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The Influence of Influencer Marketing on Purchasing Decisions for *Scientific* Brand Products

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Abstract: This study aims to analyze the influence of influencer marketing on purchasing decisions for Skintific products among audiences exposed to promotional content from influencer marketing. In the digital era, influencer marketing has become an effective strategy that utilizes social media platforms, especially Instagram and TikTok, to increase brand awareness and interaction with audiences. This research uses a quantitative approach, where data is collected through questionnaires distributed to consumers exposed to influencer marketing and analyzed using descriptive analysis methods. The results of the analysis show that influencer marketing has a relatively strong influence on purchasing decisions. In addition, factors show that the purchase channel and time of purchase are the two most influential factors in influencing purchasing decisions. This research provides a deeper understanding of how marketing can influence consumer purchasing decisions and the importance of choosing the right marketing strategy to increase product appeal.

Keywords: Influencer Marketing, Purchase Decision, Digital Marketing, Social Media, Digital Marketing, Digital Media.

1. INTRODUCTION

In the era of globalization, technological developments continue to experience significant developments and positively impact various aspects of life, including marketing. Marketing activities were carried out conventionally in the past, but now, technology provides new alternatives through digital marketing, more commonly known as digital marketing. Digital marketing is one of the strategies often used by companies, including companies in the beauty and fashion fields. This is supported by data from We Are Social, which shows that internet users in Indonesia reach 175.4 million or as much as 64% of the entire population. Therefore, digital marketing is considered more effective and has the potential to be implemented by companies in the Indonesian market, given the high number of internet users and the ease of shopping offered through digital platforms.

The convenience of the online buying and selling system presented through digital marketing also positively impacts consumer purchasing decisions. (Romla & Ratnawati, 2018) The easier it is for consumers to access information online, the higher their trust in purchasing decisions. This digital marketing strategy that provides easy access to information is effectively implemented to increase consumer purchasing decisions. Influencer marketing is a marketing technique that utilizes influencers to influence consumer attitudes, behaviors, and even decisions in choosing products. Influencers are expected to help convey product specifications and information quickly and attractively so the product enters consumer consideration (Kotler, P., & Armstrong, 2020). Marketers choose influencers with a broad audience reach because the more audiences they reach and interact with, the higher the chances of the product being recognized and influencing purchasing decisions.

One of the local beauty businesses that apply influencer marketing techniques is Skintific. Scientists implement influencer marketing through the Instagram and TikTok platforms, where they

choose influencers who can persuade their followers on social media. The market welcomes every new product from Skintific, as many influencers make honest review videos. Research by Fathurrahman et al. (2021) shows that influencer marketing can significantly increase sales. This research is supported by (Lengkawati & Saputra, 2021), who found that influencer marketing positively and substantially influences consumer purchasing decisions. These studies provide a deeper understanding of the influence of influencer marketing in the context of digital marketing.

This research aims to analyze the influence of marketing techniques through influencer marketing on purchasing decisions for Scientific products. In addition, this study also aims to identify and analyze the factors owned by influencers that play an essential role in influencing consumer decisions to buy Scientific products. This research is expected to provide a deeper understanding of the effectiveness of influencer marketing strategies in the context of digital marketing of local beauty products.

2. LITERATURE REVIEW

Influencer marketing has become an increasingly popular strategy in the digital era, especially on social media platforms such as Instagram and TikTok. Influencer marketing utilizes the ability of influential individuals, or influencers, to promote products in a more personalized and authentic way so that the messages conveyed can attract audience attention more effectively than conventional marketing (Lengkawati & Saputra, 2021). According to (Lengkawati & Saputra, 2021), digital marketing creates an interactive dialog between companies and consumers through digital technology. This is in line with the views of (Onsardi et al., 2022), which state that digital marketing can expand consumer preferences in product marketing through existing electronic media. Digital marketing, as one of the marketing strategies supported by technology, not only increases brand awareness but also directly affects consumer purchasing decisions (Onsardi et al., 2022.) Revealed that the more often companies apply digital marketing, the higher the sales figures. This is due to the ease with which consumers can access product information through social media and the internet so that they are more trusting and interested in buying (Romla & Ratnawati, 2018)

This strategy relies on the influencer's ability to influence consumer attitudes and behaviors toward certain products in the context of influencer marketing. According to (Zaki, 2018), an influencer is selected based on popularity, attractiveness, expertise, and reputation. Rossiter and Percy (Wardah & Albari, 2023) identified four indicators that can measure the effectiveness of influencer marketing, namely visibility, attractiveness, power, and credibility. These indicators are essential in attracting consumer attention to promoted products, especially on social media.

