

THE INFLUENCE OF BEAUTY INFLUENCERS, BRAND IMAGE, AND WORD OF MOUTH ON SKINTIFIC SKINCARE PURCHASING DECISIONS IN BATAMTjoa Susanti¹, Sunarto Wage²

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Email: Pb200910004@upbatam.ac.id¹, sunarto@puterabatam.ac.id²**Abstract**

This research aims to determine the influence of beauty influencers, brand image, and word of mouth on purchasing decisions for Skintific Skincare in Batam. The independent variables studied are beauty influencers, brand image, and word of mouth and the dependent variable is purchasing decisions. The population in this study cannot be known with certainty, so the sample for this study was 100 using the lemeshows formula. Data collection was carried out through distributing questionnaires and data analysis. The results show that beauty influencers have a significant influence on purchasing decisions, brand image has a significant influence on purchasing decisions, and word of mouth has a significant influence on purchasing decisions. Apart from that, researchers show that beauty influencers, brand image, and word of mouth together have a significant influence on purchasing decisions.

Keywords: *beauty influencer, brand image, word of mouth, purchasing decisions.*

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *beauty influencer, brand image* dan *word of mouth* terhadap keputusan pembelian *skincare* Skintific di Batam. Variabel independen yang diteliti adalah *beauty influencer, brand image* dan *word of mouth* dan variabel dependennya adalah keputusan pembelian. Populasi dalam penelitian ini tidak dapat diketahui secara pasti, sehingga sampel penelitian ini berjumlah 100 orang dengan menggunakan rumus lemeshows. Pengumpulan data dilakukan melalui penyebaran kuesioner dan analisis data. Hasil penelitian menunjukkan bahwa *beauty influencer* mempunyai pengaruh signifikan terhadap keputusan pembelian, *brand image* mempunyai pengaruh signifikan terhadap keputusan pembelian, dan *word of mouth* mempunyai pengaruh signifikan terhadap keputusan pembelian. Selain itu, peneliti menunjukkan bahwa *beauty influencer, brand image, dan word of mouth* secara bersama-sama mempunyai pengaruh yang signifikan terhadap keputusan pembelian.

Kata kunci: *Beauty influencer, Brand image, Word of mouth, Keputusan pembelian.*

INTRODUCTION

Physical beauty is considered an attraction for each individual to be accepted and recognized by society. The global beauty industry has a great influence on the concept of ideal beauty for women. Along with the rapid advancement of information technology, people's access to information is getting easier, allowing them to fulfill various information-related wants and needs. Many companies now produce and offer a variety of innovative and creative products. The increasing number of product choices allows consumers to choose according to their preferences. This phenomenon is triggered by the emergence of various types of beauty products, both locally produced and imported, which have enlivened the market. Beauty is an inseparable aspect, not only for women but also for men.

A beauty influencer is someone who makes videos and photos about a product to provide reviews and tutorials about beauty products in detail that can create attractiveness so that it can influence consumer purchasing decisions (Pakan & Purwanto, 2022: 765). A beauty influencer certainly has a role to promote a beauty product in the form of video or written content which is then uploaded on his social media platform, beauty influencers utilize social media because of their large number of followers and they have a strong influence on their followers (Zukhrufani & Zakiy, 2019:

769). Beauty influencers are influencers who focus on the beauty field by reviewing beauty products and sharing makeup tutorials on their social media accounts (Sherli et al., 2023: 306).

Brand image is one of the important elements that can encourage consumers to buy products. The better the brand image attached to the product, the more interested consumers will be in buying the product (Huda, 2020:38). Brand image or brand image is one of the factors that influence purchasing decisions and is important for companies because it is a means of identifying products by consumers, product quality levels, creating advantages and differentiators compared to competing products (Andari & Sumiyarsih, 2021:36). According to (Fera & Pramuditha, 2021: 4) Brand image is a clue used by consumers to evaluate products when they do not have sufficient knowledge about a product and is also an association that comes to mind when consumers remember a particular brand.

