

THE INFLUENCER OF MARKETING, DIGITAL MARKETING AND BRAND IMAGE ON PURCHASE DECISIONS ON SKINTIFIC PRODUCTS IN TIKTOK SHOP  
(Case Study of Students of the Faculty of Economics and Business, Malikussaleh University)

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Abstract

The aim of the research is to determine and analyze the influence of Influencer Marketing, Digital Marketing, and Brand Image on purchasing decisions for skintific products at the Toktok Shop among students at the Faculty of Economics and Business, Malikussaleh University. This research was conducted at the Tiktok Shop. With the object of the research being carried out on students from the Faculty of Economics and Business, Malikussaleh University. The population used in this research is all students from the Faculty of Economics & Business, Malikussaleh University who use Skintific products. Researchers determined the sample size to be 100 student respondents at the Faculty of Economics & Business, Malikussaleh University who used Skintific products. Research Results Influencer marketing has a significant influence on purchasing decisions for Skintific products in the Tiktok Shop. The better the influencer is at educating consumers regarding the products being marketed, the higher the level of purchasing decisions. Digital marketing has no influence on purchasing decisions for Skintific products at the Tiktok Shop. Brand image has a significant influence on purchasing decisions for Skintific products at the Tiktok Shop. Influencer marketing, digital marketing and brand image have a significant influence on purchasing decisions.

Keywords: *Influencer Marketing, Digital Marketing, Brand Image Dan Buying Decision*

1. INTRODUCTION

Skintific is a cosmetic brand in the Indonesian market, Skintific is included in the beauty products that have the best facial care series in Indonesia, a beauty brand originating from Canada. This Skintific product is one of the famous brands among today's young people, especially women, Skintific products are able to overcome skin barrier problems, this product helps overcome Indonesian women's skin. The price of Skintific products can be seen in Table 1.1

Table 1.1  
Skintific Products

Skintific Products	Price
Facial Wash Soap	Rp. 99,000
Moisturizer	Rp. 139,000
Mugwort Mask	Rp. 99,000
Skintific Toner	Rp. 116,000
Sunscreen	Rp. 107,000

Table 1.1 shows several products from Skintific as facial care products that have their own functions or benefits. Like facial soap has benefits for, cleaning the skin, and reducing irritation, Moisturizer is useful for overcoming skin problems, such as acne, redness and textured skin, Mugwort Mask has benefits as an antibacterial, Skintific Toner has the function of providing an instant solution to soothe the skin, Sunscreen has the function of protecting the skin from UVA & UVB. From the explanation above, it helps skin care, especially for women's skin. Skintific is one of the brands that uses the help of an influencer to sell the product, the number of influencers who collaborate with the Skintific brand itself, makes sales smoother and easier for consumers to know.

One of the influencer figures used to market the skintific product itself is "Debi Sagita" who is a famous beauty vlogger in Indonesia who has 5.8 million followers. Not only Debi Sagita who is an influencer in the Skintific brand. There are still many influencer figures who market Skintific products including Anissa Aziza, Missrtii, Juliaprt7, Abellyc, Debi Sagita, Mary anglene, Tasya Farasya, Nanda Arsyinta and Archa Angela chelsea and many other Influencers. Influencers who influence the sales of this skintific brand are because the Influencer has a lot of followers so that skintific products are increasingly widespread.

In today's digital era, business development is very rapid and fast. This makes many business competitors enter the market, so that entrepreneurs must be able to carry out creative and innovative ideas to survive in the competition of the business world. The more competitors there are, the greater the loss of customers, therefore business actors must be more active in processing marketing strategies as well as possible which aim to retain customers in making decisions to purchase products or services offered. Efforts to survive in the business world are also by following current developments that are trending, for that entrepreneurs must also often update following the developing trends so as not to be left behind.

The benefits of digital marketing for companies are that marketing using digital marketing can be done very quickly, the results of marketing activities can be immediately known and evaluated and the geographical reach of digital marketing is wide with just a few easy steps by utilizing the internet (Pangestika, 2018).

