

The Influence of Digital Marketing and Electronic Word of Mouth (E-WOM) on Purchasing Decisions for Wardah Lipstick Products in Surabaya

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Article Info

Article history:

Received: Oct 01, 2025

Revised: Nov 01, 2025

Accepted: Nov 09, 2025

Keywords:

Decision Making

Digital Marketing

Electronic Word Of Mouth

ABSTRACT

This research is intended to analyze the influence of digital marketing and e-WOM on purchasing decisions of Wardah Lipstick products in Surabaya. The research adopted a quantitative method with a causal associative design. Primary data was sourced from 98 respondents using an online questionnaire and purposive sampling. The Data were examined through the Partial Least Square (PLS) method with SmartPLS software, including both outer model and inner model assessments. Findings reveal that digital marketing had a favorable and significant impact on consumer purchase decisions, with accessibility identified as the most dominant indicator. Furthermore, e-WOM also affects buying behavior in a positive and significant manner, with valence of opinion serving as the dominant indicator. These results highlight that the combination of effective digital marketing strategies and positive consumer reviews can strengthen consumer purchasing decisions toward local cosmetic products.



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INTRODUCTION

The beauty industry represents one of the sectors that has witnessed substantial growth in recent years, both globally and nationally. In Indonesia, this growth has been driven by an increase in the number youth and the general public's understanding of the significance of preserving appearance and skin health. This is reflected in the growing interest in local cosmetic products that are able to compete with international brands (Top Brand Award, 2024). According to data from the Coordinating Ministry for Economic Affairs, the number of cosmetic companies in Indonesia increased from 913 in 2022 to 1,010 in mid-2023, representing a growth of 21.9%(Muhamad, 2024). Additionally, the cosmetics industry has also shown positive performance within the global trade market, reflected in the cumulative global trade value of cosmetics, perfumes, and essential oil reach USD770,8 million in January–November 2023 period (ekon.go.id, 2024).

Significant growth in the beauty and care category has encouraged companies to deliver competitive advantages by tailoring their products to consumer needs (Luwiska, 2021). In this context, digital marketing strategies play an important role because they enable companies to reach a wider audience, build more personal interactions, and tailor promotions to consumer preferences (Saputra, 2024). The transformation of the digital business era 4.0 has also shifted people's consumption shifts from traditional approaches to more efficient ones digital methods in relation to time, energy, and cost (Maria et al., 2022). Therefore, the application of digital marketing has become an important a tool for fostering long-term relationships with consumers and enhancing the competitiveness of companies in an increasingly competitive market (Simamora et al., 2020).

According on gap study, earliest studies have extensively investigated the impact of digital marketing on buyer purchases decisions and the influence of e-WOM separately. However, studies that

simultaneously integrate these two variables in the context of local cosmetic brands, particularly Wardah, are still limited (Paragon, 2023). As a result, the novelty of this study lies in testing the combined impact of marketing digital and e-WOM on consumer purchase decisions, with a focus on Wardah lipstick products in the city of Surabaya (Wardah, 2023). This inquiry is anticipated to provide academic contributions by expanding the existing body of literature on consumer behavior in the digital era while providing practical implications for the marketing strategies of local cosmetics companies (Anggrainy & Supriyono, 2024).

LITERATURE REVIEW

Digital Marketing

Digital marketing is a strategy marketing that utilizes digital technology and the internet to reach consumers more widely, quickly, and personally. According to (Abigail et al., 2024), digital marketing includes activities such as online advertising, promotion through social media, and content marketing, which can effectively increase brand visibility and assist consumers in the purchasing decision making process. Wardhana in Simamora et al., (2020) states that digital marketing includes promotional activities through social media, search engine optimization (SEO), content marketing, and email marketing.

Several previous studies have indicated that marketing digital positively affects buyer purchase decisions. Saputra (2024) asserts that digital marketing strategies increase a company's competitiveness through more effective and segmented promotions. Thus, digital marketing can be seen as one of the important determinants in guiding consumer behavior in this era.

Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth is a form of informal interaction between buyer via digital platforms regarding their experiences with a product or service. e-WOM can appear in the form of favorable or unfavorable comments provided by actual, potential, or former consumers, and can be accessed by many people via the internet (Ayu Febryana, 2024).

In the context of research in Indonesia, Solikhah & Aminah, (2023) emphasize that e-WOM has a significant on buyer preferences and purchasing decisions. Reviews, comments, and testimonials shared through digital media have proven to be a more trusted source of information for buyer than conventional promotions, as they are considered more objective and based on real user experiences. Thus, e-WOM not only serves as a means of sharing information but also as a determining factor in shaping consumer trust and confidence before making a purchase decision.

Purchase Decision

The purchase decision is the final stage of the consumer decision-making process after searching for information, evaluating alternatives, and considering internal and external factors. The purchase decision can be influenced by various factors, including cultural, social, personal, and psychological factors.

In the context of digital marketing, purchasing decisions are not only determined by product quality alone, but also by consumer exposure to marketing digital strategies and electronic word of mouth. Research by Anggrainy and Supriyono (2024) shows that positive reviews in the form of e-WOM conveyed by consumers online play an important role in strengthening the confidence of potential consumers to make a purchase. This finding confirms that e-WOM represents an essential factor influencing the consumer decision-making process in the digital era.

RESEARCH METHOD

This study is a quantitative study with an associative approach that seeks to examine the impact of digital marketing and electronic word of mouth on purchasing decisions Wardah Lipstick products in the city of Surabaya. The specifications of this study use a causal design to determine the relationship between independent and dependent variables. Primary data was obtained through an online questionnaire distributed to 98 respondents selected using purposive sampling, namely consumers who had purchased and used Wardah Lipstick products. The research instruments were tested for validity and reliability before being used in data collection. Data collected were examined using the Partial Least Squares (PLS) method with the aid of SmartPLS software. including measurement model analysis (outer model) to test the validity

and reliability of the constructs, as well as structural model analysis (inner model) to test the influence between variables.

RESULTS AND DISCUSSIONS

Respondent Characteristics Analysis

The research records was sourced using the researcher by distributing forms to 98 female participants online who were Wardah lipstick consumers in Surabaya. In this study, respondent characteristics were differentiated based on occupation and region in Surabaya, which are explained in the following points.

Table 1. Respondent Characteristics Based on Occupation

No.	Occupation	Number	Percentage (%)
1.	Students	67	68,4%
2.	Entrepreneurs	4	4,1%
3.	Private Employee	13	13,3%
4.	Civil Servants/Military/Police	6	6,1%
5.	Lainnya	8	8,2%
Total		98	100%

Source : Questionnaire Result, 2025

The data in Table 1 shows that most respondents who use Wardah *lipstick* products are students (68.4%), followed by entrepreneurs (4.1%), private employees (13.3%), civil servants/military/police (6.1%), and others (8.2%).

Table 2. Respondent Characteristics Based on Occupation

No.	Region	Number	Percentage (%)
1.	Central Surabaya	14	14,3%
2.	North Surabaya	8	8,2%
3.	South Surabaya	24	24,5%
4.	East Surabaya	41	41,8%
5.	West Surabaya	11	11,2%
Total		98	100%

Source : Questionnaire Result, 2025

The data in Table 2 above shows that most respondents who use Wardah *lipstick* products are located in Central Surabaya (14.3%), North Surabaya (8.2%), South Surabaya (24.5%), East Surabaya (41.8%), and West Surabaya (11.2%).

Variable Description

Table 3. Frequency of Respondents' Answers Regarding *Digital Marketing* (X1)

