

## Social Media Influencers, Brand Awareness, and Brand Image on Purchasing Decisions for Skincare Products

Endah Febriyanti<sup>1</sup>, Annisa Fajri<sup>2</sup>

Faculty Economic and Business, Universitas Muhammadiyah Semarang<sup>1,2</sup>

Correspondence author: [annisafajri@unimus.ac.id](mailto:annisafajri@unimus.ac.id)

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### ABSTRACT

This study aims to determine the effect of social media influencers, brand awareness, and brand image on purchasing decisions for skincare products in Semarang City. The results of this study indicate that partially there is a positive and significant influence on Social Media Influencers, Brand Awareness, and Brand Image on Purchasing Decisions on Skincare Products. Also, the results of the study explain that simultaneously there is a positive and significant influence of Social Media Influencers, Brand Awareness, and Brand Image on Purchasing Decisions on Skincare Products. The results of the coefficient of determination test with a value of 0.789 which means that the amount of Social Media Influencers, Brand Awareness, and Brand Image on Purchasing Decisions is 78.9%, while the remaining 21.1% is influenced by other factors not included in this study.

Keywords: Social Media Influencer, Brand Awareness, Brand Image Purchasing Decisions, Skincare.

## **INTRODUCTION**

Human needs are becoming more varied as time goes by. In modern society, many people now care about appearance, especially in terms of facial skin care. In recent years, the trend of using skincare has emerged. Skincare is a series of products used on the skin, especially facial skin. Currently, the use of skincare has become a routine for many people so that to meet these needs can be a promising business opportunity. As a result, many companies in Indonesia are competing to make various types of local skincare products from various brands to meet the demand for these needs.

The large selection of skincare products makes consumers, both women and men, selective in determining the choice of brand that they will use. Skincare X is one of Indonesia's most recognised local brands. Although it is still a new brand, Skincare X is considered quite successful in attracting the attention of consumers and being able to compete with brands that have long been established long before. However, the skincare business must continue to think about strategies to be able to maintain their products in the midst of intense business competition. The high competition for similar products makes consumers more selective in making purchasing decisions.

## **LITERATURE REVIEW**

### **Purchase Decision**

Nugroho J Setiadi suggests in (Pratama, 2019) purchasing decision making is the process of obtaining information and combining alternative choices and choosing one of these choices. Purchasing decisions are part of the decision-making process when customers actually buy a product, said Kotler and Armstrong (2014). This is the process that customers go through before deciding to buy a product. Indicators of purchasing decisions according to Kotler include:

1. Steadiness on a product  
Actions that customers make after examining various supporting information in the decision-making process.
2. Habits in buying product  
Experience in purchasing and the results of using products that have been experienced by nearby individuals.
3. Giving recommendations to others  
A way to convey good and positive information to them in the hope of arousing their interest in making a purchase.
4. Making repeat purchases  
Actions that consumers continue to take after feeling satisfaction from the products or services they have received.

### **Social Media Influencer**

People who frequently engage with certain subjects on social media and produce products that are interesting, instructive, or both are known as social media influencers (Loeper et al., 2014 in Hidayanto, 2022). Influencers on social media often evaluate items after wearing them according to their preferences. An influencer may review a product that others like and are interested in purchasing, according to Munukka et al. (2016) in Hermenda (2019). According to Shimp (2013) in Pramesthi (2021) social media influencers are individuals who become famous on the Internet, and have the capacity to influence others. Indicators of social media influencers are as follows:

1. Attractiveness  
Elements such as similarity, familiarity, and liking are included in attractiveness. Communicators tend to be attractive to communicators if there are shared interests and similarities. A brand advertised by an attractive celebrity can create the

impression that the brand is also attractive, while endorsements from celebrities who are considered moral can give the impression that the brand has good values.

2. Trustworthiness

Reliability refers to honesty and sincerity, which helps build customer trust in the communicator. How the audience interprets the intention of the information source will determine how honest and reliable the communicator is. The utilisation of social media influencers, both in their role as brand entrepreneurs and as brand endorsers, has a number of advantages in terms of commercial value.

3. Expertise

Expertise involves the experience, skills, knowledge of the communicator. Expertise is more subjective than objective. A public figure with a particular expertise may be considered more capable of influencing an audience to share their views in relation to their expertise, compared to another public figure who does not have similar expertise.