Digital marketing is an activity of selling or introducing products to the public using social media, which aims to attract customers (Yusep, 2020). One of the digital marketing through social media is used as a marketing tool for products and services of a brand (Dita & Muhammad, 2023). Digital marketing is a promotional activity carried out for a brand or product using electronic media (digital). Its real-time and unlimited nature can be used as a medium to promote products.

If digital marketing is good, then you will have a clear picture of how marketing is carried out and how the strategy is to promote products using media so that consumers are interested in buying the product. In the research of Jayanti & Karnowati (2023) it was stated that by implementing digital marketing, promotions can be carried out as optimally as possible, and allows the promotion and marketing process to occur in two directions from sellers to consumers through sales communications that occur digitally. It was stated in Jayanti & Werdiasih (2021) that promotional media through social media or digital marketing will reach the hands of the public faster, so that messages can be received immediately in the palm of your hand.

Brand image is a clue used by consumers to evaluate a product when they do not have sufficient knowledge about a product. There is a tendency that consumers will choose products that are well known through experience using the product or based on information obtained through various sources. So that with a good brand image can influence purchasing decisions.

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Brand Image is the consumer's perception and belief reflected in the associations that occur in the consumer's memory. Brand image and purchasing decisions are closely related. If the brand image is good in the sense that it is in accordance with the consumer's wishes, then the consumer will not hesitate to buy the product.

Consumer decisions in purchasing a product are a common action taken by every consumer when making a purchasing decision. The decision to buy or not to buy is part of the elements inherent in consumers called behavior where it refers to real physical actions. Purchasing decision making is the final process in selecting various options for needs, by determining a choice that is considered to be able to meet the needs (Putri et al., 2023). Purchasing decisions are the final result after considering various products (Alimatus et al., 2023).

The purchasing decision is to buy the most preferred brand from the various alternatives available. The purchasing decision is inseparable from the nature of a consumer (consumer behavior) so that each consumer has different habits in making purchases. There are several factors that motivate researchers to conduct this research. Such as research conducted by Sari and Hidayat, (2021) which states that influencer marketing has a positive influence on purchasing decisions. Meanwhile, Lengkawati and Saputra (2021) stated that influencer marketing has no positive influence on purchasing decisions.

## **2.LITERATURE REVIEW**

### **The Influence of Influencer Marketing on Purchasing Decisions**

According to Hariyanti and Wirapraja (2018), "Influencers are individuals or figures in social media who have a large or significant number of followers, and what they convey can influence the behavior of their followers". Influencers are third parties who significantly shape customer purchasing decisions (Brown & Hayes, 2008).

The characteristics of social media influencers as temporary channels have proven to be effective in introducing brands, even making influencer followers take certain actions that are expected to influence the development or sales of the products delivered. Influencer marketing is an effective way of promotion because today's consumers pay more attention to social media and like to see interesting content from people or influencers they follow. (Julius, 2020).

The existence of Influencer marketing is very helpful for companies in building trust with consumers, and with the presence of influencers, the marketing objectives carried out by the company are greatly facilitated in terms of promotion or even the process of advertising products marketed on Instagram social media. Influencers have a close relationship with purchasing decisions, this is proven by Julius (2020) who conducted research on Influencer Marketing on EIGER Products as a Modern Era Marketing Strategy for Purchasing Decisions with research results showing that Influencer marketing has a significant influence on purchasing decisions. Influencers are not related to purchasing decisions, this is proven by Anggita, Setiawan, and Pratama (2021) who conducted research on the Influence of Influencers and Instagram Advertising on Tourism Marketing (Explore Nusa Penida Case Study) with research results showing that Influencers do not have a significant influence on Explore Nusa Penida marketing.



