

# The Influence of Influencers, Brand Image and Product Quality on Purchasing Decisions For Skincare Skincare Products

(Case Study on Students of Faculty Of Economics and Business, Wijaya Kusuma University, Surabaya)

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## ABSTRACT

The purpose of the study was to determine the influence of brand image, product quality, and influencer influence on purchasing decisions by active students of Wijaya Kusuma University, Faculty of Economics and Business Surabaya when buying Skintific skincare products. Independent variables in written research such as influencers, brand perception, and product quality. The result that counts is the purchase decision. The target audience is students who use Skintific skincare products and are included in the class of 2018–2023 at Wijaya Kusuma University, Faculty of Economics and Business, Surabaya. In this study, purposive sampling procedures combined with non-probability sampling methods were used in determining samples. 88 respondents were sampled. Questionnaires are used in collecting data. Descriptive analysis and multiple linear regression analysis are defined as the analysis techniques used. Reviewing in the study, there are two factors that significantly influence consumer decisions in buying Skintific skincare products, namely influencers and product quality. Brand image does not have a significant influence on consumers' decisions to buy Skintific skincare products. Then, together influencers, brand image and product quality have a significant influence on purchasing decisions.

**Keywords:** *Influencer, Brand Image, Product Quality, Purchasing Decision*

## 1. INTRODUCTION

In terms of the beauty industry, Indonesia is progressing quite rapidly. Due to its dynamic nature, the beauty industry demands innovation. Indonesia's cosmetics industry grew by 9.61% in 2021, according to the Central Statistics Agency. In 2022, the Food and Drug Supervisory Agency (BPOM) reported an increase of 20.6% in the number of companies engaged in the Indonesian cosmetic industry. This happens considering Indonesia's market share is very tempting for cosmetic business actors. According to Silvia (2022), skincare products have a positive trend at the end of this year.

The number of references offered by manufacturers to skincare consumers is an interesting thing for skincare lovers. One example of a well-known skincare product today is skintific. This product brand is fairly new but can beat local skincare brands. Skintific is a skincare brand from Canada built by Ann-Kristin Stokke and Kristen Tveit. But Skintific skincare products are produced in China which is under license of PT. May Sun and distributed to Indonesia. This product appeared in Indonesia in August 2021, the beginning of its establishment in 1957. At the end of 2021 Skintific was released and became the most sought-after product. Within 1 year Skintific has received 7 awards. In 2022, Skintific became the latest entrant product declared by tiktok and sosiolla. The Skintific brand is phenomenal because it releases 5X Ceramide Barrier Repair Moisture Gel product innovations (Kompas.id, 2023). As a result, many consumers are trying the brand's Ceramide-based product range.

The existence of modern phenomena such as the presence of influencers who take part in promoting Skintific products makes this product a bestseller in the market. Influencers with the role of promoting products to potential customers, with reviews make these potential customers interested in using and buying these products, thereby increasing consumer trust in Skintific products. Influencers used as a marketing strategy can foster an increased product brand image. The more famous a brand is, it affects confidence in the product, therefore forming a positive image. A good brand image will be followed by good product quality. Product quality is closely related to the

company's profit level, the higher the quality of the product shared by the company, the more consumers will choose to buy the product.

The research conducted by (Ramadhan, 2022) concluded that influencers influence purchasing decisions, then research conducted by (Indah et al., 2020) shows that brand image variables affect purchasing decisions, research conducted by (Indah et al., 2020) explains that product quality affects purchasing decisions.

However, in contrast to research conducted by (Halim & Tyra, 2021) which concluded that influencers do not have a significant effect on purchasing decisions, research (Setyani & Gunadi, 2020) states that brand image variables have no effect on purchasing decisions, then research conducted by (Nadiya & Wahyuningsih, 2020) conclude that product quality affects purchasing decisions.

## 2. RESEARCH METHODS

Active students of the class of 2018-2023 at the Faculty of Economics and Business, Wijaya Kusuma University, Surabaya who use Skintific skincare products. Data collection using questionnaires. The analysis method used is multiple linear regression analysis. In this study, sample determination was carried out by non-probability sampling method with purposive sampling procedure. The samples used were 88.