### **Brand Awareness**

Parker & Olson (2014) in Wahyuningtyas (2023) brand awareness is a process of a consumer recognising the presence of a brand and then storing it in their memory, taking it into consideration before making a purchase decision. according to Shimp (2013), is the capacity of a brand to develop in consumers' memories when consumers consider brands in a particular product category and the extent to which it is easy to remember the brand. Brand awareness indicators according to Shim et al in Andreani (2021) include:

1. Unaware of Brand

At the most basic level, there is brand ambiguity to the target audience.

2. Brand recognition

At this stage, a brand becomes important for consumers to choose that brand when making a purchase.

3. Brand recall

This can happen when consumers are asked to name a brand in a product class and the consumer succeeds in naming the desired brand. Consumers do not need additional help to recall brands.

4. Top of Mind

At this level, among many other brands, there is only one that is remembered in the minds of consumers. For example. if consumers are asked to directly name a brand without the help of others; Then consumers can name the brand as expected. The brand that is mentioned first by many consumers is the brand that is most remembered.

### **Brand Image**

Defined as a set of associations that people have with a particular brand by Simamora (2004) in Surbakti (2023). This is the impression in the consumer's mind or the memory that a customer has of a brand. The development of a product's brand is very dependent on the brand image, because this image represents the reliability and trust that buyers will consider when making a purchase (Wijaya, 2013) in Haryadi (2022). Brand image indicators according to Simamora (2004) as quoted in Surbakti (2023):

1. Company image (corporate image)

Manufacturer image refers to how customers perceive a company that produces a good or provides a service.

2. User image (user image)

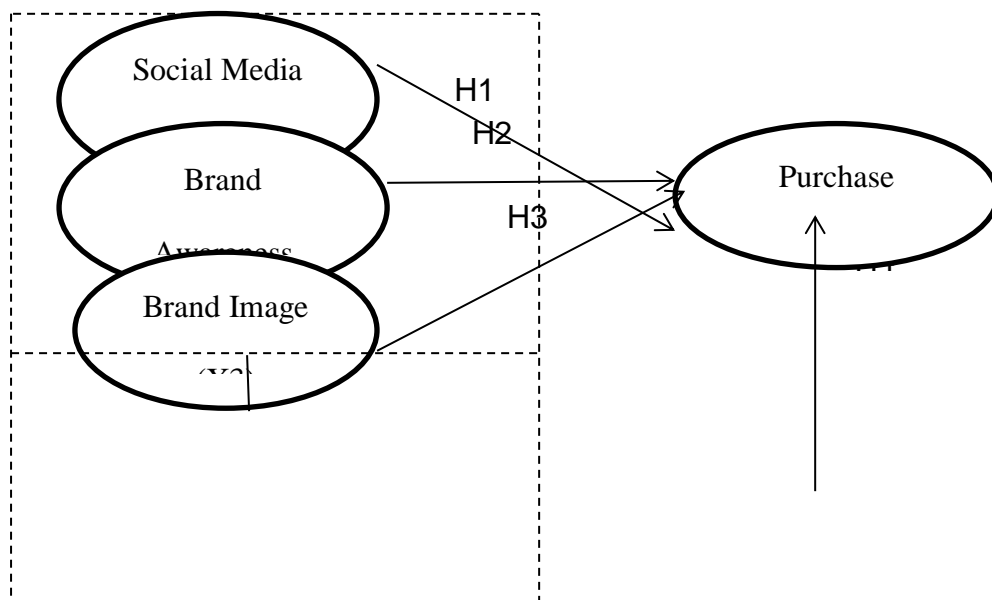
The user image of a product or service is the sum total of the many connections a customer has with the people who use it. This includes not only the product or service itself but also the consumer, their personality, and the social status that comes from using it.

3. Product image

The term “product image” describes the buyer's understanding of a product. This includes the product's features, the value it offers, its applicability, and any warranties that come with it.

**Framework of Thought**

A framework is needed in order to understand the direction of the research to be taken. The author uses four variables in this study, namely social media influencers, brand awareness, brand image, and purchasing decisions.



Source: Developed by the researcher

Hypothesis :

- H1 : Social Media Influencers have a positive and significant effect on Purchasing Decisions
- H2 : Brand Awareness has a positive and significant effect on Purchasing Decisions
- H3 : Brand Image has a positive and significant effect on Purchasing Decisions
- H4 : Social Media Influencers, Brand Awareness, and Brand Image have a positive and significant effect on Purchasing Decisions.