Apart from beauty influencers and brand image, WOM is an alternative promotional strategy for companies to market their products. Consumers tend to trust information from experiences that have been experienced by others (Marantika & Sarsono, 2020: 62). Word of mouth communication is one of the communication channels that is often used by many companies, because this communication is considered very effective in expediting the marketing process and is able to provide benefits to the company (Fakhrudin et al., 2021: 65).

According to Kotler in (Cahyani et al., 2022: 853) purchasing decisions are a problem-solving process consisting of analyzing or recognizing needs and wants, searching for information, researching sources of information on alternative purchases, purchasing decisions, and behavior after purchase. The purchase decision is the stage in the buyer's decision-making process where the consumer actually buys. Decision making is an individual activity that is directly involved in obtaining and using the goods offered (Edwin Zusrony, S.E., M.M., 2021:35).

Table 1 Sales Research Results of Indonesian Digital Marketing Association Team



Source: digimind.id/data-e-commerce-indonesia-asosiasi/

Skintific is a new beauty brand entering the Indonesian market, originally developed and formulated in Canada. Skintific is known as a brand that prioritizes beauty products that can improve the skin barrier or outer skin structure. Brand Skintific officially entered the Indonesian market in August 2021. In the early stages of its presence in Indonesia, Skintific presented some of its flagship products, including facial toners, facial cleansers, moisturizers, face masks, and serums. While these products formed the initial foundation of the brand's presence in the market, as Indonesians continue to gain interest in Skintific's beauty products, their product portfolio continues to grow and diversify.

This product evolution reflects the positive response and growing enthusiasm among the public for Skintific products. In the face of this consistent increase in interest, Skintific continues to innovate and customize their product offerings. By adapting to consumer needs and tastes, Skintific has successfully expanded their product line to cover a wide range of skincare needs. Today, Skintific products offer a wide range of beauty solutions that are relevant and in line with the dynamic demands of the beauty market in Indonesia.

Problems often faced by Skintific regarding beauty influencers, consumer complaints that are often found are the incompatibility of products. What is meant here is where the beauty influencer explains that the 5x ceramide moisturizer product is suitable and safe for all skin and the consumer using it is not suitable.



Figure 1 Consumers dissatisfied with beauty influencer reviews

Source: Shopee.com

The disappointment of a customer depicted in this image highlights the potential negative impact of inaccurate or inadequate product reviews provided by beauty influencers. This situation can be detrimental to Skintific's product reputation and affect overall consumer perception. It aptly illustrates that the personalities formed through beauty influencers indirectly create a certain image of the product. Brand image, which develops through consumers' interaction and judgment of the product promoted by the influencer, covers various aspects, including the product's advantages, recommended uses, situations in which the product can be used, the profile of the users, and the characteristics of the product's maker or marketer.



Figure2: Difference between Skintific Skincare fake and original product packaging

Source :Tiktok.com

The figure illustrates the difference between genuine and fake products circulating in the sale of Skintific products, which in turn causes doubts among the public in making purchasing decisions for these products. This condition shows the importance of ensuring product authenticity to maintain consumer confidence.

Word of mouth (WOM) plays a very effective role. Information disseminated through WOM has the potential to spread widely and quickly, and is more trusted by potential consumers. Word of mouth communication is not only limited to face-to-face conversations, but can also propagate through social media. Word of mouth is based on an individual's personal experience in using a product or service. Consumer satisfaction or dissatisfaction with the product can have a positive or negative impact on the brand image. In the age of social media, WOM can also occur through posts, reviews, or testimonials shared online.

RESEARCH METHOD

This research was conducted in Batam City using quantitative methods. The population in this study were users of Skintific products in Batam City where the number could not be known with certainty. The sampling technique used was a non-probability sampling technique combined with purposive sampling technique. The data collection technique in this study used a questionnaire filled in by users of Skintific Skincare products using a questionnaire via Platfor Google Form. The data analysis process starts by testing the quality of the data, then the classical assumption test is carried out, after that stage multiple linear regression analysis is carried out along with the analysis of the coefficient of determination (R^2) and finally hypothesis testing is carried out with the F test.