With the results of the research conducted by previous studies, the researcher is interested in re-examining the influence of Influencers on purchasing decisions. For this reason, the researcher proposes the first hypothesis in this study as follows:

### **The Influence of Digital Marketing on Purchasing Decisions**

According to Chaffey, 2000 quoted by Pradiani, 2018 marketing is a development of traditional marketing where traditional marketing is a marketing process through offline communication media such as through the distribution of brochures, advertisements on television and radio, and so on. After the rise of the internet and the ease of communication it offers, the implementation of marketing in companies began to adopt internet media, which was then referred to as e-marketing.

According to Kotler, 2012 purchasing decisions are influenced by basic psychology that plays an important role in understanding how consumers make their purchasing decisions. Everyone who wants to make a purchase will usually choose first what is good and according to their wishes before deciding what they will buy.

From the statement above, it can be concluded that every businessman who implements modern marketing through digital marketing has the goal of influencing the psychology of his consumers through advertising and attractive offers in communication media that are widely used by society today. This is expected to be able to influence consumers and decide to buy a product.

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

According to (Amron, 2018) Marketers must build a pleasant brand image and provide a good explanation of the products offered by the company because brand image can influence purchasing decisions in a positive direction.

According to (Rosita, Mahmud, & Mutrofin, 2021) the problem of decision-making lies in the arrangement of how the goals we want to achieve are realized, with the support of information, data obtained accurately. Decision-making indicates the existence of a goal (vision and mission) that is to be achieved, human actions to achieve it, obstacles, scarcity, risk, and uncertainty.

The two previous studies above have the same results, namely that brand image has a significant effect on consumer decision variables. It can be concluded that brand image is something that appears in the minds of consumers when thinking about a brand. When having a positive image in the minds of consumers, it will influence consumer decisions in making purchases.

## **3. IMPLEMENTATION METHOD**

### **Location and Object of Research**

This research was conducted at Tiktok Shop. With the object of research conducted on students of the Faculty of Economics and Business, Malikussaleh University.

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### Population and Sample

#### Population

The population used in this study were all students of the Faculty of Economics & Business, Malikussaleh University who use Skintific products. Sample Based on these provisions, the researcher determined the sample size of 100 student respondents at the Faculty of Economics & Business, Malikussaleh University who use Skintific products.

### Sampling Techniques

The sampling method used in this study is the purposive sampling method (with a purpose), which means determining the sample based on the research objectives according to the predetermined criteria, so the researcher took the following criteria:

- Respondents were students of the Faculty of Economics and Business, Malikussaleh University.
- Respondents made purchases of Skintific products on the Tiktok shop
- Respondents: Students from semester 2 to semester 8

## 4. RESULTS AND DISCUSSION

### Multiple Linear Regression Analysis

Table 1  
Multiple Linear Regression Test Results

		Coefficients <sup>a</sup>			T	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	3,438	1,388		2,477	0.015
	Influencer Marketing	0.267	0.089	0.257	3,005	0.003
	Digital Marketing	0.172	0.083	0.184	2,064	0.042
	Brand Image	0.901	0.146	0.494	6,179	0,000

a. Dependent Variable: Purchase Decision

Source: Processed data (2024)

Based on the table above, the regression equation formed in this regression test is as follows:

$$Y=3.438+0.267X_1+0.172+0.901X_3+e$$

The description of the multiple linear regression equation above is as follows:

- The results of the multiple linear regression equation above obtained a constant value (a) of 3.438, which shows that when the independent variables, namely influencer marketing, digital marketing, and brand image have constant values, the value of the dependent variable, the purchasing decision, is 3.833.
- The regression coefficient of the influencer marketing variable has a negative value of 0.267, indicating a positive relationship, which means that every change in influencer marketing causes purchasing decisions to increase by 0.313.
- The regression coefficient of the digital marketing variable has a positive value of 0.172, indicating a positive relationship, which means that every change in digital marketing causes purchasing decisions to increase by 0.105.

4. The regression coefficient of the brand image variable has a positive value of 0.901, indicating a positive relationship, which means that every change in brand image causes purchasing decisions to increase by 0.912.