## 3. RESULTS AND DISCUSSION

### 3.1. Validity Test

**Table 1.** Validity Test Results

Variable	Items	Total Pearson Correlation	Sig	Pearson Correlation Standard	Conclusiom
Influencers (X1)	X1.1	0,926	0,000	0,4	Valid
	X1.2	0,922	0,000	0,4	Valid
	X1.3	0,892	0,000	0,4	Valid
	X1.4	0,926	0,000	0,4	Valid
Brand Image (X2)	X2.1	0,911	0,000	0,4	Valid
	X2.2	0,909	0,000	0,4	Valid
	X2.3	0,883	0,000	0,4	Valid
Product Quality (X3)	X3.1	0,863	0,000	0,4	Valid
	X3.2	0,892	0,000	0,4	Valid
	X3.3	0,885	0,000	0,4	Valid
	X3.4	0,855	0,000	0,4	Valid
	X3.5	0,904	0,000	0,4	Valid
Purchase Decision (Y)	Y1	0,844	0,000	0,4	Valid
	Y2	0,817	0,000	0,4	Valid
	Y3	0,873	0,000	0,4	Valid
	Y4	0,760	0,000	0,4	Valid

Based on table 1, points were obtained on all indicators in each variable with pearson correlation  $> 0.4$  and a significant value of  $< 0.05$ . This shows that the statement of each indicator in written research shows valid results.

### 3.2. Reliability Test

**Table 2.** Reliability Test Results

Variable	Cronbach Alpha	Minimum Reliability	Conclusion
Influencers (X1)	0,935	0,7	Reliable
Brand Image (X2)	0,884	0,7	Reliable
Product Quality (X3)	0,927	0,7	Reliable
Purchase Decision (Y)	0,838	0,7	Reliable

It can be concluded that all Cronbach Alpha variables have a value of > 0.7 which means that all variables are interpreted as reliable. Therefore, it can be used for further data processing in written research.

### 3.3. Multiple Linear Regression Analysis

**Table 3.** Multiple Linear Regression Results

Type	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.614	.860		1.877	.064
Influencers	.335	.091	.346	3.686	.000
1 Brand Image	.190	.130	.161	1.468	.146
Product Quality	.315	.081	.431	3.909	.000

Based on table 3 the results of logistic regression testing conducted with the help of the SPSS program, the equation is obtained, namely:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

$$Y = 1.614 + 0.335X_1 + 0.190X_2 + 0.315X_3$$

In the regression equation above, it is concluded as below:

- Constant Value = 1.6141, If the variables of influence (X1), brand image (X2), and product quality (X2) are in constant condition, so the value of the purchase decision (Y) is 1.6141. The unidirectional influence between the influence variable (X1) and purchase decision (Y) is shown by a b1 value of 0.335 and a positive regression coefficient sign. This means that if the influence variable (X1) increases by 1 unit, then the purchase decision (Y) also increases by 0.351 units. As long as other independent variables are in a constant or fixed state.
- According to table 3 shows that brand image (X2) has no influence on purchasing decisions, then the value of b2 shows a value of 0.190 with no meaning, even though the regression coefficient number shows positive results.
- Product quality variables (X3) and purchasing decision (Y) with unidirectional influence, with a b3 value of 0.315 and a positive regression coefficient sign. This shows that if the product quality variable (X3) increases by 1 unit, therefore the purchase decision (Y) also increases by 0.315 units. As long as the other independent variable is in a constant or fixed state.

### 3.4. Test F

**Table 4** F Test Results

Type	Sum of Squares	Df	Mean Square	F	Sig.
Regression	647.408	3	215.803	103.296	.000b
1 Residuals	175.489	84	2.089		
Total	822.898	87			

The value of F<sub>calculate</sub> > F<sub>table</sub> is 103.296 > 2.712. With the Significance value (Sig.) of the Anova output, a Sig. value of 0.000 is obtained < 0.05 (alpha 5%). From the picture above, it is known that H0 was rejected and Ha was accepted. This proves that independent variables consisting of influencers, brand image and product quality simultaneously influence the purchase decision of Skintific skincare products.

