



Analysis of Beauty Vlogger, E-WOM, and Brand Image Determinations on Skintific Skincare Purchase Decisions (Among UMP Female Students)

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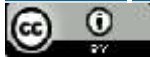
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ABSTRACT

This study aims to analyze the Determination Analysis Beauty Vlogger, E-WoM, and Brand Image on the decision to purchase Skintific skincare (Study on UMP Female Students). This study uses a quantitative approach with a population of female students at Muhammadiyah University of Purwokerto and with a sample 120 with purposive methodive sampling. The data was analyzed using the SPSS version 26 method, the results showed that Beauty Vlogger does not have a significant influence on purchasing decisions. Meanwhile, E-WoM and Brand Image has a positive and significant influence on purchasing decisions.

INTRODUCTION

The growth of the beauty industry in Indonesia is increasingly competitive along with the increasing demand for personal care products. According to research from SAC (Science Art Communication) Indonesia, the skincare market reached US\$2,022 million out of the total cosmetics and personal care market of US\$5,502 million (Robiah & Nopiana, 2022). The public is increasingly aware of the importance of caring for their skin and overall appearance, which has driven rapid growth in the beauty industry (Robiah & Nopiana, 2022).

One brand that has successfully capitalized on this opportunity is Skintific, a Canadian skincare brand that entered the Indonesian market around 2021. Despite being relatively new, Skintific has successfully established a strategic position in the Indonesian beauty industry through a scientific approach and strong digital marketing. According to a report (Robiah & Nopiana, 2022) in the *Beauty Journal* by Sociolla, Skintific is one of the fastest-growing brands in Indonesia, and its products—such as the 5X Ceramide Barrier Repair Moisturizer—sold thousands of units within weeks of going viral on TikTok. The virality of content on social media platforms like TikTok plays a crucial role in shaping consumer perceptions of a product's quality and appeal, especially among the younger generation.

According to data from *Compas.co.id*, Skintific tops the list of skincare product sales, with total sales of IDR 64 billion from its official stores. Meanwhile, sales from non-official stores only reached IDR 7 billion. Skintific's sales dominance outperformed a number of other local brands, such as MS Glow, The Originote, Daviena Skincare, and Benings Indonesia, which ranked next. Meanwhile, the list of the top three best skincare and beauty brands in e-commerce (2023–2024) shows that Skintific successfully ranked first (Andini, 2024).

Purchasing decisions are described as the selection of two or more alternative purchasing decisions, meaning that for a consumer to make a decision, several alternative choices must be available (Brama Kumbara, 2021). Furthermore, (Kotler, 2024) explains that when making decisions, consumers tend to prefer existing brands, especially the brands they like best.

One factor influencing consumers' purchasing decisions for skincare products is the role of beauty vloggers. According to (Awaliah et al., 2025), Beauty vloggers are a reliable source of information that makes it easy for consumers to get product recommendations without having to try them first. Tasya Farasya is the most influential beauty vlogger in Indonesia, with over 4.24 million subscribers and a total viewership exceeding 424 million. Her beauty-focused content provides in-depth reviews that build a positive brand image and influence consumer purchasing decisions. Therefore, researchers chose Tasya Farasya as the subject of this study, as utilizing beauty vloggers to promote beauty products is a good strategy for skincare companies (Awaliah et al., 2025). Based on research (Saputri & Setyawati, 2020) positively influences purchasing decisions. Meanwhile, according to (Novalinda & Nurhayati, 2024) No influential and significant to the purchase decision.

Besides beauty vloggers, e-WOM is also becoming an increasingly influential factor in consumer behavior. Information obtained from Electronic Word Of Mouth It is often considered more trustworthy than conventional advertising because it comes from fellow consumers who are considered neutral and have no direct commercial interests (Cheung & Thadani, 2012). Based on research by (I Kadek Rupayana, 2020) and (Abror & Sulton, 2025), has a significant positive influence on purchasing decisions. Meanwhile, according to (Putri & Sismanto, 2024) No significantly influence purchasing decisions.

