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The Influence of Perceived Behavioral Control, Ingredients Product, and Electronic Word of Mouth on Purchase Intention for Skintific Products (Study of Adolescents in West Jakarta)

Amanda Putri Willyanis^{1*)}; Dudi Permana²⁾

¹⁾ amandaputriwww@gmail.com, Universitas Mercu Buana, Indonesia

²⁾ dudi.permana@mercubuana.ac.id, Universitas Mercu Buana, Indonesia

*) Corresponding Author

ABSTRACT

This study examines the impact of perceived behavioral control, product ingredients, and electronic word of mouth (e-WOM) on adolescents' purchase intention toward Skintific products in West Jakarta. Using a quantitative survey with purposive sampling, 140 respondents participated, and data were analyzed with SEM-PLS. Results show that all three variables significantly influence purchase intention. Higher perceived behavioral control, better product quality, and stronger social media reviews positively affect adolescents' intention to purchase Skintific products. The findings contribute to consumer behavior literature within the Theory of Planned Behavior and provide practical insights for companies to enhance product quality and utilize digital media effectively.

Keywords: Purchase Intention; Perceived Behavioral Control; Product Ingredients; Electronic Word of Mouth; Skintific.

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INTRODUCTION

The beauty industry is a rapidly growing sector and contributes significantly to shaping global lifestyles. Changing consumer preferences, which increasingly focus on product quality, health, and sustainability, have encouraged companies to adapt through innovation and targeted marketing strategies. This phenomenon is also reflected in Indonesia, where the beauty industry has shown positive growth despite being impacted by the Covid-19 pandemic. According to data from the Central Statistics Agency (BPS), the beauty business sector recorded a growth rate of 5.59 percent in 2020 and is projected to continue increasing to 7 percent in 2021 (Goodstats.id, 2022). This trend confirms the enormous potential of the beauty market in Indonesia for development.

West Jakarta is an interesting area to study because it has a relatively high proportion of teenage population compared to other areas in Jakarta. Teenagers are known to be active consumers with a high propensity to consume beauty products. This high consumption of skincare products in this segment is reinforced by their intense use of social media and extensive access to shopping centers and e-commerce platforms. This situation makes West Jakarta teenagers a potential target for various skincare brands, including Skintific.

Skintific is a new skincare brand in Indonesia that emphasizes the quality of its ingredients and digital marketing strategies. Despite its relative newness, Skintific is able to compete with major brands and demonstrates high purchase intention among teenagers (Manurung and Sisilia, 2024). This phenomenon is interesting to study further, particularly regarding the factors influencing teenagers' purchasing interest in Skintific products.

Several previous studies have confirmed that perceived behavioral control, product ingredients, and electronic word of mouth play a significant role in shaping consumer purchase intentions. However, research focusing specifically on teenagers in West Jakarta as a potential target market remains limited. This presents a relevant research gap that needs to be explored further to understand consumer behavior in this segment.

Based on this description, this study aims to analyze the influence of perceived behavioral control, product ingredients, and electronic word of mouth on adolescents' purchase intentions for Skintific skincare products in West Jakarta.

LITERATURE REVIEW

Consumer Behavior

Kotler, Keller, and Chernev (2022) define consumer behavior as the series of activities individuals undertake in searching for, purchasing, utilizing, evaluating, and disposing of products or services they believe will meet their needs. This behavior encompasses the entire decision-making process, from need recognition to post-use evaluation. Consumer behavior encompasses the entire process, from beginning to end, in interactions with a product or service.

Theory of Planned Behavior

This research is based on the Theory of Planned Behavior, developed by Ajzen (1991) in Romadhoni and Gospul (2020), which explains that individual behavior is influenced by three main factors: attitude toward behavior, subjective norms, and perceived behavioral control. This theory is widely used in consumer behavior studies to explain the formation of intentions before taking action. In the context of this research, purchase intention is viewed as a consumer's intention to purchase a skincare product, which is influenced by both

psychological and social factors.

