

THE INFLUENCE OF BEAUTY INFLUENCER REVIEWS ON SKINCARE PRODUCT PURCHASE DECISIONS AMONG FISIPOL STUDENTS OF MALIKUSSALEH UNIVERSITY

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Abstract

This study aims to determine and analyze the influence of beauty influencer reviews on skincare product purchasing decisions among students of the Faculty of Social and Political Sciences, Malikussaleh University. This study uses a quantitative approach. The population in this study were students of the Faculty of Social and Political Sciences, Malikussaleh University who use skincare products whose exact number is unknown. Determination of the number of respondents using a non-probability sampling method with a purposive sampling technique, the calculation of the number of samples using the Lemeshow formula, so that a sample of 100 respondents was obtained. The data analysis method used in this study is simple linear regression analysis, instrument testing, classical assumption testing, and hypothesis testing, as well as the coefficient of determination with the help of the SPSS version 26 application. The results of this study indicate that the beauty influencer review variable has a positive and significant effect on purchasing decisions with a calculated t value > t table, which is $7.477 > 1.984$ and a significant value of $0.000 < 0.05$, so that H_0 is rejected and H_a is accepted.

Keywords: *Beauty Influencer Review* and *Purchasing Decision*

INTRODUCTION

The development of communication technology has become an inseparable part of people's lives. Information from all over the world is now easily accessible thanks to these technological advancements. Technological developments have had a significant impact on various aspects of human life. Changes in lifestyle accompanied by technological advancements have also influenced overall societal patterns, as evidenced by the increased use of the internet for accessing social media, browsing information, and communicating with relatives and friends.(Minardi, 2024). In today's modern era, social media has now become an inseparable element of various activities in people's daily lives, considering that the various features provided cover many aspects, from communication to ease in carrying out buying and selling transactions.(Eminanda Minardi et al., 2024). Modern technological advances play a vital role in activities worldwide, including sales, purchasing, and marketing. In the marketing field, the power of marketing lies in attracting customers in the hope that they will decide to purchase the product being sold.(Fransiska et al., 2024).

One of the marketing strategies that is growing rapidly along with the development of social media allows anyone to create unique content, thus giving birth to various types of content.*influencer*. One of which is *beauty influencer*, namely individuals who have influence in the field of beauty and can encourage *audienceto* choose and buy the products they recommend. Beauty influencer reviews can be used to influence consumer purchasing decisions through authentic product reviews and endorsements. According to Hariyanti and Wirapraja (2018:141) in(Irwan & Angellice, 2023). The purchasing decision itself is the final part of consumer decision making which is realized through real actions to buy a product.(Tjiptono, 2015). Before reaching that stage, as explained by(Kotler & Keller, 2016)In general, consumers go through a number of stages in the decision-making process, the process begins with recognizing the needs or problems faced, then continues with searching for relevant information,

evaluating various alternative choices, making a decision to buy or not, and ends with the consumer's response or behavior after making a purchase. This research focuses on skincare product purchasing decisions. Cosmetic companies in Indonesia are actively leveraging the role of beauty influencers in marketing their products. Among the various types of cosmetic products on the market, skincare is one category that is experiencing rapid growth and holds a unique appeal for consumers. (Riska Dinda Anissa & Tobing, 2022) The increasing public demand for beauty and personal care products is expected to be a driving factor in the growth of the cosmetics industry in Indonesia. According to 2021 data from the Central Statistics Agency (BPS), the cosmetics industry, which falls under the pharmaceutical, chemical, and traditional medicine industry group, experienced growth of 9.61%. Meanwhile, the Food and Drug Monitoring Agency (BPOM) reported a 20.6% growth in the number of cosmetics companies. Between 2021 and July 2022, the number of cosmetics companies increased from 819 to 913. This growth in the cosmetics industry is dominated by SMEs, accounting for 83%. (Hudayana, 2023).