**RESEARCH METHOD**

**Population and Sample**

The population and sample in this study were Skincare consumers in Semarang City with a sample size of 96 respondents. The sample technique used in this study is non probability sampling technique with purposive sampling type. several criteria were considered when selecting respondents for this study, including respondents with domicile areas in Semarang City and who had purchased skincare X products at least once.

Meanwhile, Lemeshow's method was used to calculate the sample size in this investigation because the population size was unknown (Nanincova, 2019).

$$n = \frac{Z^2 1-\alpha/2P(1-P)}{d^2}$$

Description :

n = Total Sample

$Z^2(1-\alpha/2)$  = Degree of confidence (95%, Z = 1.96)

P = Maximum estimate (50% = 0.5)

d = Alpha / large error tolerance (10% = 0.1)

$$n = \frac{1,96^2 \times 0,5(1-0,5)}{0,1^2}$$

$$n = \frac{3,8416 \times 0,25}{0,01}$$

n = 96,04 rounded up to 96.

So the number of samples based on the results of the formula is 96 respondents.

### Data Collection Method

Data collection uses primary data in the form of questionnaires and also secondary data in the form of books, internet, articles and journals.

## RESULTS

### Multiple Linear Regression Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.254	.917		1.367	.175
	Social Media Influencer	.161	.074	.129	2.192	.031
	Brand Awareness	.316	.055	.315	5.741	.000
	Brand Image	.643	.068	.605	9.501	.000

a. Dependent Variable: Keputusan Pembelian

Source: SPSS processed results

Based on the table above, the multiple linear regression analysis and its interpretation are as follows.

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$$

$$= 1,254 + 0,161 + 0,316 + 0,643$$

1. The value of a shows a number of 1.254 is a constant or a state when the Social Media Influencer, Brand Awareness and Brand Image variables are 0 (zero), then the Purchasing Decision will be constant at 1.254.
2. The Social Media Influencer coefficient shows a positive value of 0.161. This means that if you get an increase of 1, the amount of the Purchase Decision will be affected by an increase of 0.161.
3. The Brand Awareness coefficient shows a positive value of 0.316. This means that if you get an increase of 1, then the magnitude of the Purchasing Decision will be affected by an increase of 0.316.
4. The Brand Image coefficient shows a positive value of 0.643. This means that if you get an increase of 1, then the magnitude of the Purchasing Decision will be affected by an increase of 0.643.

**F Test (Simultaneous)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	330.010	3	110.003	119.207	.000 <sup>b</sup>
	Residual	84.897	92	.923		
	Total	414.906	95			

a. Dependent Variable: Keputusan Pembelian

Source: SPSS processed results

The statistical results display a significance level of 0.000, furthermore in this case it is less than the significant figure of 0.05. Signalling if the purchase decision is significantly affected by the combined effect of all elements of the study or it can be said that all variables included in this study, together, have a significant influence on purchasing decisions.

**T Test (Partial)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.254	.917		1.367	.175
	Social Media Influencer	.161	.074	.129	2.192	.031
	Brand Awareness	.316	.055	.315	5.741	.000
	Brand Image	.643	.068	.605	9.501	.000

a. Dependent Variable: Keputusan Pembelian

Source: SPSS processed results

Referring to the data above shows that:

1. The Social Media Influencer variable (X1) has a sig value of 0.031 < 0.05, which indicates that the decision to purchase skincare products is positively and significantly influenced by Social Media Influencers.
2. The sig value of 0.000 < 0.05 for the Brand Awareness variable (X2) indicates that this variable has a significant and positive effect on consumer decisions to buy skincare products.
3. Brand Image (X3) variable with a sig value of 0.000 < 0.05, which means that it has a positive and significant effect on purchasing decisions for skincare products.

**Test Coefficient of Determination (R2)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.892 <sup>a</sup>	.795	.789	.961

a. Predictors: (Constant), Brand Image, Brand Awareness, Social Media Influencer

Source: SPSS processed results

Referring to the data above, displays the Adjusted R Square result of 0.789. This illustrates that 78.9% of purchasing decisions (Y) are influenced by Social Media Influencer, Brand Awareness, and Image (X) factors. While 21.1% is influenced by other things outside the study.

