

The Influence of Influencer Marketing, Online Customer Review, and Brand Image on the Purchase Intention of Sea Makeup Setting Spray Products

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ABSTRACT

In the era of digitalization, marketing strategies continue to evolve, one of which is through influencers. The influencer's social media content significantly impacts purchase intention. The factors of influencer marketing, online customer review and brand image, which have an important role in shaping the perception of a product. The influence of influencer marketing, online customer review, and brand image on purchase intention of Sea Makeup setting spray products. This study uses an associative approach with quantitative methods. As a research sample, Sea Makeup's Instagram followers were given questionnaires to complete in order to gather data. The results showed that influencer marketing, online customer review, and brand image have a significant simultaneous impact on purchase intention of setting spray products from Sea Makeup. Partially, each variable also influences the intention to purchase.

INTRODUCTION

Beauty and body care products are currently the rulers of Fast Moving Consumer Goods (FMCG) with data from [Compas.co.id](https://www.compas.co.id) showing that there are three platforms that are widely used by customers in Indonesia, namely the Shopee, Tokopedia, and Blibli platforms with product sales data reaching IDR 2.9 trillion or 45.7% for the period March 12 - April 9, 2024. The form of marketing in the digital transformation era that is currently popular is through influencer marketing. According to Lengkawati & Saputra (2021), one method of product marketing is influencer marketing that is carried out by promoting products through individuals who are considered to have influence. (Agustin & Amron 2022).

The influencer marketing trend has given rise to many opinions regarding product reviews being marketed. The emergence of influencer marketing content is one of the elements that buyers take into account when choosing what to purchase. Through these influencers, online consumer review or online customer review finally appear. Online customer review are reviews submitted by users of a product that are submitted online through social media platforms or e-commerce.

Online customer reviews are one of the references used by consumers before purchasing a product because the truth of the product quality can be seen through these consumer reviews. Through these reviews, the product will be assessed honestly and usually accurately because it is reviewed directly by the user. Consumers will have more trust in the product's quality based on evolution or opinions of other users who have tried the product. This is because the quality of the product will be more accurate if someone has tried the product and given a review. Positive and negative reviews will greatly help consumers in determining the decision to purchase the product.

In addition to influencer marketing and online customer reviews. No less important, consumer purchasing decisions are significantly influenced by brand image. According to Kotler & Keller (Fransiska et al., 2024) Brand image is defined as the beliefs and views of consumers that are influenced by associations stored in their memory. A strong, positive, and consistent brand image is able to create an emotional connection with consumers that has the potential to increase loyalty and encourage consumers to make repeat orders.

Local brands in Indonesia have been expanding recently and are now ready to compete in the market for international brands. The local brand Sea Makeup is one of the products that is targeted by beauty enthusiasts because it is often seen on social media platforms. Sea Makeup produces several beauty products such as loose powder, pressed powder, micellar water, eyebrow pencils, cushions, tinted lip balms, liquid blush, setting spray, acne butter cleansing balm, foundation, and lip ink. Of the several products marketed, one of the best-selling products from the Sea Makeup brand is the Lock It Matte Acne Setting Spray product. The Sea Makeup setting spray product has been promoted by beauty influencers who are active on social media who have thousands of followers.

Table 1. Influencer's Name and Instagram Followers Count

Influencer's Name	Number of Followers (000)
Rachel Venny	8,300
Suhay Salim	618
Clarissa Princess	1,300
Andrew Lukita	131
Hanggini	3,300

In this study, Sea Makeup became the brand chosen because there is still little research that specifically discusses the effectiveness and marketing strategy of Sea Makeup setting spray. With the quality of the products presented and the use of technology in the formulation of making Sea Makeup setting spray with fine particles and better adhesion. So that it is able to keep makeup longer lasting and the product is specially formulated to overcome certain skin problems, such as oily, dry or sensitive skin.

With the rise of beauty trends in Indonesia, new products have emerged on the market, including from local brands, namely the Sea Makeup setting spray product. Researchers conducted this research aimed at determining how influencer marketing, online customer review, and brand image influence the interest in buying Sea Makeup setting spray products on Sea Make up Instagram followers.