#### Partial Test Results (t-Test)

Table 2 Partial Test Results (t-Test)

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,438	1,388		2,477	0.015
	Influencer Marketing	0.267	0.089	0.257	3,005	0.003
	<i>Digital Marketing</i>	0.172	0.083	0.184	2,064	0.042
	Brand Image	0.901	0.146	0.494	6,179	0,000

a. Dependent Variable: Purchase\_Decision

Source: Processed data (2024)

To determine the Ttable value, the tablet statistics attachment is used using a 95% confidence level, (-0.05%) with (df) = (nk) = 100-4 = 96 so that the Ttable value is 1.98447. Based on the results of the partial significance test in table 2, the results are as follows:

1. The results of the influencer marketing test (X1) on customer satisfaction obtained a t-value of 3.005 > 1.98498 and a significant value of 0.003 < 0.05. So, it can be concluded that influencer marketing has a partial effect on purchasing decisions.
2. The results of the digital marketing test (X2) on customer satisfaction obtained a t-value of 2.064 < 1.98498 and a significant value of 0.42 > 0.05. So, it can be concluded that digital marketing has a partial effect on purchasing decisions.
3. The results of the brand image test (X3) on brand image obtained a t-value of 6.179 > 1.98498 and a significant value of 0.000 < 0.05. So, it can be concluded that brand image has a partial effect on purchasing decisions.

#### Simultaneous Test Results (F-Test)

Table 3 Simultaneous Test Results (F-Test)

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1045.253	3	348,418	76,551	.000b
	Residual	436,937	96	4,551		
	Total	1482.190	99			

a. Dependent Variable: Purchase\_decision

b. Predictors: (Constant), Product\_quality, Brand\_image, Digital marketing

Source: Processed data (2024)

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**Results of Determination Coefficient Test**

Table 4 Results of Determination Coefficient Test

<b>Model Summaryb</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840a	.705	.696	2.133
a. Predictors: (Constant), brand image, influencer marketing,				<i>digital marketing</i>
b. Dependent Variable: Purchase_decision				

Source: Processed data (2024)

Based on the results of the Model Summary analysis in Table 4.15, it can be seen that the correlation coefficient (R) value of 0.840 indicates a strong relationship, 84%, between the independent variables (influencer marketing, digital marketing, and brand image) and the dependent variable of purchasing decisions. This means that these independent variables are closely related to purchasing decisions. The remaining 16% is influenced by other factors outside this study.

Furthermore, the coefficient of determination (R Square) value of 0.705 indicates that 70.5% of the variation in purchasing decisions can be explained by variations in influencer marketing, digital marketing, and brand image. The remaining 29.5% is influenced by other factors outside the research model. The Adjusted R Square value of 0.696 indicates that after taking into account the number of independent variables and sample size, the regression model is still able to explain 69.6% of the variation in purchasing decisions. The remaining 30.4% is influenced by other factors outside the model.

## **DISCUSSION**

### **The Influence of Influencer Marketing on Purchasing Decisions**

The results of the study indicate that influencer marketing has a significant effect on purchasing decisions on Skintific products in Tiktok Shop. This finding is indicated by a t-value of 3.005 which is greater than the t-table of 1.98498, and a significance value of 0.003 which is less than 0.05. Thus, the hypothesis that influencer marketing has a positive and significant effect on purchasing decisions is accepted (H1).

The better the influencer is at educating consumers about the products being marketed, the higher the level of purchasing decisions. An influencer is someone who can influence others in making decisions. This is used by companies to reach a wider market. Someone who follows an influencer on social media is someone who is interested in the life of the influencer. Influencers will share their stories consistently, then it will result in interaction between the influencer and their followers. This interaction is what makes the influencer's followers or potential customers believe in the products used, assessed or promoted by the influencer. The similarity of taste or experience makes the influencer's followers trust the influencer, so that it can influence the decision of potential consumers in buying Skintific products at the Tiktok Shop. The results of this study are in line with the research of Lengkawati and Saputra (2021); Mahardini et al. (2023), stating that influencer marketing has a significant influence on purchasing decisions.