### 3.5. T Test

**Table 5. T Test Results**

Unstandardized Coefficients		Standardized Coefficients	T	Sig.
B	Std. Error	Beta		
1.614	.860		1.877	.064
.335	.091	.346	3.686	.000
.190	.130	.161	1.468	.146
.315	.081	.431	3.909	.000

The influencer variable shows the calculated value of the ttable > which is  $3.686 > 1.988$ , the significance value is  $0.000 < 0.05$ . From the picture above, it is known that  $H_0$  was rejected and  $H_a$  was accepted. This proves that Influencers have an influence on the purchase decision of a Skintific skincare product. The brand image variable shows the calculated value of the ttable < which is  $1.468 < 1.988$  significance value of  $0.146 > 0.05$ . From the picture above it is known that  $H_0$  is accepted and  $H_a$  was rejected. This proves that brand image does not have an influence on the purchase decision of Skintific skincare products. The product quality variable shows the calculated value > the table is  $3.909 > 1.988$  significance value  $0.000 < 0.05$ . From the picture above it is known that  $H_0$  was rejected,  $H_a$  was accepted. This proves that Product Quality has an influence on the purchase decision of Skintific skincare products.

### 3.6. Coefficient of Determination Test

**Table 6. Coefficient of Determination Test**

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.887a	.787	.779	1.44539

It is known that the correlation between influencer variables, brand image and product quality with purchasing decisions is strong because the value of  $R = 0.877 > 0.05$ . And in the table obtained the value of Adjusted R Square = 0.787 or 78.7% which means that the variable of purchase decisions is influenced by influencer variables, brand image and product quality by 78.7% and the remaining 13.4% is influenced by other variables that are not included in this study.

## 4. DISCUSSION

Reviewing the test results explains that Influencer (X1) has a significant influence on the Purchase Decision (Y) of Skintific skincare products. This is because UWKS economics and business faculty students as respondents in written research consider the explanation conveyed and the appearance of the Influencer (Tasya Farasya) when promoting Skintific skincare products can influence students to carry out Purchase Decisions. In addition, with the existence of a lot of Influencer content (Tasya Farasyah) about Skintific products, it adds information and consumer curiosity to Skintific skincare products.

Based on the test results, it is explained that Brand Image (X2) has no influence on the Purchase Decision of Skintific skincare products. It can be known for students that a bad brand image does not affect purchasing decisions, because students prioritize aspects of product performance rather than brand ideals. Brand image is not the main factor for students in carrying out purchasing decisions on Skintific skincare products, there are other factors or variables that affect consumers more. As in written research, other factors that influence consumers in carrying out purchasing decisions on Skintific skincare products are due to product quality and due to the influence of influencers.

Based on the test results, it is explained that Product Quality (X3) has a significant influence on the Purchase Decision (Y) of Skintific skincare products. This is because UWKS economics and business faculty students consider Skintific products with good quality to be able to carry out according to their functions, therefore influencing Purchasing Decisions.

Based on testing, the results of influencers (X1), brand image (X2), product quality (X3) together influence the purchase decision of Skintific skincare products. This is because the better the influencer, brand image and product quality, the purchase decision for Skintific skincare products will increase.

## 5. CONCLUSION

The results of the research described in the previous chapter obtained a number of conclusions from the study:

- Influencers have a significant influence on the purchase decision of Skintific skincare products, so that the hypothesis proposed is proven.
- Brand image has no significant effect on the purchase decision of Skintific skincare products, so the hypothesis proposed is not proven.
- Product quality has a significant effect on the purchase decision of Skintific skincare products, so the hypothesis proposed is proven.
- Influencers, brand image and product quality together have a significant influence on the purchase decision of Skintific skincare products, so the hypothesis proposed is proven.

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