LITERATURE REVIEW

Previous research is an important reference in this study, helping researchers find relevant sources. The following are some of the studies that serve as references:

1. The influence of influencer marketing and online customer reviews on the purchase intention of Skintific skincare products on Shopee - (Penny & Makaba, 2024)
2. The Influence of Social Media Promotion on Purchase Interest and Purchase Decisions of Hijab Fashion Products Among Generation Z Consumers - (Respati, Indah, Hudiyah et al., 2024)
3. Review of Influencer and Brand Image on Purchase Intention of Skincare Products - (Fransiska et al., 2024)
4. The Influence of Viral Marketing, Social Media Influencers, and Online Customer Reviews on Purchase Intention of Maybelline Superstay Vinyl Ink Among UPN Veteran East Java Students - (Lidia Angelina, Ugy Soebiantoro, 2024)
5. The Influence of Influencer Marketing and Online Customer Reviews on Purchase Intention Through the Perceived Value of Some Serum Products - (Amalia & Nurlinda, 2022)

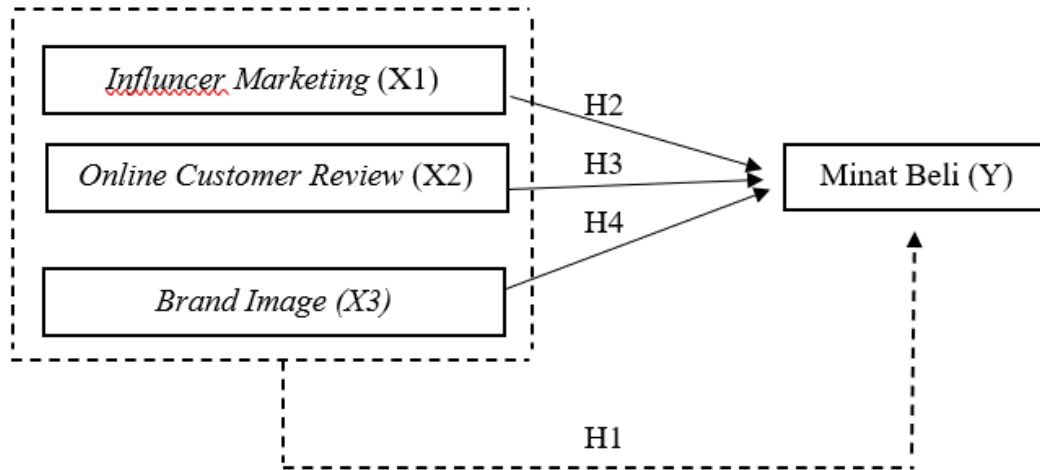


Figure 1. Conceptual Framework

Based on the conceptual frame work that has been developed in this research, the hypothesis can be formulated as follows:

H1: There is a simultaneous influence of Influencer Marketing, Online Customer Reviews, and Brand Image on the Purchase Intention of Sea Makeup Setting Spray Products.

H2: There is partial influence of Influencer Marketing on the Purchase Intention of customers for Sea Makeup Setting Spray Products.

H3: There is partial influence of Online Customer Reviews on the Purchase Intention of customers for Sea Makeup Setting Spray Products.

H4: There is partial influence of Brand Image on the Purchase Intention of customers for Sea Makeup Setting Spray Products.

METHODOLOGY

Type of Research

This study combines associative research with a quantitative methodology. The goal of associative research is to establish connections between variables. An associative research approach is employed in this study to ascertain the simultaneous and partial impact of variable X, which includes influencer marketing, online customer reviews, and brand image, on variable Y, which is product purchase intention. The quantitative procedure used in this research is characterized by the use of measurements, calculations, formulas, and numerical data to inform planning, processes, hypothesis construction, techniques, data analysis, and conclusion drawing.

Variable Measurement

Primary data for this study were obtained directly by distributing survey to participants who fulfilled the specified requirements. The Likert scale procedure was used to evaluate the variables in this study. Individuals or groups' views, attitudes, and perceptions of social phenomena are to be assessed using the Likert scale, as per (Sugiyono, 2020). Variables are usually rated at five different levels. The Likert scale used in this study has values ranging from 1 to 5, as evidenced by the following data:

Table 2. Likert Scale Size

Criteria	Symbol
Strongly agree	5
Agree	4
Neutral	3
Don't agree	2
Strongly Disagree	1

The questionnaire given to respondents contains respondents' opinions on questions distributed with a value range of 1-5, where 5 represents the maximum value, while 1 indicates the minimum value.

