

THE INFLUENCE OF BEAUTY VLOGGER, ONLINE CUSTOMER REVIEW AND IMPULSE BUYING DECISIONS, ON INTEREST TO BUY ONLINE ON SOMETHINC SKINCARE PRODUCTS (Case study on students of the Faculty of Economics and Business of Universitas Malikussaleh)

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Abstract

This study aims to test the influence of beauty vloggers, online customer reviews and impulse buying decisions on online purchasing interest in Somethinc skincare products (case study on students of the Faculty of Economics and Business, Malikussaleh University). The number of respondents in this study was 100 respondents at the Faculty of Economics and Business, Malikussaleh University. The data analysis method used is Multiple Linear Regression with SPSS Software. The results of this study found that Somethinc Beauty vlogger skincare directly has a significant effect on online purchasing interest in Somethinc skincare products online. This shows that beauty vloggers influence purchasing interest. Thus, beauty vloggers are included in the considerations that consumers prioritize in attracting purchasing interest on Shopee, Instagram, and TikTok shops. Online customer reviews do not have a significant effect on online purchasing interest in Somethinc skincare products. Thus, online customer reviews are not included in the considerations that are prioritized in increasing purchasing interest, so that positive and negative reviews are not the main stimulus in creating purchasing decisions. This shows that online customer reviews do not affect purchasing interest in the Instagram, TikTok Shop, Shopee applications, if the reviews given are increasingly positive, purchasing interest does not necessarily increase. Impulse buying decisions have a positive and significant effect on online purchasing interest in Somethinc skincare products. Thus, impulse buying decisions are included in the considerations that are prioritized in increasing purchasing interest.

Keywords : Beauty Vlogger, Online Customer Review, Impulse Buying Decision, and Online Purchase Interest in Somethinc Skincare Products

INTRODUCTION

Beauty is the basic capital for women who always want to show their existence in sociality. There are many ways that women can do in an effort to achieve the beauty they desire. Modern lifestyles that tend to be practical require people to do work quickly and easily. This also applies to the selection of skincare for women who always want to care for or beautify themselves. For women, beauty and physical attractiveness are very important because social support, popularity, choice of life partner and career are influenced by a person's physical attractiveness. Skincare products are currently widely available on the market, ranging from skincare products that are specifically designed for certain skin types, to skincare products that have halal licenses for Muslim women.

The many skincare products offered by providing benefits in the use needed by customers spur the enthusiasm of producers to seize existing business opportunities by promoting their products on digital platforms. One platform that often recommends or provides information about beauty or skin care is YouTube. YouTube Beauty content or content about beauty in the current era is very popular with most people, especially women who are interested in the world of beauty and self-care. Beauty contents usually display information about beauty delivered by a beauty vlogger. Beauty vlogger is someone who delivers information about beauty and understands some tips about beauty. According to experts, beauty vlogger can be someone who can influence consumers or loyal viewers on YouTube. Now we often find creative beauty vloggers who create various beauty care content. In

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Indonesia, the beauty vlogger profession only started around 2015 and has experienced quite rapid development until now. One of the beauty vloggers who has the most subscribers in Indonesia is Tasya Farasya. Here are some beauty vloggers with the most subscribers in Indonesia according to the idntimes.com page:

Table 1 lists beauty vloggers with the most subscribers in Indonesia

No	Beauty Vlogger	Number of Subscribers
1	Tasya Farasya	2.8 million
2	Rachel Goddard	2.1 million
3	Nanda Arsyinta	1.4 million
4	Suhay Salim	1.1 million
5	Queen Alifah	1.1 million

Source: idntimes.com page

From table 1 above, it can be seen that there are 5 beauty vloggers who have the most subscribers in Indonesia. This proves that vloggers with content that discusses or reviews beauty or skincare will be followed and liked more by viewers. This is because skincare is considered a self-reward that helps maintain mental health and motivation to increase self-satisfaction. The phenomenon of beauty vloggers has become an interesting topic in recent years, especially because of their significant influence on consumer behavior and the beauty industry. Beauty vloggers not only promote products but also shape new beauty standards adopted by their audiences. Reviews and endorsements from beauty vloggers can significantly influence consumer purchasing interest. Content created by beauty vloggers can influence the consumer behavior of female students who often imitate the styles and products promoted by their favorite brand vloggers. This shows a strong relationship between physical appearance and trust in the products reviewed by vloggers. It can be concluded that the beauty vlogger phenomenon is an example of how social media and digital content shape consumer preferences and behavior in the beauty industry.