## **DISCUSSION**

### **The Influence of Social Media Influencers on Purchasing Decisions**

As a result of data processing based on respondents' responses conducted by researchers, the Social Media Influencer variable has a significant positive impact on consumer decisions to buy X skincare products. The results of the hypothesis test support this claim because the significance value of the partial test of variable X1  $<0.05$ , namely 0.031, which shows that H1 is accepted.

Based on the information above, it shows that social media influencers can influence consumer decisions in purchasing products. This is in line with Surbakti (2023) statement which shows that the majority of respondents actively use social networks to read reviews before deciding which product or service to buy. The key elements that change consumer behaviour regarding brands are the comments, statements, advice and details provided by influencers. The higher the influence of social media influencers in influencing consumer confidence, the higher the level of decision to make a purchase decision on a product. This finding supports Andreani's (2021) claim that social media influencers have a positive and significant influence on consumer purchasing decisions.

### **The Effect of Brand Awareness on Purchasing Decisions**

As a result of data processing based on respondents' responses conducted by researchers, the Brand Awareness variable has a significant positive impact on consumer decisions to purchase X skincare products. The results of the hypothesis test support this claim with the significance value of the partial test of the X2 variable  $<0.05$ , namely 0.000, which shows that H2 is accepted.

The role of brands is very good in the context of making purchasing decisions, because with the presence of brand awareness, a consumer can identify the existence of a product on the market without requiring special encouragement from a particular category or brand (Sari, 2023). The results of these findings are in line with Uyuun's research (2022) that brand awareness has a positive and significant effect on purchasing decisions.

### **The Effect of Brand Image on Purchasing Decisions**

As a result of data processing based on respondents' responses conducted by researchers, the Brand Image variable has a positive and significant impact on consumer decisions to buy X skincare products. The results of the hypothesis test support this claim with the significance value of the partial test of variable X3  $<0.05$ , namely 0.000, which shows that H3 is accepted. Referring to the data output that has been done shows how important brand image is to encourage the purchase of skincare X products in the city of Semarang.

The role of brand image is very important in influencing consumer purchasing decisions because customers are more likely to choose a brand or product that has a good reputation. The better the brand reputation of an item, the more likely people will buy the item. (Abi Nugroho, 2022). A strong brand reputation forms customer confidence to buy goods without hesitation. This shows that Skincare extensive and well-known brand image makes customers who make purchases very confident and confident in their

credibility. As a result, the number of purchasing decisions increases and increases their interest in making purchases. The results of this study are in line with Solihin (2021), which reveals that purchasing decisions are positively and significantly influenced by the brand image variable.

### **The Influence of Social Media Influencers, Brand Awareness, and Brand Image on Purchasing Decisions**

The fourth hypothesis was tested, and the findings show that consumer decisions to buy certain products are influenced by social media influencers, brand awareness, and brand image factors together (simultaneously). This is indicated by the significance result of 0.000 which is smaller than the value of 0.05. Thus, it can be concluded that variables X1, X2, and X3 significantly and positively influence consumer decisions to buy. Therefore, it can be said that H4 can be accepted.

The relationship between Social Media Influencers, Brand Awareness, and Brand Image and their influence on purchasing decisions is shown by the coefficient of determination of 78.9 per cent. Meanwhile, 21.1 per cent of this value is influenced by independent variables that are not included in this study. Furthermore, this shows the importance of Social Media Influencers, Brand Awareness, and Brand Image in stimulating the purchase of Skincare products in Semarang City. Customers are persuaded to buy a product based on brand reputation, product brand knowledge compared to its competitors, and satisfactory reviews from previous users or an influencer. This is research by Mahendri (2021) social media influencers, brand awareness and brand image together have a significant positive effect on purchasing decisions.

## **CONCLUSION**

Based on the discussion that has been carried out, the following conclusions can be drawn that the results of this study indicate that partially there is a positive and significant influence on Social Media Influencers, Brand Awareness, and Brand Image on Purchasing Decisions on X skincare products. Also, the results of the study explain that simultaneously there is a positive and significant influence of Social Media Influencers, Brand Awareness, and Brand Image on Purchasing Decisions on X skincare products. The results of the coefficient of determination test with a value of 0.789 which means that the amount of Social Media Influencers, Brand Awareness, and Brand Image on Purchasing Decisions is 78.9%, while the remaining 21.1% is influenced by other factors not included in this study.

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