Population

The Last Supper (2020), A population is a group of elements that share particular traits and are pertinent to the goals of the study being conducted. Population is a collection of generalized research objects and has a specific quantity and characteristics that can be studied and concluded by researchers. For that, the study's population consists of Instagram followers account Sea Makeup @seamakeup totaling 54,200.

Sample

According to Arikunto, (in Fadilah Amin Nur, Garancang Sabaruddin, 2023) A sample is a portion of individuals in an object taken from a larger population with the aim of presenting the characteristics of that population in a study.

The study's population is the quantity of followers of the Sea Makeup Instagram account (@seamakeup) aged between 17 and 40 years. The Slovin technique is used in this study to reduce the population. The Slovin technique is used by researchers in this study because the population is relatively large. This technique is needed to facilitate practical sample determination using an easy-to-understand formula. The following formula was used to determine the study's sample:

So, it can be determined as shown below:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{54.200}{1 + 54.200 (0,1)^2}$$

$$n = \frac{54.200}{1 + 54.200 (0,1)^2}$$

$$n = \frac{54.200}{1 + 542}$$

$$n = \frac{543}{543}$$

$$n = 99.81$$

After the calculation, it is known that the number of samples obtained is 99.81 which is rounded up to 99.81. Therefore, the are 100 samples in the set.

Data Analysis Technique

The steps taken to process the data obtained to produce new information are known as methods for data analysis. Quantitative data analysis methodology is applied in this study. (Sugiyono, 2020) Quantitative methods, also known as traditional methods, are employed to examine a sample or population. The positivist philosophy is the foundation of this approach. Usually, a population or sample is investigated using quantitative approaches and sampling is done randomly.

1. Validity Test

Questionnaire questions are tested using a validity test. Whether the questions made can be measured in the questionnaire itself. When deciding the weight of the questions created for respondents, the validity test is crucial. Validity is tested by combining the score of each question on each respondent's instrument with the total score of each respondent. Validity test is formulated with Pearson's Product Moment (r), namely:

$$r_{\text{Count}} = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{[(n(\sum X^2) - (\sum X)^2)][n(\sum Y^2) - (\sum Y)^2]}}$$

The provisions applied as decisions in the questionnaire validity test include:

- a. If the coefficient value r is positive and if then the variable is proven to be valid $r_{\text{hitung}} \geq r_{\text{table}}$
- b. The variable is shown to be invalid if the coefficient value $r_{\text{Count}} < r_{\text{table}}$ is negative

2. Reliability Test

The practice of assessing a questionnaire's consistency when multiple assessments are conducted on the same participants at various intervals is known as reliability testing. Questionnaires that include indicators, variables, or constructs are subjected to reliability testing. Reliability testing can be done if the questions being tested are declared valid. A questionnaire is considered reliable if the respondents' responses remain consistent over time. If a variable's Cronbach's alpha (α) value is greater than 0.60, it is regarded as reliable.

Cronbach's alpha (α) = 0.60 is used in this study, and the following criteria are used:

- a. The research tool is considered dependable or trustworthy should the Cronbach's alpha (α) value be higher than 0.60.
- b. Cronbach's alpha (α) \leq 0.60 indicates that the research instrument is unreliable.

Classical Assumption Test

1. Normality Test

The normality test is used in regression to determine if the independent variable, the dependent variable, or both have a normal or abnormal distribution. If the regression model is successful, the residual data is said to be regular distributed. If the significance value is more than 0.05, the data distribution is regarded as normal.

2. *Multicollinearity Test*

A statistical test called the multicollinearity is utilized to ascertain whether an association exists between the regression model and the determined dependent and independent variables. Multicollinearity can be tested by computing the VIF (Variance Inflation Factor) value. Data is said to be free from multicollinearity if:

- a. The indicators of strong multicollinearity in the event that the VIF value exceeds 10.
- b. If the VIF score is less than 10, there are no indications of multicollinearity.

3. *Heteroscedasticity Test*

To ascertain whether the regression model exhibits inconsistent residual variance between observations, the heteroscedasticity test is used. There are several characteristics that can be used to determine the presence of heteroscedasticity, including:

- a. Probability value > 0.05 means it is free from heteroscedasticity.
- b. Probability value ≤ 0.05 means there is heteroscedasticity.