Another equally important factor is beauty image, namely consumers' perceptions of ideal beauty standards. An effective branding can reflect how the product builds its character and provides a value proposition for the product, how the product conveys the uniqueness of the product that is different from its competitors' products, and how the emotional strength of the product brand is (Pratyaharani et al., 2022). Based on research by (Wulandari et al., 2021), (Tanady & Fuad, 2020) brand image has a positive effect on purchasing decisions. Meanwhile, (Pratyaharani et al., 2022) found that it has a significant negative effect on purchasing decisions.

This study is a replication of the previous article (Nurasmi & Andriana, 2024) "The Influence of the Role of Beauty Loggers, Electronic Word of Mouth (E-WoM) and Brand Image on Purchasing Decisions of Skintific Skincare Products in Samarinda". Based on the background and phenomena that have been explained, this study aims to empirically explore how beauty vloggers, electronic word of mouth, and brand image interact with each other, and to analyze their impact on purchasing decisions of Skintific skincare products among female students of Muhammadiyah University of Purwokerto.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

Theory Of Planned Behavior (TPB) is a theory put forward by (Ajzen, 1991), which is a development of Theory Of Reasoned Action (TRA) which explains that a person's intention to behave is influenced by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude reflects a positive/negative assessment of the behavior; subjective norms refer to social pressure from the surrounding environment; and behavioral control reflects the perception of the ease or difficulty of performing the behavior. The stronger these three factors, the greater the individual's tendency to perform the behavior, including in the context of purchasing decisions. This theory explains how these relationships relate to beauty vloggers, E-WoM, and brand image. Beauty vloggers are relevant to subjective norms because they are considered role models (Saputri & Setyawati, 2020). E-WoM is relevant to subjective norms and behavioral control because it influences consumer perceptions and convinces them to purchase a product (Yulindasari & Fikriyah, 2022). Furthermore, brand image is relevant to attitudes toward behavior and behavioral control because a clear brand image strengthens consumers' attitudes and self-confidence (Khaerani & Prihatini, 2020).

Purchase Decision

(Schiffman, 2004) states that purchasing is an action taken by consumers when making a choice. Furthermore, (Kotler, 2024) explains that when making decisions, consumers tend to prefer existing brands, especially those they like best. There are several stages consumers typically go through before deciding to purchase, which can be influenced by information related to the product or service provided. According to (Kotler & Keller, 2016) in (Khaerani & Prihatini, 2020) purchasing decisions are the customer evaluation stage in forming preferences among brands and choices and can also form an intention to purchase the most preferred brand.. Thus, from these various definitions, it can be concluded that a purchasing decision is a process of consideration carried out by consumers in selecting a product before finally making a purchase. According to (Kotler, 2024), purchasing decision indicators include: need recognition, information search, alternative evaluation, purchasing decision, and post-purchase evaluation.

Influence of Beauty Vloggers on Purchase Decisions

Beauty vloggers are a type of digital influencer who play a vital role in modern marketing strategies, particularly in the beauty sector. According to (Terence A. Shimp, 2014), beauty vlogger is a figure who acts as an endorser with a significant impact in influencing consumer choices, especially because they have several crucial characteristics. Brand image can also be defined as an impression that grows from a product or service brand that is used and is formed based on the product's advantages, both tangible and intangible, because it is composed of certain beliefs, thoughts, and values, thus forming uniqueness towards the brand (Meutia et al., 2021). In the research (Nurasmi & Andriana, 2024), and (Savitri Devi et al., 2024), that beauty vlogger has a positive and significant influence on purchasing decisions.

H1: Beauty Vlogger has a positive and significant influence on purchasing decisions.

The Influence of Electronic Word of Mouth on Purchasing Decisions

Electronic Word Of Mouth is one of the consumer communication methods that has a major influence in the purchasing decision-making process because it is easily accessible and trusted by many people (Hennig-Thurau et al., 2004). According to (Goyette et al., 2010) E-WoM is a positive or negative evaluation or opinion conveyed by users or potential consumers via the internet and can be accessed by a wide audience. (Kotler & Keller, 2016) defines electronic word of mouth as marketing using the internet to create word of mouth to increase marketing efforts (Lisnawati & Julaeha, 2024). In the research ((I Kadek Rupayana, 2020) and (Abror & Sulton, 2025) it was stated that electronic word of mouth influence the purchase decision.

H2: Electronic Word Of Mouth has a positive and significant influence on purchasing decisions.