No	Statement	Response Score					Total
		1	2	3	4	5	
1.	I had no difficulty finding information about Wardah <i>lipstick</i> products through online media.	4	9	37	32	16	98
		4,1%	9,2%	37,8%	32,7%	16,3%	100%
2.	Wardah <i>lipstick</i> ads allow me to interact, for example by liking posts or leaving comments.	5	6	38	29	20	98
		5,1%	6,1%	38,8%	29,6%	20,4%	100%
3.	I enjoy Wardah's digital content because it presents information in an enjoyable way.	3	3	24	39	29	98
		3,1%	3,1%	24,5%	39,8%	29,6%	100%
4.	The Information presented in Wardah <i>lipstick</i> advertisements feels honest and trustworthy.	3	6	37	27	25	98
		3,1%	6,1%	37,8%	27,6%	25,5%	100%
5.	I feel annoyed if Wardah <i>lipstick</i> ads	2	8	30	34	24	98

	appear too often or are irrelevant.	2%	8,2%	30,6%	34,7%	24,5%	100%
6.	I feel that the information in Wardah's digital advertisements helps me make purchasing decisions.	1	6	28	34	29	98
		1%	6,1%	28,6%	34,7%	29,6%	100%

Source: Processed data, 2025

The results show that some respondents gave positive responses to *digital marketing* indicators. A total of 37.8% of respondents somewhat agreed that consumers did not experience difficulties when searching for information about Wardah *lipstick* products through online media (*accessibility*). A total of 38.8% of respondents somewhat agreed that Wardah *lipstick* advertisements allowed respondents to interact (*interactivity*). A total of 39.8% of respondents agreed that they enjoyed Wardah's digital content because it presented information in an entertaining way (*entertainment*). A total of 37.8% of respondents somewhat agreed that the information presented in Wardah *lipstick* advertisements was honest and trustworthy (*credibility*). A total of 34.7% of respondents agreed that they felt annoyed if Wardah *lipstick* advertisements appeared too often or were irrelevant (*irritation*). A total of 34.7% of respondents agreed that the information in Wardah's digital advertisements helped them make purchasing decisions (*informativeness*).

Table 4. Frequency of Respondents' Answers Regarding *Electronic Word of Mouth* (X2)

No	Statement	Response Score					Total
		1	2	3	4	5	
1.	I actively read or follow other people's reviews of Wardah <i>lipstick</i> on the internet.	1	2	31	40	24	98
		1%	2%	31,6%	40,8%	24,5%	100%
2.	Most of the opinions I read about Wardah <i>lipstick</i> are positive.	1	4	29	47	17	98
		1%	4,1%	29,6%	48%	17,3%	100%
3.	The digital content presented by Wardah about its products is informative and easy to understand.	1	8	27	37	25	98
		1%	8,2%	27,6%	37,8%	25,5%	100%

Source: Processed data, 2025

The results show that the majority of respondents agreed with the *electronic word of mouth* indicator. As many as 40.8% of respondents agreed that they actively read or follow other people's reviews of Wardah *lipstick* on the internet (*intensity*). As many as 48% of respondents agreed that most of the opinions they read about Wardah *lipstick* were positive (*valance of opinion*). A total of 37.8% of respondents agreed that the digital content presented by Wardah about its products was informative and easy to understand (*content*).

Table 5. Frequency of Respondents' Answers Regarding Purchase Decisions (Y)

No	Statement	Response Score					Total
		1	2	3	4	5	
1.	I feel that Wardah <i>lipstick</i> colors suit my personal taste and style.	2	6	38	34	18	98
		2%	6,1%	38,8%	34,7%	18,4%	100%
2.	I choose Wardah <i>lipstick</i> because it has characteristics that other brands do not have.	4	4	33	35	22	98
		4,1%	4,1%	33,7%	35,7%	22,4%	100%
3.	I buy Wardah <i>lipstick</i> from a store or <i>platform</i> that is easily accessible from my location.	6	7	36	27	22	98
		6,1%	7,1%	36,7%	27,6%	22,4%	100%
4.	I plan to buy Wardah <i>lipstick</i> when my old product is almost finished.	1	3	22	48	24	98
		1%	3,1%	22,4%	49%	24,5%	100%
5.	I feel comfortable buying Wardah <i>lipstick</i> because there are various payment methods available.	1	3	23	49	22	98
		1%	3,1%	23,5%	50%	22,4%	100%

Source: Processed data, 2025

The results show that some respondents responded positively to the purchase decision indicators. Regarding the product choice indicator, 38.8% of respondents agreed that they felt Wardah *lipstick* colors suited their personal tastes and styles. On the brand choice indicator, 35.7% of respondents agreed that they chose Wardah *lipstick* because it had characteristics that other brands did not have. On the distributor choice indicator, 36.7% of respondents agreed that they bought Wardah *lipstick* from stores or *platforms* that were easily accessible from their location. On the purchase timing indicator, 49% of respondents agreed that they plan to purchase Wardah *lipstick* when their old product is almost finished. On the payment method indicator, 50% of respondents agreed that they feel comfortable purchasing Wardah *lipstick* because various payment methods are available.

