

The Influence of Beauty Vlogger Reviews, Product Quality and Brand Image on Interest in Buying Scarlett Whitening Products

Case Study: Generation Z in Bandung City

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ABSTRACT

This research wants to find out if Beauty Vlogger Reviews, Product Quality, and Brand Image have any effect on people's interest in buying Scarlett Whitening products. This study uses a quantitative approach, which means it focuses on analyzing numbers to see how the variables are connected. In this study, Beauty Vlogger Reviews, Product Quality, and Brand Image are the independent variables, and Buying Interest is the dependent variable.

To gather the data, this research uses both descriptive and verificative methods. The sample size was calculated using the Lemeshow formula, which is usually used when the total population isn't known. The study involved 100 respondents, chosen based on certain criteria that fit the goals of the research. Multiple linear regression, correlation, validity and reliability, classical assumption, determination coefficient, and hypothesis testing were among the methods used to examine the data, with all tests carried out at a significance level of 5%. According to the t-test and F-test findings, there is a significant relationship between the interest in purchasing Scarlett Whitening goods and Beauty Vlogger Reviews, Product Quality, and Brand Image. This means these three factors really help shape whether people want to buy or not. On top of that, the determination coefficient test showed that together, these three factors explain 85.6% of why people are interested in buying Scarlett Whitening products. The remaining 14.4% comes from other things not covered in this research, like personal taste, sensitivity to price, or outside influences like promos or recommendations *from friends*.

Keywords: *Beauty Vlogger Review, Product Quality, Brand Image, Purchase Intention*

1. INTRODUCTION

The beauty industry has become one of the fastest-growing sectors worldwide, particularly in the field of skincare. Local skincare brands strive to remain relevant, competitive, and innovative amidst globalization and technological advancements. Imported skincare products continue to dominate the market share. The cosmetics market has undergone significant changes in recent years due to evolving market trends influenced by various factors. One notable change occurred in 2022 when the Indonesian market expanded significantly. This growth was driven by several factors, particularly shifts in consumer consumption patterns and technological progress (Nawiyah et al., 2023). The increasing variety of skincare products has intensified competition within the beauty industry. This competition has also encouraged individuals, especially women, to take better care of their bodies, making beauty products highly sought after—even among men. In Indonesia, the population in 2023 was approximately 278.7 million, with around 140.8 million men and 137.9 million women (BPS, 2023). Although the number of women is slightly lower than men, this does not pose a significant obstacle for cosmetic companies in competing to market their products. The intense competition between local and international brands has driven companies to innovate and offer superior products, particularly in terms of Beauty Vlogger Reviews, Product Quality, and Brand Image.

Due to the increasing trade activity in Indonesia, new brands are entering the cosmetics market, fueling tighter competition. As a result, companies strive to produce products that align with consumer preferences (Prawira, 2019). Consumers are selective in choosing skincare products, as they prefer products suited to their skin types to avoid irritation. This creates an opportunity for companies to offer diverse product variations to meet the different skin care needs of each individual. One of the largest consumer segments is Generation Z, known as Gen Z, who are seen as a potential target market capable of independently making purchase decisions (Diantari, 2021). Looking attractive and

pleasing to the eye is a common desire for all individuals, making skincare and body care essential products to enhance their appearance and confidence.

Among the many beauty products, this study focuses specifically on Scarlett Whitening, a skincare brand specializing in skin care. Scarlett Whitening markets its products both online and offline. Online marketing is supported by influencers and beauty vloggers, while offline distribution is done through resellers across Indonesia. Skincare and body care are key product categories. According to Compass (2022), Scarlett Whitening was one of the top 10 best-selling local skincare brands on e-commerce platforms. Scarlett Whitening, an Indonesian body care brand, is well-known for its whitening product range, with total sales reaching IDR 40.9 billion between April and June 2022.

Scarlett Whitening also has an official social media presence, including Instagram, which serves as a platform to introduce and promote its skincare products. Through its Instagram page, Scarlett provides product information to attract social media users. Vlogs have become an up-to-date and adaptive learning tool that keeps up with technological developments. A vlog is an audio-visual medium containing opinions, news, or daily activities uploaded to social media platforms (Asmanigrum, 2021). Video creators, commonly known as vloggers, often use YouTube to share their content with a wider audience. Vlog content varies, covering topics such as education, health, religion, travel, daily routines, product reviews, and beauty (Luthfianeza, 2024). Women are particularly interested in beauty content, especially reviews of cosmetic or skincare products. These beauty content creators are known as beauty vloggers.

The rise of beauty vloggers helps consumers gain deeper insights into the products they are interested in through informative content. Beauty vloggers create content covering beauty tips, product information, and personal product reviews. In addition to reviews, they also frequently upload makeup tutorials. After watching beauty vlogger content, women tend to desire the same look, making beauty vlogger reviews a source of inspiration that influences purchase interest (Masruroh & Sudarwanto, 2020). Beauty vloggers not only review products but also recommend where to purchase them, whether from online stores or department store counters (Cahyani & Zahara, 2021). Therefore, beauty vlogger reviews can be defined as product reviews and recommendations provided by beauty vloggers through vlogs, presenting detailed explanations from product appearance to usage experiences, ultimately influencing viewers' purchase intention.

2. RESEARCH METHODS

In this research, the researcher chose Scarlett Whitening as the focus because of certain events and problems related to the brand. Several factors were studied to see how much beauty vlogger reviews, product quality, and brand image affect people's interest in buying Scarlett Whitening products. The methods used in this research are descriptive and verificative methods. Data was collected through questionnaires, followed by tests to check if the questions were reliable and valid. Multiple linear regression, correlation, and determination coefficient analyses, as well as F- and t-tests for hypothesis testing, were then applied to the data. In this study, non-probability sampling was used.