Perceived Behavioral Control

Perceived behavioral control (PBC) describes an individual's belief in their abilities and resources to perform an action (Hasan and Suciarto, 2020). Consumers with high PBC feel more capable of making purchasing decisions, thus tending to have stronger purchase intentions. Research by Hidayah, Basalamah, and Rahmawati (2024) found that PBC has a positive effect on consumer purchase intention in the context of online shopping. A similar finding was demonstrated by Lintong (2018), who stated that the greater a consumer's sense of control over decisions, the greater their purchase intention.

Ingredients Product

The quality of product ingredients is an important factor that consumers consider before making a purchase. Clear and transparent information about the active ingredients in a product can increase trust and strengthen consumer purchasing intention. Research by Saputra, Ali, and Mahaputra (2023) confirms that product ingredients have a significant influence on purchase intention, especially in the beauty industry, which emphasizes ingredient safety and quality.

Electronic Word of Mouth

Electronic word of mouth is marketing communication conducted by consumers through digital platforms, such as social media and online forums. e-WOM has a significant influence because it is considered more credible than conventional advertising (Hennig-Thurau et al., 2004). Research by Prihartini and Damastuti (2022) demonstrated that e-WOM has a significant effect on purchase intention, where positive reviews from other users can strengthen consumers' confidence in making purchasing decisions.

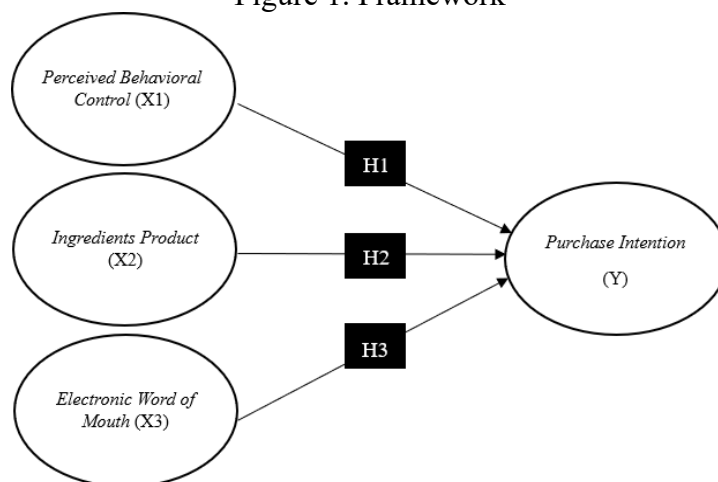
Purchase Intention

Purchase intention is defined as a consumer's tendency to purchase a product after evaluating information (Kotler, Keller, and Chernev, 2022). Purchase intention reflects consumer interest in a product, which can be influenced by both internal and external factors. In this study, adolescents' purchase intention for skincare products was influenced by perceived behavioral control, product ingredients, and electronic word of mouth.

Framework

Various studies, including those by Hidayah, Basalamah, and Rahmawati (2024) and Lintong (2018), confirm that perceived behavioral control contributes positively and significantly to purchase intention. Product ingredients have also been shown to influence purchase intention, according to research (Zakila, Aisyah, and Novianto, 2023), (Saputra, Ali, and Mahaputra, 2023), and (Saputri and Sidanti, 2022). The influence of electronic word of mouth on purchase intention was also identified in research by (Agnia and Oktini, 2023) and Prihartini and Damastuti (2022). These studies revealed that electronic word of mouth has a positive and significant effect on consumer purchase intention. The higher the customer rating score, the higher the seller's or product's reputation. Based on the research results and existing evidence, the following hypotheses can be formulated:

Figure 1. Framework



Research Hypotheses:

1. Perceived Behavioral Control has a positive and significant effect on purchase intention.
2. Product Ingredients have an effect on purchase intention.
3. Electronic Word of Mouth has a positive and significant effect on purchase intention.