The Influence of Brand Image on Purchase Decisions

Brand image is a symbol of association attached to a brand, and this can describe the values, beliefs, and position of the brand in the eyes of consumers (Aaker & Biel, 2009). Brand image is crucial for a product; a good brand reputation can influence customer preferences and inclination to use a particular product. In other words, a better brand image can influence customer decisions to purchase cosmetics and facial treatments (Khaerani & Prihatini, 2020). In addition, it also emphasizes that brand image is one of the key factors in making purchasing decisions, because a positive image can create loyalty and trust from consumers. Research by (Wulandari et al., 2021) and (Setiyanti & Isa Ansori, 2024), that brand image has a positive influence on purchasing decisions.

H3: Brand image has a positive and significant influence on purchasing decisions.

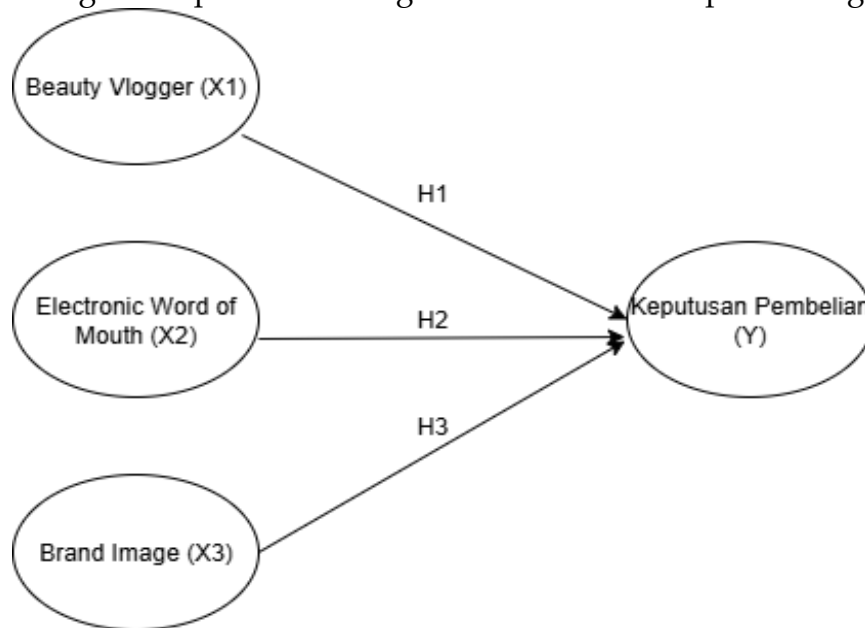


Figure 1. Conceptual Framework

METHODOLOGY

This study used a quantitative method, as defined by (Sugiyono, 2019). The population in this study was all active UMP female students who had used Skintific, the number of which was unknown. Because the study was not precisely known, the Lemeshow formula was used to determine the required sample size (Hibah et al., 2025).

$$n = \frac{Z^2 \cdot p (1 - p)}{d^2}$$

Information :

n = Number of samples

Z = Normal standard value (1.96)

P = Maximum estimate = 50% = 0.5

d = Interval/challenge =10% = 0.1

q = 1 - p

So the sample size can be calculated as follows:

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.1)^2} = 96.4$$

The minimum sample size required for this study was 96 respondents. To accommodate for missing data, 24% of the total sample size was added, resulting in a total of 120 respondents.

The sampling method used was purposive sampling, which selects samples based on specific criteria. The sample in this study consisted of consumers who had made at least one purchase. Data was obtained by distributing an online questionnaire using a Likert scale with a survey range of 1-5. The analysis tool used was IBM SPSS Statistics 26.

The procedural steps for the analysis include descriptive statistical analysis, validity and reliability assessment, classical assumption check, application of multiple linear regression, model fit test, and hypothesis testing.

RESEARCH RESULTS

A total of 120 respondents were successfully collected. Based on Table 1, in determining the number of samples taken according to the Lemeshow formula, the number of Statistic consumers involved was 120 respondents.