Multiple Linear Regression Analysis Test

Multiple linear regression is data analysis method employed in this investigation, because it involves examining several variables. In order to ascertain the influence of independent variables, the multiple linear regression test is utilized including influencer marketing (X1), online customer reviews (X2), and brand image (X3), on the dependent variable, purchase intention (Y1) towards the Sea Makeup setting spray product.

The formula used to calculate multiple linear regression analysis is:

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

Information:

- Y = Purchase Intention
a = Constant
b = Regression coefficient
X1 = Influencer Marketing
X2 = Online Customer Reviews
X3 = Brand Image

Hypothesis Test

1. *F Test*

Simultaneous test (F) is designed to assist research in determining whether The independent and dependent variables simultaneously have a substantial impact on one another. The F test is applied in this study to ascertain the extent to which influencer marketing (X1), online customer reviews (X2), and brand image (X3) collectively influence purchase intention (Y1).

The criteria in the test are: F_{hitung}

- a. If it is rejected but accepted, it means that simultaneously influencer marketing, online customer reviews, and brand image

have a significant influence on purchasing intention. $F_{hitung} \geq F_{tabel}$ H_0 H_1

- b. If it is approved but denied, it indicates that brand image, online customer reviews, and influencer marketing do not all work together to increase interest in making a purchase. $F_{hitung} < F_{tabel}$ H_0 H_1

2. *t* Test

To assess each independent variable's partial significant effect, the partial t-test is used. (influencer marketing, online customer reviews, and brand image) on the dependent variable (purchase intention).

The criteria in the test are: t_{hitung}

- a. In the event that it is rejected while it is approved, it indicates that brand image, online customer evaluations, and influencer marketing all significantly affect consumers' desire to make a purchase. $T_{hitung} > t_{tabel}$ H_0 H_1
- b. In the event that it is approved, it indicates that brand image, online customer evaluations, and influencer marketing do not significantly affect consumers' desire to make a purchase. $T_{hitung} \leq t_{tabel}$ H_0 H_1

RESEARCH RESULT

Validity Test

A method of evaluation called a validity test is used to identify if the research instrument is valid in relation to the variables. This validity test is calculated using the SPSS program with statistical truth, the calculated r number must be compared with the table r at a significance level of 5% or 0.05. If the calculated r value of each statement item $\geq r_{tabel}$, namely 0.1966 (df = n-2 = 100-2 = 98), the assertion item in question. The calculated r value is higher than the r table, according to the validity test results (0.196) with a significance value less than 0.05. Therefore, it is claimed that every statement on the questionnaire is legitimate.

Reliability Test

Reliability testing aims to measure the extent to which the results are consistent when measured repeatedly in measuring the same symptoms and shows the level of reliability of the results. A statistical test for evaluating dependability is Cronbach's alpha. The research tool is considered reliable if the Cronbach's alpha score is greater than 0.6. Every variable's Cronbach's alpha value was higher than the minimum Cronbach's alpha (limit value) of 0.6, according to the findings of the reliability test that was conducted. Consequently, it can be said that research instrument used in this investigation, questionnaire, is trustworthy.

Normality Test

Normality test is a measuring tool used to assess whether the tested variables have a normal distribution or not. The normalcy test is a non-

parametric statistical test that is conducted using the Kolmogorov-Smirnov (KS) test. In contrast, data is regarded as abnormally distributed if the significance value is less than 0.05, and as normally distributed if the significance value is larger than 0.05.

Table 3. Results of the Normality Test

One-Sample Kolmogrov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.38952711
Most Extreme Differences	Absolute	.076
	Positive	.076
	Negative	-.074
Test Statistics		.076
Asymp. Sig. (2-tailed)		.159 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

The data got is normally distributed, with a significance value of 0.159 > 0.05, according to the results displayed in the above table.

Multicollinearity Test

Multicollinearity test is tested through tolerance value and Variance Inflation Factor (VIF). Multicollinearity does not exist if the tolerance value is 0.1 and the VIF value is less than 10. The following are the results of the multicollinearity test:

Table 4. Results of the Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Influencer Marketing	.348	2,877
	Online Customer Reviews	.226	4.431
	Brand Image	.260	3,843
a. Dependent Variable: Purchase Interest (Y)			

The tolerance values for the variable influencer marketing, online customer reviews, and brand image > 0.1 and VIF < 10 are displayed in the above table. Thus, the findings indicate that multicollinearity symptoms are absent.