However, with the increasing use of beauty influencers as a promotional medium, issues have also arisen regarding the credibility and honesty of the reviews submitted. Based on the results of a pre-survey conducted on 30 students from the Faculty of Social and Political Sciences at Malikussaleh University, the majority of respondents expressed distrust of beauty influencer reviews. This indicates that most students do not consider testimonials from beauty influencers to be a credible source of information or worthy of being used as a basis for selecting and purchasing skincare products. In other words, reviews submitted by beauty influencers are considered unconvincing and not based on a deep understanding of the products being reviewed. This fact indicates a clear crisis of trust in influencer-based promotional practices among students. In fact, according to Kotler's consumer decision-making theory, the purchasing process is influenced by many factors, including seeking information from others. In today's digital age, influencers have become a popular reference source for consumers in making decisions.

However, the effectiveness of this influence depends on consumers' perceptions of the influencer's credibility and expertise in providing reviews. Based on this phenomenon, this study aims to determine and analyze the influence of beauty influencer reviews on skincare product purchasing decisions among students of the Faculty of Social and Political Sciences, Malikussaleh University. This research is important to provide an empirical overview of the extent to which influencers' role is still effective in influencing consumer behavior, especially among Generation Z, who are known as active social media users and the primary target of digital marketing. Furthermore, the results of this study are expected to provide input for companies and beauty influencers to pay more attention to aspects of honesty, knowledge, and relevance in delivering reviews, in order to rebuild consumer trust in promotions through social media.

LITERATURE REVIEW

Beauty Influencer Review

(Shimp, 2003:460) states that influencer marketing is a prominent modern marketing concept in empirical and managerial studies, with the potential to motivate consumer behavior in making product purchasing decisions. A beauty influencer is someone with a positive image who can significantly influence the perceptions of viewers and followers on social media.

According to (Shimp, 2014:260) There are five main indicators in the product marketing strategy through influencers formulated in the TEARS model, which consist of:

1. *Trustworthiness* (Trustworthy) refers to the honesty, integrity, and credibility possessed by celebrities/influencers.
2. *Expertise* (Expertise) is based on the knowledge, experience and skills possessed by an influencer.
3. *Attractiveness* (Attractiveness) This indicator is reflected through physical characteristics that are able to attract attention, such as an attractive face (either handsome or beautiful), a proportional body shape, and other physical aspects that support appearance.
4. *Respect* (Respect) An influencer who has achieved various successes, whether in education, work, or other aspects, tends to gain admiration and respect from his followers and viewers.
5. *Similarity* (Similarity with the target audience) Similarity in characteristics between influencers and potential consumers is an important indicator, because this makes it easier for viewers or buyers to connect, follow, and understand the reviews provided.

Buying decision

(Kotler & Armstrong, 2016) said that purchasing decisions are understood as a form of consumer behavior that reflects the process of selecting, purchasing, and utilizing products to fulfill needs and desires, whether by individuals, groups, or organizations.

Purchasing decision indicators according to Kotler & Armstrong in (Miati, 2020)

1. Confidence to make a purchase after obtaining information about the product.
2. Purchasing decisions are based on preferences for the most preferred brand.
3. Purchases are made because the product is considered to suit personal desires and needs.
4. The act of purchasing is carried out based on recommendations from other parties.

METHOD

This research uses descriptive quantitative research. The research location was conducted at the Faculty of Social and Political Sciences, Malikussaleh University, Bukit Indah Campus, Lhokseumawe. The objects of this research were students of the Faculty of Social and Political Sciences who used skincare products. The sampling technique used in this study was a non-probability sampling technique, a sampling technique in which not all members of the population have an equal chance of being selected as respondents (Sugiyono, 2018:84). In determining the sample, the researcher used a purposive sampling technique. The population in this study was unknown, so the sampling in this study used the Lameshow formula. The sample size obtained was 96.04 respondents and was rounded up to 100 respondents to avoid standard error and ensure more accurate results. This study was conducted by collecting data using a questionnaire. The questionnaire was conducted by distributing and distributing a list of statements to respondents. The data used in this study is primary data. The primary data source in this study comes from filling out a questionnaire distributed directly to students of the Faculty of Social and Political Sciences, Malikussaleh University who use skincare products and also carried out using Google Forms media distributed through the WhatsApp application. The measurement scale used is the Likert scale. By using the Likert scale, the variables in this study are described into measurable indicators, having five instrument categories, namely:

1 = Strongly Agree (SS)

2 = Disagree (TS)

3 = Neutral (N)

4 = Agree (S)

5 = Strongly Agree (SS)

RESULTS AND DISCUSSION

Validity Test

Validity testing was conducted using the product moment correlation technique, namely by correlating the score of each indicator with the total score of all indicators in the variable being tested. An indicator is declared valid if the calculated r-value is > 0.197 , and is declared invalid if the calculated r-value is < 0.197 , based on the number of respondents as many as 100 people with a significance level (α) of 0.05, where the degree of freedom (df) is calculated using the $n-2$ formula, namely 98.