Somehinc is one type of skincare that has been reviewed by Tasya Farasya, a beauty vlogger with the most subscribers in Indonesia. In fact, Tasya Farasya said that Somehinc products are her proud products in 2023. This moisturizer from Somehinc makes the skin of this influencer born on May 25, 1992, which was initially reddish, quickly improve within a few hours. Somehinc is one of the local skincare brands that is relatively young because it was founded in 2019 under the auspices of PT Royal Pesona Indonesia which offers a range of skincare products, cosmetics, and body care. Although it is considered a new brand, Somehinc has achieved total sales of IDR 53.2 billion and has succeeded in occupying the first position as the top 10 Best-Selling Local Skincare Brands on E-commerce.

Here is the sales data for the best-selling local beauty products in 2022:



Image 1 Top 10 Best Selling Local Skincare Brands in Indonesia 2022

Source: compass.co.id, 2023

Based on business research conducted by the Compass team, sales for local skincare brands can be said to be quite great. Throughout the period of April-June 2022, total sales in the marketplace have reached IDR 292.4 billion with a total transaction of 3.8 million. The Somethinc brand itself is in first place with a market share of 16.85% and sales quality of more than 64,700 products throughout the period of September 1-15, 2022. Based on data from the Compass Dashboard, Somethinc is in first place with total sales of IDR 53.2 billion in the period of April - June 2022. This proves that Somethinc has high trust in the eyes of consumers, seen from the public's enthusiasm for Somethinc products which is very large. Here is Somethinc product sales data in August 2021:



Figure 2 Somethinc Product Sales Data for August 2021
Source: Kompas.co.id,2023

In Figure 2, the Kompas team managed to record Somethinc's sales performance during August 2021 on Shopee. The research was conducted using the online crawling method. From approximately 13 thousand Somethinc brand product listings sold in official and non-official stores, Somethinc sales data for the period 1-15 August 2021 was successfully obtained. The product category with the highest sales on Shopee is Somethinc serum. The percentage reached 59%, which means that the total sales from the serum category were around IDR 7.08 billion. Overall, the local brand Somethinc had total sales of IDR 10.75 billion. The highest sales revenue was obtained from approximately 125 thousand transactions that occurred on August 1-15, 2021 at Shopee official and non-official stores. The pixsability research institute report shows that YouTube has 1.8 million online beauty videos. This shows that YouTube is one of the social media that is more often used by users. Including to search for beauty products through beauty vloggers, pixsability 2018.

Somethinc offers products that have been customized to address Indonesian women's skin problems with high-quality ingredients. Currently, Somethinc has grown into a local beauty brand with the best quality that is not far behind foreign products. Somethinc has succeeded in attracting the attention and trust of the Indonesian people, which can be seen from the increasing number of online customer reviews on digital platforms that contain positive reviews of Somethinc products. According to Hartanto and Indiyani (2022), online customer reviews are the most honest opinions that are carried out online and are considered a means of promotion.

Meanwhile, according to (Banjarnahor et al., 2021), online customer reviews are information that is considered credible and can be trusted by companies to help consumers in determining products. According to the opinion above, it can be concluded that online customer reviews are opinions about products that have been received by buyers so that subsequent buyers can see the assessments of previous buyers. The phenomenon is that online customer reviews provide in-depth insight into how consumers view and react to certain products or services, and how these reviews affect purchasing interest, while consumers do not see directly the product they are going to buy, they only see the reviews given by previous consumers. This is closely related to impulse buying decisions because online customer reviews not only function as a source of information but also as emotional and psychological triggers that can increase the likelihood of impulse buying.

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According to Salim (2020), impulse buying is an unplanned purchasing behavior characterized by relatively fast decision-making and a desire to own. This type of purchase is described as more exciting, unintentional, and difficult to avoid compared to planned purchasing behavior. The phenomenon is that impulse buying can lead to the purchase of goods that are not actually needed, which can have a negative impact on personal finances. The large number of women, especially female students, who use skincare products as an effort to become "perfect" is a new phenomenon that has been rampant lately.

This research is very interesting to do because beauty vloggers, online customer reviews and impulse buying decisions are closely related to each other in today's digital marketing ecosystem. Especially how beauty vloggers can influence consumers and positive reviews given by previous consumers can also influence new consumers who will buy the skincare. This will have an impact on the impulse buying decision that will be made by new consumers who want to buy the skincare. Based on research by Putri & Haninda (2020), it shows that the beauty vlogger variable has a positive and significant effect on purchase interest. Research by Rinaja et al. (2022) states that the online customer review variable has a positive effect on purchase interest. Furthermore, the results of research by Devi Ratna Sari (2021) state that the impulse buying decision variable has a significant effect on purchase interest.