RESULTS and DISCUSSION

Validitas test

Table 2 Partial Test Results (T test)

Variabel	Pernyataan	r_{hitung}	r_{tabel}	keterangan
<i>Beauty influencer</i>	X1.1	0,489	0,1966	Valid
	X1.2	0,669		Valid
	X1.3	0,500		Valid
	X1.4	0,506		Valid
	X1.5	0,547		Valid
	X1.6	0,477		Valid
	X1.7	0,665		Valid
	X1.8	0,465		Valid
<i>Brand Image</i>	X1.1	0,552	0,1966	Valid
	X1.2	0,548		Valid
	X1.3	0,796		Valid
	X1.4	0,395		Valid
	X1.5	0,501		Valid
	X1.6	0,516		Valid
	X1.7	0,805		Valid
	X1.8	0,810		Valid
<i>Word of Mouth</i>	X1.1	0,812	0,1966	Valid
	X1.2	0,456		Valid
	X1.3	0,311		Valid
	X1.4	0,503		Valid
	X1.5	0,777		Valid
	X1.6	0,562		Valid
	X1.7	0,727		Valid
	X1.8	0,544		Valid
Keputusan Pembelian	Y.1	0,525	0,1966	Valid
	Y.2	0,524		Valid
	Y.3	0,452		Valid
	Y.4	0,456		Valid
	Y.5	0,583		Valid
	Y.6	0,468		Valid
	Y.7	0,596		Valid

Y.8	0,584	Valid
Source: Data processing (2023)		

Based on the research results in Table 2, the statements of Beauty Influencer, Brand image and Word of Mouth all variables have a value of $r_{count} > r_{table}$ (0.1966) which indicates that the data used is valid.

Reliability Test

Table 3 Reliability Test Results

Variabel	Cronbach's Alpha	Keterangan
<i>Beauty Influencer (X1)</i>	0,651	Reliabel
<i>Brand Image (X2)</i>	0,762	Reliabel
<i>Word of Mouth (X3)</i>	0,712	Reliabel
<i>Keputusan Pembelian (Y)</i>	0,616	Reliabel

Source: Data processing (2023)

That the beauty influencer variable (X1) has a Cronbrach's Alpha value of 0.651, the brand image variable (X2) has a Cronbrach's Alpha value of 0.762, the word of mouth variable (X3) has a Cronbrach's Alpha value of 0.712, and the purchasing decision variable (Y) has a Cronbrach's Alpha value of 0.616. That way it can be concluded that all variables have a Cronbrach's Alpha value > 0.6 , so all variables are said to be reliable.

Clasic Asumsi Test

Table 4 Classic Assumption Test Results

		Unstandardized Residual
<i>N</i>		100
<i>Normal Parameters^{a,b} Mean</i>		.0000000
<i>Std. Deviation</i>		1.05552022
<i>Most Extreme Absolute</i>		.072
<i>Differences Positive</i>		.043
<i>Negative</i>		-.072
<i>Test Statistic</i>		.072
<i>Asymp. Sig. (2-tailed)</i>		.200 ^{c,d}

Source: Data processing (2023)

Based on the results of Table 4. It is concluded that the probability sig (2 tailed) value for the beauty influencer variable, brand image and word of mouth is 0.200, exceeding the alpha significance level of 0.07. These results indicate that the data distribution in this study can be said to be normal.

Multicollinearity test

Table 5 Multicollinearity Test Results

Model	Collinearity Tolerance	Statistics VIF
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(Constant)

<i>Beauty Influencer</i>	.483	2.070
<i>Brand Image</i>	.640	1.563
<i>Word Of Mouth</i>	.472	2117

Source: Data processing (2023)

The results of several linear tests are shown in Table 5 where the VIF is less than 10, the tolerance value of the three independent variables is product quality, brand image and word of mouth greater than 0.1. This indicates that there is no multicollinearity problem between the variables in the regression model.