Table 1. Validity Test Results

Item Pernyataan	r-hitung	r-tabel	Hasil
X.1.1	0,558	0,197	Valid
X.1.2	0,625	0,197	Valid
X.1.3	0,644	0,197	Valid
X.2.1	0,583	0,197	Valid
X.2.2	0,659	0,197	Valid
X.2.3	0,673	0,197	Valid
X.3.1	0,577	0,197	Valid
X.3.2	0,536	0,197	Valid
X.4.1	0,562	0,197	Valid
X.4.2	0,600	0,197	Valid
X.5.1	0,610	0,197	Valid
X.5.2	0,444	0,197	Valid
Y.1.1	0,669	0,197	Valid
Y.1.2	0,693	0,197	Valid
Y.2.1	0,730	0,197	Valid
Y.2.2	0,538	0,197	Valid
Y.3.1	0,445	0,197	Valid
Y.3.2	0,491	0,197	Valid
Y.4.1	0,690	0,197	Valid
Y.4.2	0,751	0,197	Valid

Source: SPSS Version 26 Output

Reliability Test

This test is performed by calculating the Cronbach's Alpha coefficient for each instrument within a single variable. A variable is considered reliable if the alpha coefficient value is > 0.60 ; if the alpha coefficient value is < 0.60 , it is unreliable.

Table 2. Reliability Test Results

Instrumen	Cronbach Alpha	Item	Keterangan
Beauty Influencer Review (X)	0,827	12	Reliabel
Keputusan Pembelian (Y)	0,777	8	Reliabel

Source: SPSS Version 26 Output

Based on the results of the data reliability test in Table 2, it can be concluded that the independent variable, Beauty Influencer Review (X), is reliable because its alpha value is $0.827 > 0.60$. Meanwhile, the dependent variable, Purchase Decision (Y), is also said to be reliable because its alpha value is $0.777 > 0.60$.

Normality Test

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,13793250
Most Extreme Differences	Absolute	,077
	Positive	,040
	Negative	-,077
Test Statistic		,077
Asymp. Sig. (2-tailed)		,155 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: SPSS Version 26 Output

The significant value in the one-sample Kolmogorov-Smirnov test is 0.155. A significant value greater than 0.05 indicates that the residual value is standardized, normally distributed, and meets the assumptions of the normality test.

Heteroscedasticity Test

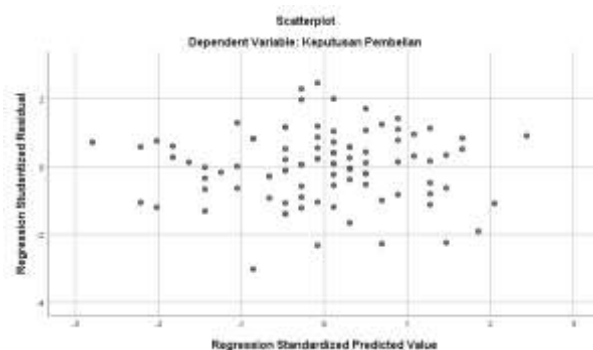


Figure 1. Results of Heteroscedasticity Test

Source: SPSS Version 26 Output

By observing the graph above, it can be seen that the points are randomly distributed and do not show any particular pattern. The points are spread above and below the number 0 on the Y-axis. From these results, it can be concluded that both regression models do not contain symptoms of heteroscedasticity.