Table 1. the number of samples

Category	Frequency	Presentation
Faculty of Economics and Business	55	45,83%
Faculty of Health Sciences	20	16,67%
Faculty of Teaching and Education	14	11,67%
Faculty of Psychology	10	8,33%
Faculty of Law	6	5,00%
Faculty of Engineering and Science	4	3,33%
Faculty of Islamic Studies	3	2,50%
Faculty of English Literature	2	1,67%
Faculty of Agriculture and Animal Husbandry	2	1,67%
Faculty of Agriculture and Fisheries	2	1,67%
Faculty of Cultural Sciences and Communication	2	1,67%
Class of 20	9	7,5%
Class of 21	56	46,67%
Class of 22	22	18,33%
Class of 23	28	23,33%
Class of 24	4	3,33%
Class of 25	1	0,83%

Descriptive Statistical Test

Table 2 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1	120	23	47	39.58	4.574
X2	120	19	40	34.33	4.155
X3	120	18	29	25.23	2.317
AND	120	28	50	44.83	5.710

Source: Processed data, 2025

Based on descriptive statistical analysis of variables X1 ($\mu=39.79$), X3 ($\mu=25.22$), and Y ($\mu=44.83$) consistently show average values above the midpoint of the measurement scale, with X3 showing the most stable distribution ($SD=2.317$) and Y showing the highest variability ($SD=5.710$). Meanwhile, variable X2 occupies an intermediate position with a mean of 34.33 and a standard deviation of 4.155, indicating a more moderate response pattern compared to other variables. This data configuration forms a solid empirical foundation for further investigation of the causal relationship between variables through linear regression analysis techniques.

Validity Test

Based on the results of the validity test, the calculated value shows $>$ rtable 0.179 (sig. <0.05), so that the results of the statements in the questionnaire on the statement items related to the variables *Beauty Vlogger*, *E-WoM*, *Brand Image* and the Purchase Decision can be concluded to be valid.

Reliability Test

Table 3 Reliability Statistics

Variables	Cronbach Alpha	Critical Value	Information
<i>Beauty Vlogger</i>	0,858	$\geq 0,70$	Reliable
<i>E-WoM</i>	0,864	$\geq 0,70$	Reliable
<i>Brand Image</i>	0,795	$\geq 0,70$	Reliable
Purchase Decision	0,945	$\geq 0,70$	Reliable

Source: Processed data, 2025

From the table above, all variables in this study have a Cronbach's Alpha value ≥ 0.70 ranging from 0.795 to 0.945. This value indicates that the variables *Beauty Vlogger*, *E-WoM*, *Brand Image*, and the Purchase Decision is reliable.

Table 4 Normality Test with Kolmogorov Smirnov Test

Variable	Sig.	Level of Significant	Information
Residual1	0,085	0,05	Normal

Source: Processed data, 2025

Based on the normality test with kolmogorov smirnovtest, the significance result of the normality test is 0.085 so the result is >0.05, meaning it can be concluded that the normality test is normally distributed.

Table 5. Results of Multicollinearity Test using the VIF method

Variables	VIF	Critical Value	Information
<i>Beauty Vlogger</i>	3.104	5	There is no multicollinearity
<i>E-WOM</i>	2.251	5	
<i>Brand Image</i>	2.428	5	There is no multicollinearity

Source: Processed data, 2025

Based on the results of the multicollinearity test, it can be measured using the VIF value. All variables have a VIF value <5, ranging from 2.251 to 3.104. This value indicates that the variables *beauty vlogs*, *e-wom*, And *brand image* multicollinearity does not occur.

Table 6. Results of Heteroscedasticity Test with Spearman Rank

Variables	Say.	Critical Value	Information
<i>Beauty Vlogger</i>	0,684	0,05	Free of Heteroscedasticity
<i>E-WOM</i>	0,228	0,05	
<i>Brand Image</i>	0,808	0,05	Free of Heteroscedasticity

Source: Processed data, 2025

Based on the results of the Spearman Rank heteroscedasticity test, as presented in the table above, all independent variables have a significance value (Sig.) greater than 0.05. This indicates the absence of heteroscedasticity in the regression model.