Literature reviews

Definition of Marketing

According to Kotler and Keller (2007) stated that marketing is the process of planning and implementing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that can meet individual and organizational goals, Kotler (2007). Marketing also has activities that are closely related and aim to satisfy the needs and desires of each individual through the exchange process. Marketing activities must also be able to provide satisfaction to consumers if they want their business to continue or consumers have a good view of the company

Beautiful Vlogger

According to Maharani & Hendrastomo, (2023), Beauty vlogger is a person or group who makes vlogs that aim to recommend and review beauty and the products used. Beauty vloggers are objective about the various products they use so that the information conveyed can be positive or negative from the products that have been used. Beauty vloggers make video tutorials, provide tips and tricks in doing skin care, and provide recommendations for choosing skincare that suits the consumer's skin type, especially millennials.

Online Customer Reviews

Online customer reviews play an important role, therefore online reviews have a strong influence on purchasing decisions, Nurniati, et al in Ulfaida et al., (2023). Online reviews contribute to consumers seeking extensive information about a product or service. Consumers often look at online reviews written by other users and posted on the internet when they are considering purchasing a product or using a service.

Impulse Buying Decisions

Impulse buying is a trait that is owned by a person and is uncontrolled in making a purchase of a product or service without planning in advance or because of a sudden interest in the product or service. Putra et al. in Mona Liska & Nur Utami, (2023) states that impulsive buying is when someone buys something out of habit and cannot control it.

Purchase Interest

According to Durianto, inLimbong et al., (2022)Purchase interest is the desire to buy a product. Meanwhile, according to Engel in Nih Luh Julianti, (2014) purchase interest is a driving force or an electric motive that can encourage someone to pay attention spontaneously, naturally, easily, without coercion and selectively to a product to then make a decision to buy. This is made possible by the suitability with the interests of the individual concerned and gives pleasure and satisfaction to him. So it is very clear that purchase interest is interpreted as an attitude of liking which is shown by the tendency to always buy what is in accordance with his pleasure and interests

Conceptual Framework

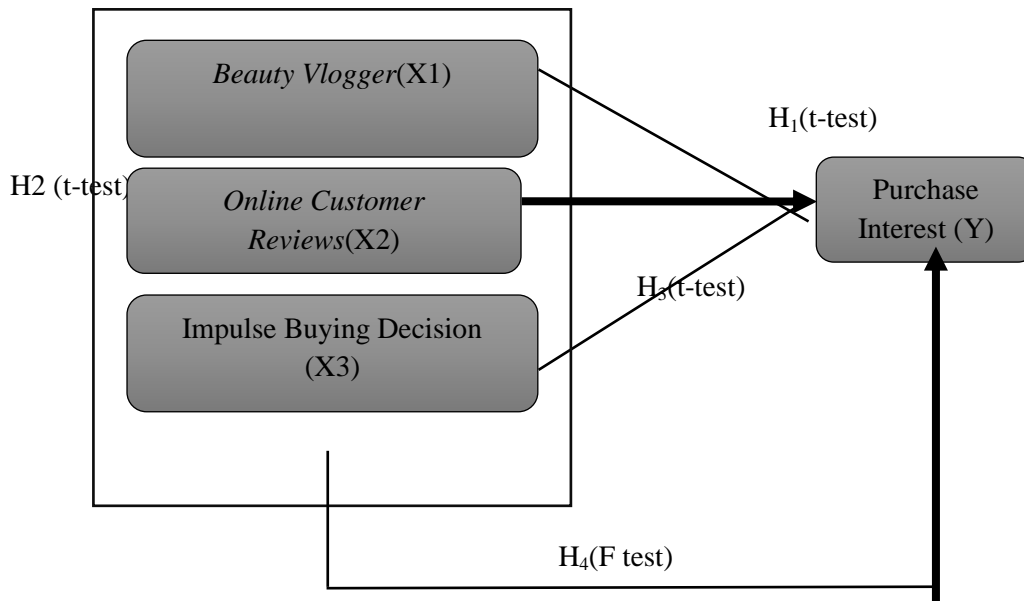


Figure 3 conceptual framework

Hypothesis

According to Sugiono (2009), a hypothesis is a temporary answer to the formulation of a research problem, where the formulation of the research problem has been stated in the form of a question. It is said to be temporary because the answer given is only based on theory. The hypothesis is formulated based on a framework of thought which is a temporary answer to the problem formulated. The hypothesis in this study is:

- H1: Beauty Vlogger has a significant influence on purchasing interest.
- H2: Online Customer Reviews have a significant influence on Neli's interest.
- H3: Impulse buying decisions have a significant effect on purchasing interest.
- H4: Beauty Vlogger, Online Customer Review and Impulse Buying Decisions have a significant influence on purchase intention.