Simple Linear Regression Analysis

Table 4. Results of Simple Linear Regression Analysis

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	10,164	2,868		3,544
	Beauty Influencer Review	,459	,061	,603	7,477

a. Dependent Variable: Keputusan Pembelian

Source: SPSS Version 26 Output

From the results of statistical calculations using the SPSS version 26 program as shown in the table above, the following simple linear regression was obtained:

$$Y = 10.164 + 0.459 X$$

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From this equation, it can be concluded that the constant value is 10.164, where if the beauty influencer review variable (X) is 0, then the purchase decision value (Y) will also increase by 10.164. Meanwhile, the coefficient value of the beauty influencer review (X) is 0.459. This means that for every 1 increase in the value of X, Y will increase by 0.459.

Percent Significance Test (t-Test)

The test was carried out with a significance level of 5% and degrees of freedom (df) $nk-1 = 98$ so that the t-table value was obtained as 1.984.

Table 5. Results of the Percent Significance Test (t-Test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	10,164	2,868		3,544
	Beauty Influencer Review	,459	,061	,603	7,477

a. Dependent Variable: Keputusan Pembelian

Source: SPSS Version 26 Output

From the table above, it can be concluded that the t-test obtained in this study was $7.477 > 1.984$ and the significance value was $0.000 < 0.05$, so H_a was accepted and H_o was rejected.

Correlation Coefficient Test

Based on the calculation results using SPSS assistance for the Beauty Influencer Review (X) and Purchase Decision (Y) variables, a correlation coefficient value of $r = 0.603$ was obtained with a significance level of 5%.

Table 6. Correlation Coefficient Test Results

Correlations			
		Beauty Influencer Review	Keputusan Pembelian
Beauty Influencer Review	Pearson Correlation	1	,603 ^{**}
	Sig. (2-tailed)		,000
	N	100	100
Keputusan Pembelian	Pearson Correlation	,603 ^{**}	1
	Sig. (2-tailed)	,000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Version 26 Output

Based on opinion(Sugiyono, 2018)states that the strength of the relationship, expressed by a correlation coefficient (r) between 0.60 and 0.799, is strong. Therefore, from the table above, it can be concluded that the level of relationship between the Beauty Influencer Review variable (X) and the Purchase Decision variable (Y) is at a strong level.

Coefficient of Determination Test(R²)

Table 7.Coefficient of Determination Test(R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,603 ^a	,363	,357	3,154

a. Predictors: (Constant), Beauty Influencer Review

Source: SPSS Version 26 Output

Based on the table above, it is known that the R square is 0.363, this shows that the relationship between the beauty influencer review variable and the purchasing decision variable is 36.3%, the remaining 63.7% is explained by other variables not discussed in this study.

CONCLUSION

Based on the results of research and analysis that have been conducted regarding the influence of beauty influencer reviews on skincare product purchasing decisions among FISIPOL students at Malikussaleh University, and following the research stages according to procedures, it was concluded that based on the results of a simple linear regression test, the beauty influencer review variable (X) has a positive and significant effect on purchasing decisions (Y) of skincare products among FISIPOL students at Malikussaleh University. This is proven by the results of the t-test, namely $t\text{-count} > t\text{-table}$ with a value of $7.477 > 1.984$ and a significant value of $0.000 < 0.05$ ($\text{sig} < \alpha = 5\%$)

SUGGESTION

Based on the research results, analysis, and conclusions obtained, the author puts forward several suggestions that are considered relevant and appropriate to the context of this research.

1. Students are expected to be more critical and selective when accepting information from beauty influencers. While reviews can influence purchasing decisions, they should still consider their needs, skin condition, and the quality and safety of the recommended products.
2. Beauty influencers are recommended to be more open and honest in their reviews, for example, by listing the product's advantages and disadvantages in a balanced manner and clarifying whether the review is a paid collaboration. Beauty influencers are also advised to try a product for a period of time before reviewing it, as this tends to make their reviews more honest and convincing.
3. Skincare companies are advised to continue innovating in developing products that meet consumer needs, such as adapting to beauty trends and preferences for safe and natural ingredients. Furthermore, skincare companies should build partnerships with beauty influencers, taking into account their credibility, reputation, and audience trust to build a positive product image.
4. This research is expected to serve as a reference or basis for subsequent research, as well as provide additional information in the development of more comprehensive studies related to the influence of beauty influencer reviews on skincare product purchasing decisions.

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