Data Analysis Results

Outer Model

Table 6. Outer Loading (Factor Loading)

	Digital Marketing (X1)	Electronic Word Of Mouth (X2)	Keputusan Pembelian (Y)
X1.1	0,849		
X1.2	0,774		
X1.3	0,719		
X1.4	0,792		
X1.5	0,589		
X1.6	0,540		
X2.1		0,854	
X2.2		0,925	
X2.3		0,898	
Y.1			0,853
Y.2			0,753
Y.3			0,786
Y.4			0,675
Y.5			0,708

Source: Processed data, 2025

Factor loading represents the relationship between a variable and its indicators. If it is greater than 0.5 or the p-values = significant, then the indicator is valid and is an indicator or measure of the variable. Based on the analysis results in Table 6, all indicators in the digital marketing, electronic word of mouth, and purchase decision variables have outer loading values above 0.5, thus meeting the convergent validity criteria and are declared capable of accurately representing the latent construct.

Cross Loading

Table 7. Cross Loading

	Digital Marketing (X1)	Electronic Word Of Mouth (X2)	Keputusan Pembelian (Y)
X1.1	0,849	0,437	0,671
X1.2	0,774	0,311	0,593
X1.3	0,719	0,314	0,413
X1.4	0,792	0,389	0,499
X1.5	0,589	0,567	0,308
X1.6	0,540	0,516	0,229
X2.1	0,417	0,854	0,507
X2.2	0,559	0,925	0,624
X2.3	0,459	0,898	0,564
Y.1	0,607	0,542	0,853
Y.2	0,648	0,438	0,753
Y.3	0,575	0,490	0,786
Y.4	0,323	0,467	0,675
Y.5	0,308	0,487	0,708

Source: Processed data, 2025

The *cross-loading* analysis results shown in Table 7 indicate that all indicators in each variable, namely *digital marketing*, *e-WOM*, and purchase decision, have the highest loading values in their constructs when compared to their loading values in other constructs. This indicates that each indicator consistently reflects the variable it is measuring. The results confirm that all indicators examined in this study have achieved acceptable discriminant validity.

Average Variance Extracted (AVE)

Table 8. Average Variance Extracted (AVE)

	AVE
Digital Marketing (X1)	0,517
Electronic Word Of Mouth (X2)	0,797
Purchase Decision (Y)	0,574

Source: Processed data, 2025

A construct is deemed to possess sufficient convergent validity when its AVE value surpasses the established minimum threshold of 0.50. Based on the test results, the AVE values obtained were 0.517 for the *digital marketing* variable, 0.797 for the *e-WOM* variable, and 0.574 for purchase decision variable. All of these values exceed the minimum threshold required, therefore, it can be inferred that the three elements in this research fulfill the requirements for adequate convergent validity.

Composite Reliability

Table 9. Composite Reliability

	Composite Reliability
Digital Marketing (X1)	0,862
Electronic Word Of Mouth (X2)	0,922
Purchase Decision (Y)	0,870

Source: Processed data, 2025

Construct reliability was tested using *Composite Reliability* values, with a threshold of ≥ 0.70 to indicate the consistency of indicators in testing latent constructs. The analysis results show that marketing digital variable is 0.862, *e-WOM* is 0.922, and Purchase Decision is 0.870. All of these values exceed the required threshold, therefore, it can be inferred that the three constructs in this study have excellent reliability.

