

ABSTRACT

The beauty industry, including body and skin care, has grown rapidly worldwide. Skin care has become increasingly important for some people as a means of fulfilling their lifestyle, comfort, and desire to look attractive. Skin care products, commonly referred to as skincare, are no longer limited to women. Men are now also an important target market in this industry. This is due to the growth of the beauty industry itself through digital platforms and as a response to the increasing public awareness of the importance of appearance and self-care. Based on this statement, the purpose of this study is to determine the extent to which electronic word of mouth and social media marketing influence the purchasing decisions of Kahf men's skincare products, particularly among Generation Z.

The research method used in this study is a quantitative approach with a descriptive research type. The data used in this study comes from an online questionnaire. This study focuses on men aged 16 to 28 years in 2025, who are active users of social media platforms and have purchased Kahf products at least once, with a sample size of 100 respondents. The results of the descriptive analysis indicate that respondents' responses to the three variables fall into the "very good" category. Based on the findings, eWOM has a positive and significant influence with a value of 2.022, and social media marketing also has a positive and significant influence with a value of 2.744. The simultaneous results for eWOM and social media marketing indicate that both variables have a positive and significant influence on the purchase decision of Kahf products among Generation Z men, with a calculated F value of 12.001.

The contribution of this study not only strengthens the theory regarding digital consumer behavior but also provides practical insights for local brands like Kahf to optimize their digital marketing strategies. This study also enriches marketing literature with a focus on Generation Z male consumers, as men are a segment that is still rarely studied but has significant market potential.

Keyword : eWOM, gen Z, Kahf, purchase decision, social media marketing