3. RESULTS AND DISCUSSIONS

Table 1. Criteria Based on Gender

Genre	Total	Percentage
Man	35	35%
Woman	65	65%
Total	100	100%

The results from the table above show that the number of male respondents is 35 people, representing 35%, while the number of female respondents is 65 people, representing 65%. Based on this data, it can be concluded that the majority of respondents are female.

Table 2. Criteria Based on Age

Age	Total	Percentage
15 to 18 Year Old	18	18%
19 to 22 Year Old	68	68%
23 to 26 Tahun	14	14%

Total	100	100%
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Based on the data in Table 2, it can be seen that the majority of respondents are aged 19 to 22 years old, with a total of 68 respondents, representing 68%. Meanwhile, respondents aged 15 to 18 years old total 18 respondents, representing 18%, and respondents aged 23 to 26 years old total only 14 respondents, representing 14%.

Table 3. Criteria Based on Employment Status

Employment Status	Total	Percentage
Student	18	18%
College Student	59	59%
Employee	14	14%
Entrepreneur	5	5%
Other	4	4%
Total	100	100%

Based on the data in Table 4.3, it can be seen that respondents with college student status make up the majority in Bandung, with a total of 59 respondents, representing 59%. Meanwhile, respondents with student status account for 18 respondents, representing 18%. Respondents with employee status total 14 respondents, representing 14%. Respondents with entrepreneur status account for 5 respondents, representing 5%, while respondents with other employment statuses total only 4 respondents, representing 4%.

Table 4. Criteria Based on Education Level

Education Level	Total	Percentage
SMP	12	12%
SMA/SMK	28	28%
D3	5	5%
S1	55	55%
Total	100	100%

Based on the data in Table 4, the respondents' education levels show that Junior High School graduates total 12 respondents, representing 12%. Meanwhile, Senior High School/Vocational School graduates total 28 respondents, representing 28%. The majority of respondents hold a Bachelor's degree (S1), with a total of 55 respondents, representing 55%.

The purpose of the F-test is to find out whether the dependent variable is affected by all of the model's independent variables at the same time. One way to evaluate hypotheses using the data or statistical groupings acquired is via ANOVA testing. The F-value in the ANOVA table is used to determine this test at a significance level of 0.5. The following table displays the results of the F-test calculations conducted using the SPSS program:

Table 5. Test Results (F-Test) Goodness of Fit Model

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1339,268	3	446,423	87,689	,000b
Residual	488,732	96	5,091		
Total	1828,000	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Brand Image, Beauty Vlogger Review, Product Quality

Based on the formula, where df_1 is 2 and df_2 is 97, and using a 0.05 significance level, 3.09 is the value in the F table. Data processing yielded a F value of 87.689, much more than 3.09. The p-value is less than 0.05, coming in at 0.000. That is why we can accept H_1 and reject H_0 . Which indicates that the interest individuals have in purchasing Scarlett Whitening goods is heavily influenced by beauty vlogger reviews, product quality, and brand image together.

To determine whether there is a significant influence from each individual variable, the results can be compared with a confidence level of 5%. If the probability value is less than 0.05, it indicates that each independent variable

individually has a significant effect on the dependent variable. Conversely, if the probability value is greater than 0.05, it indicates that each independent variable individually does not have a significant effect on the dependent variable. This test is conducted using the SPSS program, as shown below:

Table 6. Partial Hypothesis Testing (T-Test)

Models		Original Coefficients		Normalized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Fixed Value)	1,093	,495		2,062	,051
	Review Beauty Vlogger	,331	,132	,214	2,505	,000
	Product Quality	,401	,113	,320	3,564	,001
	Brand Image	,633	,132	,406	4,815	,000

Dependent Variable: Purchase Intention

The table shows that variable X1, Beauty Vlogger Review, has a t-value of 2.505, variable X2, Product Quality, has a t-value of 3.564, and variable X3, Brand Image, has a t-value of 4.815.

The t-value for Beauty Vlogger Review (X1) is $2.505 > 1.984$, with a significance value of $0.000 < 0.05$. Based on these data, H0 is rejected and H1 is accepted, meaning that Beauty Vlogger Review has a significant influence on Purchase Intention for Scarlett Whitening products.

Next, the t-value for Product Quality (X2) is $3.564 > 1.984$, with a significance value of $0.001 < 0.05$. Based on these data, H0 is rejected and H1 is accepted, meaning that Product Quality has a significant influence on Purchase Intention for Scarlett Whitening products.

Finally, the t-value for Brand Image (X3) is $4.815 > 1.984$, with a significance value of $0.000 < 0.05$. Based on these data, H0 is rejected and H1 is accepted, meaning that Brand Image has a significant influence on Purchase Intention for Scarlett Whitening products.

4. CONCLUSION

The research found that Beauty Vlogger Reviews (X1) have a clear and positive impact on people's interest in buying (Y). This means the results match the theory and the research guess, which says that Beauty Vlogger Reviews do affect people's interest in buying.

The research also found that Product Quality (X2) has a clear and positive impact on people's interest in buying (Y). This supports the theory and the research guess, which says that good product quality affects people's buying interest. These results were taken from the analysis of how all the factors relate to each other. Based on these results, we can say that Beauty Vlogger Reviews, Product Quality, and Brand Image all play a role in influencing people's interest in buying, which fits with the theory and research guess.

The research also found that Brand Image (X3) affects how interested Gen Z in Bandung are in buying Scarlett Whitening products — and the results are pretty good. The statement "The Scarlett Whitening brand is easy to remember" got a good average score. Meanwhile, the statements "Scarlett Whitening is a beauty product brand with a good reputation" and "Scarlett Whitening products leave a good impression after use" got the lowest average scores.

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