Latent Variable Correlations

Table 10. Latent Variable Correlations

	Digital Marketing (X1)	Electronic Word Of Mouth (X2)	Keputusan Pembelian (Y)
Digital Marketing (X1)	1,000	0,540	0,676
Electronic Word Of Mouth (X2)	0,540	1,000	0,636
Keputusan Pembelian (Y)	0,676	0,636	1,000

Source: Processed data, 2025

In the PLS approach, relationships between constructs can be mutually correlated, both between exogenous elements and with endogenous elements. Based on the table, the highest correlation was recorded between *digital marketing* and purchase decision at 0.676, indicating the strongest relationship in the model. This indicates that purchase decision is more influence by *digital marketing* than by *e-WOM*, which has a lower correlation and a relatively small contribution to the dependent variable.

Outer Model with factor loading, Path Coefficient, and R-Square

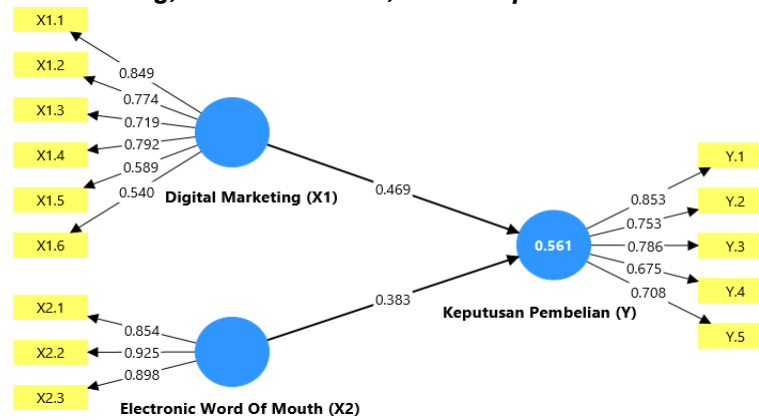


Figure 1. Outer Model with factor loading, Path Coefficient, and R-Square
Source: Data processing, SmartPLS output, 2025

The PLS model visualization displays the factor loading values indicator through the size of the coefficient on the arrow connecting the indicator to the construct. The R-Square value is displayed in the endogenous variable circle, namely Purchase Decision, which shows the percentage of variability within the element that is accounted for by the exogenous variables including in the model.

Inner Model R-Square

Table 11. R-Square

	R-Square	R-Square Adjusted
Purchase Decision (Y)	0,561	0,551

Source: Processed data, 2025

The R-Square value of 0.561 indicates that the *digital marketing* and e-WOM variables are able to explains 56.1% the range of the purchase decision, while the remain 43.9% is explained by other variables outside this research model.

Hypothesis Testing

Table 12. Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O /STDEV)	P-Values
Digital Marketing (X1) -> Purchase Decision (Y)	0,469	0,475	0,120	3,910	0,000
Electronic Word Of Mouth (X2) -> Purchase Decision (Y)	0,383	0,388	0,105	3,651	0,000

Source: Processed data, 2025

Based on the path coefficients table, the following hypotheses can be concluded:
Hypothesis 1: digital marketing has a positive effect on purchase decision. The analysis impact show a path coefficient value of 0.469, with a T-Statistic value of 3.910 > 1.96 and a P-Value of 0.000 < 0.05. This value indicates that the effect of digital marketing on purchase decision is positive and significant, so the first hypothesis accepted.
Hypothesis 2: e-WOM has a positive effect on purchase decision. The analysis results show a path coefficient value of 0.383, with a T-Statistic of 3.651 > 1.96 and a P-Value of 0.000 < 0.05. Thus, the effect of e-WOM on purchase decision is also positive and significant, so the second hypothesis accepted.