METHOD

This study employs a causal research design with a quantitative approach to examine the influence of perceived behavioral control, product ingredients, and electronic word of mouth on adolescents' purchase intention toward Skintific products in West Jakarta. The variables consist of independent variables, namely perceived behavioral control, product ingredients, and electronic word of mouth, and the dependent variable, namely purchase intention. The research population comprises adolescents residing in West Jakarta who are interested in using Skintific products. The sampling technique used is purposive sampling with a total of 140 respondents. The data used in this study are primary data collected through online questionnaires distributed to respondents who meet the criteria. The data were analyzed using Partial Least Squares– Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 3.0 software. The analysis was carried out in two stages: testing the measurement model (outer model) and testing the structural model (inner model). The outer model test includes convergent validity, discriminant validity, and reliability. Furthermore, the inner model was analyzed through the coefficient of determination (R^2), f-square (f^2), and Q-square (Q^2) values. In addition, hypothesis testing was conducted using the bootstrapping method.

RESULTS AND DISCUSSION

Results

The results of the convergent validity test on the instruments used in this study are presented as follows.

Table 1. Convergent Validity

Variabel	Indikator	Outer Loading	Description
Perceived Behavioral Control (X1)	PBC1	0,890	Valid
	PBC2	0,878	Valid
	PBC3	0,871	Valid
Ingredients Product (X2)	IP1	0,816	Valid
	IP2	0,867	Valid
	IP3	0,821	Valid
Electronic Word of Mouth (X3)	EWOM1	0,864	Valid
	EWOM2	0,856	Valid
	EWOM3	0,869	Valid
Purchase Intention (Y)	PI1	0,875	Valid
	PI2	0,864	Valid
	PI3	0,878	Valid

Source: SmartPLS (2025)

Table 1 shows that all indicators in the variables Perceived Behavioral Control, Product Ingredients, Electronic Word of Mouth, and Purchase Intention for Skintific products meet the validity criteria because the outer loading score is >0.50 . The next step includes evaluating the reliability of the variables using Cronbach's Alpha and Composite Reliability values.

Table 2. Cronbach's Alpha and Composite Reliability

Variabel	Cronbach's Alpha	Composite Reliability	Description
(X3) Electronic Word of Mouth	0,829	0,897	Reliable
(X2) Ingredients Product	0,782	0,873	Reliable
(Y) Purchase Intention	0,843	0,905	Reliable
(X1) Perceived Behavioral Control	0,854	0,911	Reliable

Source: SmartPLS (2025)

Analysis of Table 2 confirms that the Cronbach's Alpha and Composite Reliability values for the variables perceived behavioral control, product ingredients, electronic word of mouth, and purchase intention all exceeded the minimum threshold of 0.7. This finding demonstrates the reliability and consistency of the measurement instrument for all four variables. The next step in the convergent validity test is to evaluate the Average Variance Extracted (AVE).

Table 3. Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)
(X1) Perceived Behavioral Control	0,774
(X2) Ingredients Product	0,697
(X3) Electronic Word of Mouth	0,744
(Y) Purchase Intention	0,761

Source: SmartPLS (2025)

Table 3 indicates that all indicators in the construct have an AVE of more than 0.5, indicating that they have met the criteria for assessing convergent validity.

Table 4. Fornell-Larcker Criterion

	Electronic Word of Mouth	Ingredients Product	Perceived Behavioral Control	Purchase Intention
(X3) Electronic Word of Mouth	0,863			
(X2) Ingredients Product	0,833	0,835		
(X1) Perceived Behavioral Control	0,824	0,809	0,880	
(Y) Purchase Intention	0,841	0,811	0,796	0,872

Source: SmartPLS (2025)

The results of the discriminant validity test presented in Table 4.4 indicate that all constructs have a higher square root mean squared correlation (AVE) value than their correlations with other constructs. Therefore, the modified model meets the Fornell-Larcker criteria, and all constructs can be categorized as having adequate discriminant validity.