According to Kotler and Keller (Wardana, 2014), purchasing decisions solve problems by analyzing needs, searching for information, and evaluating options that end with a purchase. (Kotler, P., & Armstrong, 2020) explain that consumer purchasing decisions involve several indicators, including product choice, brand, purchase channel, purchase time, and purchase amount. This study pays particular attention to the indicators of purchase channels and purchase time, which were found to be significant factors in the influence of influencer marketing on consumer purchasing decisions.

Previous studies, such as the one conducted by (Fathurrahman et al., 2021), show that influencer marketing strategies can significantly increase product sales, especially if the content presented is informative and interesting. (Lengkawati & Saputra, 2021) It also found that influencer marketing positively and substantially influences consumer purchasing decisions. This study supports the understanding that influencer marketing can help build trust and preference for the promoted products, especially among digital consumers.

Influencer marketing has proven effective in building image and attracting consumer attention through social media in the context of local brands such as Scientific. Honest review content from influencers has helped introduce Skintific products to consumers, thereby driving purchase decisions. This strategy demonstrates that appropriate influencer selection and content relevance are essential

for digital marketing success. This research will continue to explore the influence of purchase decision indicators on influencer marketing effectiveness, especially in channel and time of purchase, which are essential in consumer decisions.

3. RESEARCH DESIGN AND METHOD

This study used a quantitative approach with a survey method. Data was collected through questionnaires distributed to Digital and Media Communication students at IPB Vocational School, who were exposed to Skintific product promotions. The variable measurement scale used is a Likert scale. The data obtained will be analyzed using descriptive statistical techniques to measure the influence of marketing on purchasing decisions.

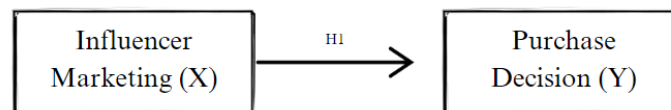


Figure 1. conceptual framework

This research was conducted by distributing questionnaires through social media, especially Instagram. This research will be conducted for 6 weeks, from October 1, 2024, to November 14, 2024. The data used in this study are divided into two types, namely primary data and secondary data. Primary data was obtained directly from respondents through the distribution of questionnaires designed to collect information from consumers according to the sample criteria. This questionnaire uses Likert scale-based closed questions to measure respondents' responses to influencer marketing promotions and their purchasing decisions for Scientific products. With the Likert scale, researchers analyzed the extent to which promotions made by influences influenced consumers' purchase intention toward the product. Meanwhile, secondary data was obtained from various sources, such as relevant literature, journals, and publications related to influencer marketing and consumer purchasing decisions. This secondary data provided context and support to the research and enriched the analysis. The main instrument in this study was a questionnaire that included respondents' demographic data and questions regarding their exposure to influencer marketing promotions on social media. This instrument was designed to ensure that the data obtained is valid and reliable so that the research results can provide an accurate picture of the influence of influence on scientific product purchase decisions.

The data collected in this study will be analyzed using the primary statistical technique, descriptive statistics. According to Ghozali (2016), descriptive statistics is a method used to describe and provide an overview of the characteristics of the object under study. This technique includes calculations such as mean, mode, media, and frequency distribution of respondents' responses regarding the influence of influencer marketing promotions on purchasing decisions for Scientific products. This analysis aims to deeply understand data patterns and respondent characteristics before proceeding to a more complex analysis stage.

4. RESULT AND DISCUSSION

Skintific is a local beauty brand known for its high-quality and innovative skincare products formulated using the latest skincare technology. Scientific excels in selecting dermatologically tested ingredients, making it popular among consumers looking for products that not only deliver results but maintain healthy skin. Through a digital marketing strategy that utilizes influencer marketing, Scientific has expanded its reach and strengthened its brand awareness on social media, creating high engagement with its audience and strong customer loyalty. According to Rossiter and Percy (Yulianyah et al., 2023), Influencer marketing can be measured using four primary indicators: visibility, credibility, attractiveness, and power. These four indicators are considered relevant as they

include influential dimensions in building connections and the attractiveness of influences to their audiences. This research was conducted to see how influential marketing is in purchasing Skintific brand products. The results of the influencer marketing analysis are presented in Table 1.