Inner Model with Bootstrapping T-Statistic significance value

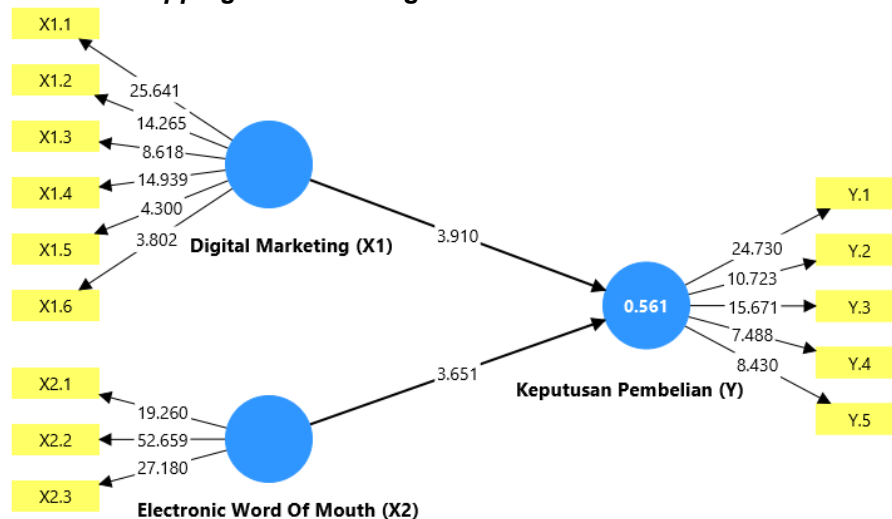


Figure 1. Inner Model with Bootstrapping T-Statistic Significance Value
Source: SmartPLS Output Data Analysis, 2025

The Effect of Digital Marketing on Purchase Decisions

According to the research impact, *digital marketing* was proven to influence the decision to purchase Wardah *lipstick* in the city of Surabaya. SmartPLS analysis shows that the first hypothesis is accepted with meaningful results, where the *accessibility* indicator is the most dominant factor. Consumers are more likely to buy products whose information is easily accessible through various digital platforms, so they can obtain details related to color variants, prices, availability, reviews, and promotions without having to go to a physical store. A high level of accessibility accelerates and strengthens consumer confidence in making decisions, while reducing the risk of purchasing, especially in online transactions. For Wardah consumers, easy access through social media, websites, *e-commerce*, and *beauty influencer* content makes the search and purchase process more efficient (Paragon, 2022). This makes Wardah perceived not only as superior in quality and price but also easily accessible to various market segments, thereby increasing satisfaction, building trust, encouraging repeat purchases, and creating sustainable competitive advantages.

This aligns with previous research conducted by Rochis & Setiawan (2024) and Abigail *et al.* (2024), which indicates that digital marketing exerts a meaningful and beneficial impact on purchase choices.

The Influence of Electronic Word of Mouth on Purchasing Decisions

Based on the results reveal that e-WOM exerts a measurable impact on buying behavior for Wardah *lipstick* in the city of Surabaya. SmartPLS analysis shows that the second hypothesis has been validated with meaningful results, where the *valence of opinion* indicator is the dominant factor. Consumers tend to be influenced by positive reviews from users and *beauty influencers*, which highlight color durability, texture comfort, variant suitability with trends, as well as ingredient safety and halal certification (Riyanjaya & Andarini, 2022). Consistent positive opinions not only differentiate Wardah *lipstick* from competing products, but also strengthen the brand image, build trust through *social proof*, and position it as a lifestyle choice that combines aesthetics, comfort, and halal. These conditions contribute to increased satisfaction, repeat purchases, and brand loyalty.

This aligns with previous research conducted by Anggrainy and Supriyono (2024), Rahmawati & Dermawan (2024), and Setiyadi *et al.*, (2022), which states that marketing digital has a favorable and significant impact on consumer purchase decisions.

CONCLUSION

The inquiry confirms that both digital marketing and e-WOM have a significant and favorable impact on consumer purchasing behavior of Wardah *Lipstick* products in the city of Surabaya. These findings confirm that effective digital marketing strategies, when supported by positive consumer reviews, can increase confidence and encourage consumers to make purchasing decisions. The study highlights the necessity

for companies to optimize their digital marketing practices through creative, interactive, and relevant content that meets consumer needs, as well as actively monitor and respond to e-WOM developing on various *digital platforms* to maintain brand reputation. In addition, companies are advised to build closeness with consumers through loyalty programs and collaborations with credible *influencers*, thereby strengthening brand image and increasing competitiveness in an increasingly competitive cosmetics market.

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