Table 5. Cross Loading

Indikator	Perceived Behavioral Control	Ingredients Product	Electronic Word of Mouth	Purchase Intention
PBC1	0,890	0,770	0,764	0,719
PBC2	0,878	0,659	0,720	0,708
PBC3	0,871	0,705	0,688	0,671
IP1	0,663	0,816	0,679	0,648
IP2	0,682	0,867	0,663	0,700
IP3	0,682	0,821	0,744	0,682
EWOM1	0,755	0,753	0,864	0,768
EWOM2	0,670	0,690	0,856	0,701
EWOM3	0,703	0,709	0,869	0,703
PI1	0,701	0,689	0,732	0,875
PI2	0,698	0,715	0,739	0,864
PI3	0,683	0,717	0,729	0,878

Source: SmartPLS (2025)

Based on Table 5, each indicator in the variables perceived behavioral control, product ingredients, electronic word of mouth, and purchase intention for Skintific products shows the highest cross-loading value for its own variable compared to other variables. Therefore, discriminant validity testing using the cross-loading approach did not pose any problems, indicating that the discriminant validity test using this method was adequate.

Table 6. R-Square

Variabel	R-Square (R^2)
(Y) Purchase Intention	0,760

Source: SmartPLS (2025)

Table 6 shows a R^2 value for purchase intention of 0.760, which indicates that 76% of the variation in purchase intention is determined by perceived behavioral control, product ingredients, and electronic word of mouth. The remaining 24% is influenced by other factors not included in the research model.

Table 7. f-square

Variabel	f-Square
Perceived Behavioral Control	0,053
Ingredients Product	0,081
Electronic Word of Mouth	0,190

Source: SmartPLS (2025)

Table 7 shows that an f-square of 0.053 indicates a small effect of Perceived Behavioral Control on Purchase Intention; a value of 0.081 also reflects a small effect of Product Ingredients on Purchase Intention; and an f-square of 0.190 indicates a moderate effect of Electronic Word of Mouth on Purchase Intention.

Table 8. Q-Square

Variabel	Q²
(Y) Purchase Intention	0,566

Source: SmartPLS (2025)

Table 8 shows the predictive relevance value for the purchase intention variable, which is $0.566 > 0$. From the perspective of skincare users, the predictive relevance value of 0.566 for the Purchase Intention variable indicates that the research model is highly effective in predicting how the analyzed elements influence their purchase intention. This demonstrates that the research design has strong projection capabilities and is able to explain most of the variation in skincare users' purchase intentions.

Table 9. Hypothesis Test Results

	Original Sample (O)	Standar Deviasi (STDEV)	T Statistik ((O/STDEV))	P Values	Description	Result
Electronic Word of Mouth (X3) → Purchase Intention (Y)	0,434	0,108	4,015	0,000	Positif dan Signifikan	Hypothesis Accepted
Ingredients Product (X2) → Purchase Intention (Y)	0,274	0,083	3,309	0,001	Positif dan Signifikan	Hypothesis Accepted
Perceived Behavioral Control (X1) → Purchase Intention (Y)	0,216	0,093	2,320	0,020	Positif dan Signifikan	Hypothesis Accepted

Source: SmartPLS (2025)

Discussion

The Influence of Perceived Behavioral Control on Purchase Intention of Skintific Products

The research findings indicate that Perceived Behavioral Control (X1) has a positive and significant impact on Purchase Intention (Y), as demonstrated by a coefficient of 0.216, a T-statistic of 2.320, and a p-value of 0.020. These findings are consistent with the hypothesis that expects a positive effect. This means that when consumers have a stronger perception of ease, accessibility, and confidence in purchasing Skintific products, their intention to purchase them also increases.

