted by electronic word-of-mouth E-WOM. Increased exposure of Wardah skincare products is a result of recommendations, online reviews, and shared customer experiences.
5. Brand recognition is positively and significantly impacted by influencer marketing, content marketing, social media marketing, and electronic word-of-mouth all at once. These digital marketing techniques work well together to raise consumer awareness of the Wardah brand.

The following suggestions are put forth in light of the study's findings:

1. For Wardah
 - a. Wardah should improve the similarity aspect of influencer marketing by selecting influencers whose characteristics, lifestyles, and values are more aligned with the target audience. The company should also emphasize influencer credibility through authentic product experiences and transparent communication.
 - b. Wardah should enhance the quality of content marketing by providing more accurate, informative, and trustworthy content. Content should address consumers' needs and concerns to increase trust and strengthen brand awareness.
 - c. Wardah should improve the credibility of its social media marketing by delivering authentic, consistent, and engaging content. Strengthening interactions with consumers may help build trust and reinforce positive brand perceptions.
 - d. Wardah should encourage greater consumer participation in electronic word of mouth activities by motivating users to share reviews,

testimonials, and product experiences across digital platforms and online marketplaces.

2. For Future Research

- a. Future studies are encouraged to include additional variables such as brand exposure and customer engagement, as these factors may further explain variations in brand awareness.
- b. Future researchers may also consider examining other factors, including product quality, service quality, and consumer involvement, which may contribute to increasing brand awareness and provide a more comprehensive research model.

FURTHER STUDY

This study still has limitations, so further research on The Effect of Influencer Marketing, Content Marketing, Social Media Marketing, and Electronic Word of Mouth on Brand Awareness of Wardah Skincare is needed to refine this study and enhance the insights of readers and the authors.

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