Table 7 Multiple Linear Regression Analysis Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Std. Error	Beta		
1 (Constant)	-1.746	3.005		-0.581	0.562
<i>Beauty Vlogger</i>	-0.058	0.107	-0.046	-0.547	0.586
<i>E-WOM</i>	0.995	0.098	0.724	10.142	0.000
<i>Brand Image</i>	0.584	0.183	0.237	3.194	0.002

Source: Processed data, 2025

Based on the results of the multiple linear regression test between the independent variables, namely, (*Beauty Vlogger*, *E-WOM*, and *Brand Image*) for the dependent variable (*Purchase Decision*), the following regression equation can be drawn up:

$$Y=1.746 + 0.058X_1 + 0.995X_2 + 0.584X_3 + e$$

Model Fit Test (Goodness Of Fit)

Table 8. Model Fit Test (Goodness Of Fit)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2860.193	3	953.398	108.518	.000 ^b
	Residual	1019.132	116	8.786		
	Total	3879.325	119			

Source: Processed data, 2025

From the table of F test results above, it shows that the calculated F value is > F table, namely 108.518 > 2.45 with a significance level of 0.000. It can be seen that the probability value is much smaller than 0.05, then the calculated F value is much larger than the F table, so it can be concluded that Ho is rejected and Ha is accepted or the model is categorized as suitable (*fit*).

Coefficient of Determination Test

Table 9. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 ^a	.737	.730	2.964

Source: Processed data, 2025

Based on the table above, the Adjusted R Square value of 0.730 indicates that 73% of the variation in the purchasing decision variable can be explained by the variables *Beauty Vlogger*, *E-WOM*, and *Brand Image* in this model. Meanwhile, the remaining 23% is explained by other variables not included in this research model. The use of Adjusted R Square is more appropriate in the context of multiple regression because it can correct potential bias caused by the number of predictors in the model, thus providing a stronger estimate of the model's predictive power.

DISCUSSION

Influence of Beauty Vloggers on Purchase Decisions

The analysis results show that *Beauty Vloggers* do not have a significant influence on *Purchasing Decisions*. This indicates that the presence of *beauty vloggers* in the context of this study does not directly influence consumers in

making purchasing decisions. This result is consistent with research by (Novalinda & Nurhayati, 2024) and (Malini, 2021). This factor may be caused by the inconsistency of beauty vlogger content with consumer preferences, a lack of trust in the beauty vloggers studied, or consumers prioritizing other factors in the decision-making process.

The Influence of Electronic Word of Mouth on Purchasing Decisions

The analysis results show that electronic word of mouth has a positive and significant influence on purchasing decisions. This finding is consistent with research (Abror & Sulton, 2025) and (Lestari & Widjanarko, 2023), Electronic word of mouth has a positive and significant influence on purchasing decisions. This indicates that recommendations and reviews from other consumers through electronic media (e-WOM) play a significant role in shaping consumer perceptions and trust, thus encouraging them to make purchases.

The Influence of Brand Image on Purchase Decisions

The results of the analysis show that brand image has a positive and significant influence on purchasing decisions. This result is consistent with Research (Wulandari et al., 2021) and (Clarissa & Bernarto, 2022) that brand image has a positive influence on purchasing decisions. This indicates that consumers tend to choose products with a good reputation and clear brand values.

CONCLUSION AND RECOMMENDATIONS

In this study, the variable that has the most influence on the decision to purchase Skintific products e-wom and brand image. This shows that e-wom, influenced by recommendations, reviews, and experiences shared by other consumers online, for example through social media, shape the perception of purchase intention. brand image, demonstrating that Skintific's positive brand image as a high-quality, modern, and trendy product is able to attract consumers to purchase its products. Therefore, Skintific must strive to build a solid and reliable image to consistently attract consumers when making purchasing decisions.

Interestingly, however, beauty vloggers had no influence on purchasing decisions. This may be due to consumers' tendency to trust the genuine experiences of fellow e-wom users and the brand image they build. Skintific should address this effectively and use the feedback to improve. The appearance of the beauty vloggers promoting Skintific was also deemed unattractive, thus failing to drive purchasing decisions.

ADVANCED RESEARCH

Every study has limitations that need to be considered. This study only involved female students. Muhammadiyah University Purwokerto, with a sample size of 120 respondents. Furthermore, for future research, it is important to explore mediating variables such as levels of trust in influencers or differences

in the effectiveness of social media platforms, while expanding the sample size for more generalizable results.

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