These findings are consistent with research conducted by Hidayah, Basalamah, and Rahmawati (2024) and Lintong (2018), which concluded a positive and significant influence of perceived behavioral control on purchase intention. However, in the specific case of this study, because easy access to Skintific products was almost universal among all respondents, perceived behavioral control was no longer a strong differentiator in shaping purchase intention, but rather served as a basic prerequisite already possessed by all participants.

The Influence of Product Ingredients on Purchase Intention of Skintific Products

The analysis findings also indicate that Product Ingredients (X2) has a significant and positive impact on Purchase Intention (Y), indicated by a coefficient of 0.274, a T-statistic of 3.309, and a p-value of 0.001. These results support the initial hypothesis that perceptions of product ingredients and quality play a significant role in increasing purchase intention. In other words, when consumers evaluate the ingredients, benefits, and safety of Skintific products more positively, their interest in purchasing them increases.

This aligns with findings that positive perceptions of product ingredients significantly contribute to increasing consumer purchase intention. The Skintific brand, positioning itself as a brand with safe, effective active ingredients, and following global skincare trends, was able to attract the interest of respondents, the majority of whom were already familiar with active ingredient terms such as Niacinamide, Hyaluronic Acid, or Ceramide. These findings are consistent with previous studies by Zakila, Aisyah, and Novianto (2023), Saputra, Ali, and Mahaputra (2023), and Saputri and Sidanti (2022), which showed that positive perceptions of product ingredients have a strong influence on the formation of purchase intention, particularly for skincare.

The Influence of Electronic Word of Mouth on Purchase Intention of Skintific Products

Electronic Word of Mouth (X3) was proven to have a positive and most significant influence on Purchase Intention (Y), indicated by a coefficient of 0.434, a T-statistic of 4.015, and a p-value of 0.000. These results demonstrate that when positive information circulates, whether through social media, customer reviews, or online testimonials, it becomes more intense and high-quality, consumer interest in purchasing Skintific products also increases.

Skintific products actively utilize digital marketing strategies through collaborations with beauty influencers, social media campaigns, and e-commerce promotions, resulting in high levels of respondent exposure to positive opinions about the product. This explains why electronic word of mouth was considered the strongest influence on purchase intention in this study. These findings are consistent with studies by Agnia and Oktini (2023) and Prihartini and Damastuti (2022), which confirmed that the influence of electronic word of mouth on purchase intention

appears significant, especially for the younger generation who are active on digital platforms.

CONCLUSION

This study focuses on analyzing the influence of perceived behavioral control, product ingredients, and electronic word of mouth on purchase intention. Based on the analysis and discussion in the previous chapter, the following is a summary of the conclusions reached:

1. Perceived Behavioral Control has been shown to have a positive and significant contribution to shaping purchase intention for Skintific products. This finding implies that when consumers feel more confident in managing their purchasing decisions, whether through aspects of accessibility, product availability, or self-confidence, their motivation to purchase Skintific products will be higher.
2. The product ingredients variable shows a significant positive effect on purchase intention for Skintific products, meaning that improving the quality of ingredients and product formulation can increase consumer interest in purchasing Skintific.
3. Electronic word of mouth has a positive and significant contribution to increasing purchase interest in Skintific products. This means that the more positive information spread through testimonials, reviews, and discussions in digital spaces, the stronger consumers' interest in purchasing Skintific products. These findings indicate that electronic communication between consumers plays a significant role in shaping perceptions and purchase intentions for a product, especially among teenagers.

Suggestions

Based on the findings and conclusions outlined above, the researcher would like to offer several suggestions to those planning to utilize the findings of this study in the future. Suggestions for future research, which can serve as a guide for future researchers, include considering the use or development of other variables deemed more interesting and with strong potential for inclusion in research. This recommendation stems from the R^2 obtained, which was 0.760, indicating that the variables perceived behavioral control, product ingredients, and electronic word of mouth explained 76% of the variation in purchase intention. Therefore, there remains a 24% unexplained influence that could stem from other factors such as brand image, consumer trust, price, promotional strategy, and social media trend dynamics.

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