Table 1. Mean and Range of Influencer Marketing Scores

Influencer Marketing	Average Score*	Score Range*
Popularity	3.32	2-4
Attractiveness	3.036	1-4
Influencer Credibility	3.37	1-4
Power	2.38	1-4
All Aspects	3.026	1-4

Based on the results of data analysis, influencer marketing variables significantly influence purchasing decisions for Scientific products. Table 1 calculates the four leading indicators: popularity, attractiveness, credibility, and power. The popularity indicator obtained an average score of 3.32, indicating that influencers with high popularity can attract better audience attention, thus increasing brand awareness of Scientific products. Furthermore, with an average score of 3.036, influencer attractiveness also contributes to attracting consumers' initial interest in the product. Although slightly lower than popularity, attractiveness still plays a vital role in introducing the product to the audience.

The credibility indicator shows the highest average score among other indicators, at 3.37. This indicates that consumers' trust in influences dramatically influences their decision to consider and purchase products. Influencer credibility is the main factor that makes consumers more confident in the promotions delivered. On the other hand, the indicator of influencers' strength in encouraging audiences to make purchases has an average score of 2.38, the lowest score among other indicators. This suggests that there is still room to strengthen the effectiveness of influencers in driving direct purchase actions. Overall, the average score of all aspects of influencer marketing of 3.026 indicates that this strategy strongly influences Skintific product purchase decisions. This study uses purchasing decision theory to understand the factors influencing consumers to choose specific products. According to (Kotler, P. & Armstrong, 2020) referred to in Armstrong's book (2017), purchasing decisions can be influenced by five leading indicators: product choice, brand choice, purchase channel choice, purchase time, and purchase amount.

Table 2 Average and Range of Purchase Decision Factor Scores

Purchase Decision	Average Score*	Score Range*
Product Selection	2.93	1-4
Brand Choice	2.87	1-4
Choice of Purchase Channel	3.06	1-4
Purchase Quantity	3.07	1-4
Purchase Quantity	2.61	1-4
All Aspects	2.90	1-4

In the purchasing decision variable, the product choice indicator, which has an average score of 2.93, shows that consumers consider Scientific products' benefits and advantages. However, there is still room to increase consumers' positive perceptions of this product. This can be done by improving product quality, highlighting unique features, or educating consumers through more specific and informative promotions about the advantages of Scientific products compared to competitors. These efforts are expected to strengthen the product's attractiveness in consumers' eyes. The brand choice indicator with an average score of 2.87 shows that the Scientific brand can influence purchasing decisions, although its influence is moderate. Consumer interest in this brand is influenced by price suitability and personal preference. To increase brand appeal, it is necessary to carry out marketing strategies that highlight the brand image more strongly, for example, by utilizing positive reviews, user testimonials, or campaigns that target emotional values relevant to the target audience. The choice of purchase channel has the highest score among other indicators, at 3.06, indicating that the

ease of access and availability of products in the proper purchase channel greatly influence consumer decisions. Consumers tend to feel comfortable buying products through easily accessible platforms, such as e-commerce or official stores, especially if the services provided are adequate, such as ease of payment methods and user-friendly interfaces. These purchase channels can be optimized by expanding cooperation with marketplaces or improving service quality on official websites. The purchase time indicator also strongly influences consumer decisions, with an average score of 3.07. Consumers tend to buy products at favorable times, such as when promotions or certain products are available. This emphasizes the importance of time-based marketing strategies, such as seasonal discount offers, bundling promotions, or emphasis on limited stock to encourage purchase urgency. These strategies not only increase product appeal but can also influence consumer loyalty to the Scientific brand. Finally, the number of purchases received the lowest score of 2.61, indicating that this aspect is less of a priority for consumers than the other indicators. This may be due to the nature of products often purchased in small quantities or only as needed. Scientists could consider a loyalty program that incentivizes large purchases or repeat purchases to increase the number of purchases. This strategy can help encourage consumers to increase their purchase volume.

Overall, the analysis results show that influencer marketing with high credibility and popularity of influencers can influence consumer purchasing decisions. On the other hand, in the purchase decision variable, ease of purchase channel and time of purchase are the most decisive factors in consumers' decision-making process. Thus, marketing strategies through influencers who have credibility and optimize the right purchase channel and time can significantly increase the purchase decision of Scientific products among consumers.

5. CONCLUSION

The use of influencer marketing in promoting Skintific brand products has been proven to have a significant influence on purchasing decisions for Skintific products. The influencer credibility factor is a key element that builds consumer trust in the promoted product. In addition, ease of access through the proper purchasing channels also plays a vital role in driving consumer decisions. This research emphasizes the importance of selecting credible influencers and optimizing channel strategies and purchase time to increase influencer marketing effectiveness.

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