Heteroscedasticity Test

Table 6 Heteroscedasticity Test Results

	<i>Model</i>	<i>Unstandardized</i>		<i>Standardized</i>	<i>T</i>	<i>Sig.</i>
		<i>Coefficients</i>	<i>Std. Error</i>	<i>Coefficients</i>		
		<i>B</i>		<i>Beta</i>		
1	(Constant)	-.110	.679		-.162	.872
	<i>Beauty Influencer</i>	.004	.027	.021	.147	.883
	<i>Brand Image</i>	.023	.021	.132	1.050	.296
	<i>Word Of Mouth</i>	.002	.025	.014	.096	.923

Source: Data processing (2023)

If the probability value or significance level is 0.05, it can be concluded that the model shows heteroscedasticity. Table 10 above shows that all independent variables have a significance value > 0.05, indicating that these variables do not show symptoms of heteroscedasticity.

Influence Test

Multiple Linear Regression Analysis

Table 7 Multiple Linear Regression Test Results

	<i>Model</i>	<i>Unstandardized</i>		<i>Standardized</i>	<i>t</i>	<i>Sig.</i>
		<i>Coefficients</i>	<i>Std. Error</i>	<i>Coefficients</i>		
		<i>B</i>		<i>Beta</i>		
1	(Constant)	.596	1.142		.522	.603
	<i>Beauty Influencer</i>	.167	.045	.176	3724	.000
	<i>Brand Image</i>	.348	.036	.395	9628	.000
	<i>Word of Mouth</i>	.463	.042	.524	10.955	.000

Source: Data processing (2023)

Based on table 7, the multiple linear regression equation can be obtained as follows: $Y = 0.596 + 0.167X_1 + 0.348X_2 + 0.043X_3$

The explanation of the above equation is as follows:

1. The constant has a positive value of 0.596 which means that the variable beauty influencer (X1), brand image (X2), and word of mouth (X3) has increased, so the purchasing decision variable (Y) will also increase.
2. The regression coefficient value of the beauty influencer variable (X1) is positive, so it can be concluded that there is a positive relationship between beauty influencers (X1) and purchasing decisions (Y). if the beauty influencer (X1) increases by 1 unit or 1%, the purchasing decision will increase by 0.167 or 1.67%.
3. The regression coefficient value of the brand image variable (X2) is positive, so it can be concluded that there is a positive relationship between brand image (X2) and purchasing decisions (Y). If the brand image (X2) has increased by 1 unit or 1%, then the purchasing decision will increase by 0.348 or 48.0%.
4. The regression coefficient value of the word of mouth variable (X3) is positive, so it can be concluded that there is a positive relationship between word of mouth (X3) and purchasing decisions (Y). if word of mouth (X3) increases by 1 unit or 1%, the purchasing decision will increase by 0.463 or 46.3%.

Analysis of the coefficient of determination (R²)

Table 8 Coefficient of Determination Test Results (R²)

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.947 ^a	.897	.894	1.075

Source: Data processing (2023)

It can be concluded that the result of the coefficient of determination test is 0.894. This means that between beauty influencers, brand image, and has an influence on purchasing decisions of 89.4% while the rest (100% - 89.4%) = 10.6% is explained by other variables that are not included or not examined in this research.

Hypothesis Test

Partial Test Results (T Test)

Table 9 T Test Results

<i>Model</i>	<i>Unstandardized</i>		<i>Standardized</i>	<i>t</i>	<i>Sig.</i>
	<i>Coefficients</i>		<i>Coefficients</i>		
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1 (Constant)	.596	1.142		.522	.603
Beauty Influencer	.167	.045	.176	3.724	.000
Brand Image	.348	.036	.395	9.628	.000
Word of Mouth	.463	.042	.524	10.955	.000

Source: Data processing (2023)

1. The Beauty Influencer variable (X1) is indicated by the calculated value (3.724) > table (1.984) and the significance value is 0.000 < 0.05. So, the Beauty Influencer variable has a positive and significant effect on the purchasing decision variable (Y).
2. The brand image variable (X2) is indicated by the count value (9.628) > table (1.984) and the significance value of 0.000 < 0.05. So, the brand image variable has a positive and significant effect on the purchasing decision variable (Y).