### **The Influence of Digital Marketing on Purchasing Decisions**

The results of the study indicate that digital marketing does not have a significant effect on purchasing decisions on Skintific products in Tiktok Shop. This finding is indicated by a t-value of 2.064 which is greater than t-table 1.98498, and a significance value of 0.042 which is less than 0.05. Thus, the hypothesis that digital marketing has a positive and significant effect on purchasing decisions is accepted (H2).

This indicates that marketing efforts through digital platforms, especially those that rely on visual and interactive elements, are very effective in attracting consumer attention. Digital marketing allows brands to communicate directly with target audiences, creating more personal and relevant engagement. In the context of skincare products, content that shows benefits, usage tutorials, or user testimonials can increase consumer trust and interest in purchasing. The success of digital marketing in influencing purchasing decisions also shows the importance of utilizing social media platforms, especially TikTok, which is a gathering place for young, active and trend-sensitive audiences.

In an era where information can be disseminated quickly, creative and innovative marketing strategies can make products stand out from competitors. Therefore, companies need to continue to optimize their digital approach, whether through paid advertising, collaboration with influencers, or interesting organic content. By building stronger relationships with consumers through consistent interactions, companies can not only increase sales but also build long-term customer loyalty and satisfaction. This is very important to maintain a competitive position in an increasingly dynamic and competitive market. The results of this study are in line with research conducted by Utomo et al. (2023); Onsardi et al. (2022). which states that digital marketing does not have a significant effect on purchasing decisions.

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

The results of the study indicate that brand image has a significant influence on purchasing decisions on Skintific products in Tiktok Shop. This finding is indicated by a t-value of 6.179 which is greater than t-table 1.98498, and a significance value of 0.000 which is less than 0.05. Thus, the hypothesis stating that brand image has a positive and significant influence on purchasing decisions is accepted (H3).

Skintific's brand image has a significant influence on purchasing decisions for several interrelated reasons. First, the brand's positive image creates trust among consumers, which makes them feel confident that Skintific products are of high quality and effective. Second, Skintific is known as a provider of high-quality skincare products, so consumers tend to choose it over other brands.

In addition, a strong brand image helps build emotional attachment with consumers, which increases their loyalty towards the product. Skintific has also succeeded in creating a unique brand identity, making it more recognizable and memorable in a crowded market. Positive recommendations from other users also play a role in strengthening the purchasing decision for new consumers looking for quality products. Lastly, consistency in product quality and transparency regarding the ingredients used further increase consumer trust. All these factors together explain why Skintific's brand image has a significant influence in influencing purchasing decisions.



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The results of this study are in line with several other research results, namely; Hidayatullah et al. (2023); Sadevia and Artika (2023), which stated that brand image has an influence and is significant on purchasing decisions.

## 5. CONCLUSION

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

1. Influencer marketing has a significant influence on purchasing decisions on Skintific products in Tiktok Shop. This is evidenced by the t-value being greater than the t-table value of  $3.005 > 1.98498$ , F-value being greater than F-table which is  $76.551 > 2.699$  and a significant value of  $0.003 > 0.05$ .
2. Digital marketing does not affect purchasing decisions on Skintific products on Tiktok Shop. This is evidenced by the t-value being greater than the t-table value of  $2.064 < 1.98498$ , F-value being greater than F-table which is  $76.551 > 2.699$  and a significant value of  $0.042 > 0.05$ .
3. Brand image has an influence and is significant on purchasing decisions on Skintific products in Tiktok Shop. This is evidenced by the t-value being greater than the t-table value of  $5.504 < 1.98498$ , F-value being greater than F-table which is  $76.551 > 2.699$  and a significant value of  $0.000 < 0.05$ .

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