IMPLEMENTATION METHOD

Research Objects and Locations

This research was conducted at the Faculty of Economics and Business, Malikussaleh University Bukit Indah campus located in Blang Pulo, Muara Satu District, Lhokseumawe City, Aceh. The objects of this research were students of the Malikussaleh Faculty of Economics and Business who purchased Somethinc Skincare online.

Population and Sample

The population of this study were students of the Faculty of Economics and Business, Malikussaleh University who purchased Somethinc Skincare products online, the number of which

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was not known for certain. In this study, the researcher used a non-probability sampling method for sampling. In this study, the population using skincare was unknown, so the technique for determining the number of samples used the Lemeshow formula, which is as follows:

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

Information:

n = Number of samples

z = Standard value

p = Maximum estimate = 50% = 0.05

d = Alpha (0.010) or sampling error = 10%

Based on this formula, the number of samples to be used can be calculated as follows:

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

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

$$= 96.04 \text{ or } 96 \text{ respondents}$$

From the calculation above, it can be concluded that the number of samples is rounded to 100 people. This number of samples is expected to be representative for the research sample. The sampling technique in this study uses purposive sampling technique. According to Sugiyono (2013) purposive sampling is a sampling technique with a consideration, namely consumers who have purchased and used Somethinc Skincare products at the Faculty of Economics and Business, Malikussaleh University. The purpose of purposive sampling is to produce a sample that can be considered to represent the population effectively and logically. In this study, sampling was carried out using the non-probability sampling method with the purposive sampling method with a total of 100 respondents.

The following are the respondent criteria in this study:

- 1) Minimum age 20 years with consideration of being able to make wise decisions.
- 2) Somethinc skincare users.
- 3) Buy Somethinc skincare online.

Data collection technique

The type of data used in this study is primary data. According to Husein Umar (2013:42) primary data is data obtained from the first source such as the results of interviews or the results of filling out questionnaires that are usually carried out by researchers. Meanwhile, according to Nur Indrianto and Bambang Supono (2013:142) primary data is a source of research data obtained directly from the original source (not through intermediaries). In this study, primary data was obtained by distributing questionnaires to students of the Faculty of Economics and Business, Malikussaleh University who use Somethinc skincare. The questionnaire compiled is a series of statements related to Beauty Vlogger, Online Customer Review, Impulse Buying Decisions, and Purchase Interest.

Measurement Scale

In this study, the measurement scale used is the Likert scale. The Likert scale is a tool for measuring subjects into 5 points or 7 points with the same interval Hardani et al. (2020). This study uses a 5-point Likert scale. From the available questions, respondents will choose one of the answers provided on a Likert scale of 1-5 to obtain data from these answers will be scored. This total score will be interpreted as the respondent's position on the Likert scale.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Testing through multiple linear regression was conducted to analyze the influence of online beauty vloggers, online customer reviews and impulse buying decisions on online purchasing interest in Somethinc skincare, the results of the analysis can be seen in the table below:

Table 2 Multiple Linear Regression Analysis Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,887	2.245		3,067	.003
x1	.228	.056	.452	4.053	.000
x2	.037	.093	.038	.400	.690
x3	.150	.072	.229	2,074	.041

a. Dependent Variable: y

Source processed by author (2024)

Based on the table above, the beauty vlogger variable (X1) has a coefficient of 0.228, for the online customer review variable (X2) it has a coefficient value of 0.037 and for the impulse buying decision variable (X3) it has a value of 0.150.

$$Y = 6.887 + 0.228X1 + 0.037 X2 + 0.150X3$$

From the multiple linear regression equation, it can be explained that the regression coefficient of each variable has a positive value, which means that beauty vloggers, online customer reviews and impulse buying decisions are influenced by buying interest. The description of the multiple linear regression equation is as follows:

1. From the image above, there is a constant of 6.887 which means that the Beauty Vlogger variable (X1), the Online Customer Review variable (X2), the Impulse Buying decision variable (X3) and the Purchase Interest variable (Y) have a value of 6.887 one unit.
2. The coefficient value of the Beauty Vlogger variable is 0.228, which means that every change in the Beauty Vlogger variable (X1) will result in a change in Purchase Interest (Y) of 0.228.
3. The coefficient value of the Online Customer Review variable is 0.037, which means that every change in the Online Customer Review variable (X2) will result in a change in Purchase Interest (Y) of 0.037.
4. The coefficient value of the Impulse Buying Decision variable is 0.150, which means that every change in the Impulse Buying Decision variable (X3) will result in a change in Purchase Interest (Y) of 0.150.