3. The word of mouth variable (X3) is indicated by the tcount value (10.955) > ttable (1.984) and a significance value of $0.000 < 0.05$. So, the word of mouth variable has a significant effect on the purchasing decision variable (Y).

Simultaneous Hypothesis Test - F Test

Table 10 F Test Results

	<i>Model</i>	<i>Sum of Square</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	<i>Regression</i>	954.662	3	318.221	27.969	.000 ^b
	<i>Residual</i>	110.298	96	1.149		
	<i>Total</i>	1064.960	99			

Based on the results of Table 10. It is concluded that the calculation of the F test which has $F_{hitung} 27.969 > F_{table} 2.70$ and a significance value of 0.000 or less than 0.05 ($F. Sig. 0.000 < \alpha 0.005$), meaning that all independent variables simultaneously have a significant effect on the dependent variable so that the conclusion is that all independent variables or regression models in this study are accepted.

Conclusion

The Effect of Beauty Influencers on Purchasing Decisions

The results showed a significant and positive relationship between beauty influencers and Skintific skincare purchasing decisions in Batam. Evidenced by the tcount value ($3.724 > 1.984$) with a significance level of $0.000 < 0.05$. This states that beauty influencers have a very important role in sharing experiences in using Skintific products in daily activities. This makes consumers have an interest in making purchasing decisions on Skintific products. The results of this research are in line with previous research (Sherli et al., 2023), (Octabella et al., 2021), (Irwansyah, 2021) which state that the role of beauty influencers is significant in making purchasing decisions. Consumers get information shared by influencers that can meet their information needs. Meanwhile, the results of research multiplied by (DJ & Sustyorini, 2022) have no effect on purchasing decisions.

The Effect of Brand Image on Purchasing Decisions

The results showed a significant and positive relationship between brand image and Skintific skincare purchasing decisions in Batam. Proven by the tcount value ($9.628 > 1.984$) with a significance level of $0.000 < 0.05$. This states that brand image has the strength of brand image in providing quality and reliable products. The results of previous research conducted by (Andari & Sumiyarsih, 2021), (Ling & Pratomo, 2020), and (R. Astuti et al., 2019) in research, support that brand image has a positive and significant influence on purchasing decisions.

The influence of word of mouth on purchasing decisions

The results showed a significant and positive relationship between brand image and Skintific skincare purchasing decisions in Batam. Proven by the tcount value ($10.955 > 1.984$) with a significance level of $0.000 < 0.05$. This finding confirms that the more positive experiences about Skintific products that consumers use, the more consumers want to buy them caused by the surrounding environment. The results of this research are in line with previous research (Cahyani et al., 2022), (Marantika & Sarsono, 2020), (Ling & Pratomo, 2020), (D. Astuti & Ernawati, 2020), and (Saputra & Ardani, 2020) which say that word of mouth has a positive and significant effect on purchasing decisions

The Effect of Beauty Influencers, Brand Image and Word of Mouth on Purchasing Decisions

Beauty influencers, brand image and word of mouth simultaneously show a positive and significant relationship to purchasing decisions for Skintific skincare in Batam. This is evidenced by $F_{count} (276.969) > F_{table} (2.70)$ and a significance value of 0.000 or less than 0.05 ($F. Sig 0.000 < \alpha 0.005$). This finding indicates that by paying attention to and improving beauty influencers, brand image and word of mouth comprehensively, companies can increase the effectiveness of their marketing strategies through brand image, beauty influencers and word of mouth.

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