Simultaneous Regression (F)

According to Ghozali (2018), the F test aims to test the feasibility of the research model, namely to find out or test whether the regression model equation can be used to see the effect of independent variables on dependent variables. If the value is significant (sig <0.05), then the regression model can be used. The results of the simultaneous test (F test) in this study can be seen in table 3 below:

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Table 3 Simultaneous test results (F test)

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	119,830	3	39,943	23,924	.000 b
Residual	160,280	96	1,670		
Total	280.110	99			

Source processed by author (2024)

Adjusted Coefficient and Determination Test (R2)

Table 4 Results of the correlation coefficient and adjusted determination (R2) test Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.654a	.428	.410	1.292	1,888

Source processed by author (2024)

Based on the table above, it shows that the Adjusted R Square value is 0.410 or 42.8%. This means that the Beauty Vlogger, Online Customer Review and Impulse Buying Decision variables are able to influence online Purchase Interest in Somethinc skincare products by 42.8%. While the remaining 57.2% is influenced by other variables not included in this study.

Discussion

The Influence of Beauty Vloggers on Interest in Buying Somethinc Products

The results of the study show that the beauty vlogger variable (X1) has a significant value of 0.000 which is lower than the significant value used. In addition, there is evidence that the variable has a positive coefficient and the t-count value (4.053) is greater than the t-table (1.66088). Therefore, the Beauty Vlogger hypothesis has a positive and significant effect on Purchase Interest is accepted (H1). Promotions carried out by beauty vloggers can open up opportunities for more new consumers and opportunities to increase online purchase interest in Somethinc skincare products. Beauty vloggers can be used to support marketing by increasing purchase interest and helping companies gain competitive advantages. This is in line with research conducted by (Putri & Haninda, 2020) which states that the Beauty Vlogger variable has a positive and significant effect on Purchase Interest.

The Influence of Online Customer Reviews on Purchase Interest of Somethinc Products

The results of this study indicate that the online customer review variable (X2) has a significance value of 0.690 which is higher than the significant value used. However, the variable has a positive coefficient and t count (0.400) is smaller than t table (1.66088). Therefore, the hypothesis that Online Customer Review does not have a significant positive effect on Purchase Interest is not accepted (H2). This is not in line with research conducted by (Rinaja et al., 2022).

The Influence of Impulse Buying Decisions on Purchase Intention

The results of this study indicate that the impulse buying decision variable (X3) has a significant value of 0.041 which is lower than the significant value used. In addition, there is evidence that the variable has a positive coefficient and the t-value (2.074) is greater than the t-table (1.6608). Therefore, the hypothesis that the Impulse Buying Decision has a positive and significant effect on

Purchase Interest is accepted (H3). This is in line with research conducted by (sari, 2021) which states that the Impulse Buying Decision variable has a positive and significant effect on Purchase Interest.

Conclusion

Based on the results and discussion, several conclusions can be drawn as follows:

1. Something skincare Beauty vlogger has a significant influence on online purchasing interest in Something skincare products online. This shows that beauty vloggers influence purchasing interest. Thus, beauty vloggers are included in the considerations that consumers prioritize in attracting purchasing interest on Shopee, Instagram, and TikTok shops.
2. Online customer reviews do not have a significant effect on online purchasing interest in Something skincare products. Thus, online customer reviews are not included in the main considerations in increasing purchasing interest, so that positive and negative reviews are not the main stimulus in creating purchasing decisions. This shows that online customer reviews do not affect purchasing interest in the Instagram, TikTok Shop, Shopee applications, if the reviews given are increasingly positive, purchasing interest does not necessarily increase.
3. Impulse buying decisions have a positive and significant effect on online purchasing interest in Something skincare products. Thus, impulse buying decisions are among the main considerations in increasing purchasing interest.

Suggestion

Based on the research results, discussions and conclusions obtained, the following suggestions can be given:

1. For further research, other factors such as brand image, live streaming and social media can be used to measure purchasing interest.
2. For better results, this study uses a questionnaire and also uses an interview method to obtain more accurate results that can support the results of the study.
3. For further research, it is possible to examine the influence of online customer review variables with different contexts or samples to see whether these variables may have an influence under other conditions.

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