Heteroscedasticity Test

If the data points in a regression model are dispersed about the number 0 both above and below it, the model is said to be heteroscedastic. The points only gather on one side either above or below. The points are not distributed in a regular way; they are wavy, narrowing, and spreading. There is no discernible pattern in the data points distribution.

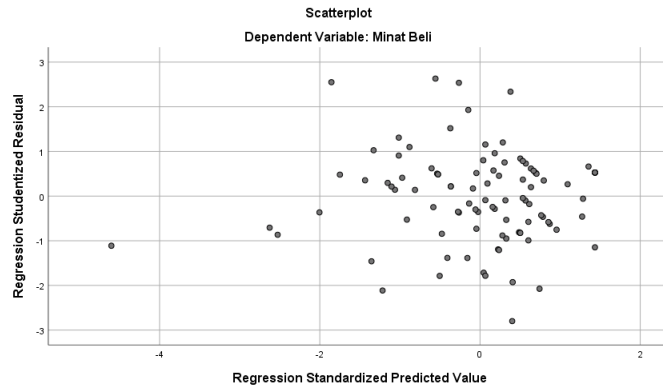


Figure 2. Results of the Heteroscedasticity Test

It is visible in the scatterplot graph above that the points are dispersed haphazardly and do not follow any certain pattern. On the Y axis, the spots are dispersed both above and below 0. So, the findings indicate that the regression model that would be employed for hypothesis testing does not exhibit heteroscedasticity.

Multiple Linear Regression Analysis Test

Multiple linear regression test is used to test degree to which the independent variable affects the dependent one. In this study, multiple linear regression analysis was conducted to find the influence of influencer marketing (X1), online customer reviews (X2), and brand image (X3) on purchasing interest (Y). The table below displays the multiple linear regression test's findings, which are as follows:

Table 5. Results of the Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(constant)	2.423	1,875		1.292	.200
	Influencer Marketing (X1)	.322	.082	.348	3.952	.000
	Online Customer Reviews (X2)	.279	.112	.273	2,491	.014
	Brand Image (X3)	.409	.137	.305	2,989	.004
a. Dependent Variable: Y						

The following is the multiple linear regression equation that was obtained using the information in table 4.13 above:

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

Purchase Interest = 2,423 + (0.322) Influencer Marketing + (0.279) Online Customer Reviews + (0.409) Brand Image

The following is how the equation above should be interpreted:

a. $a = 2.423$

Based on the regression analysis in the table above, it can be said that the constant value is 2.423. This constant value shows that all dependent variables of influencer marketing, online customer reviews, and brand image are considered constant. This shows that the presence of influencer marketing (X1), online customer reviews (X2), and brand image (X3) has a positive value and can increase purchasing interest by 2.423 units.

b. $b_1 X_1 = 0.322$

Influencer marketing (X1) has a 0.322 positive regression coefficient, meaning that a one-unit increase in influencer marketing (X1) will result in a 0.322-unit increase in purchasing intention. Assuming the constant values of other independent variables.

c. $b_2 X_2 = 0.279$

The regression coefficient of online customer review (X2) shows positive result of 0.279, meaning that if online customer review increases by 1 unit, then purchase intention will increase by 0.279 units. Assuming other independent variables are constant.

d. $b_3 X_3 = 0.409$

The regression coefficient of brand image (X3) shows a positive result of 0.409, meaning that if brand image (X3) increases by 1 unit, then the brand image will increase by 0.409 units. Assuming the constants values of other independent variables.

The coefficient of determination or R² value is used to measure the percentage level of influence of the dependent variable on the independent variable, namely purchase interest. According to the aforementioned regression results, influencer marketing, online customer reviews, and brand image account for 74.1% of the effectiveness of purchase interest, with an R² value of 0.741. But additional elements not addressed in this study affect the remaining 25.9%.

F Test

A statistical technique called the F test seeks to determine if every variable in the regression model simultaneously has a meaningful impact on the dependent variable. The F test's findings are shown in the table below.

Table 6. Result of the F Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1613.476	3	537,825	91,338	.000b
	Residual	565,274	96	5,888		
	Total	2178.750	99			
a. Dependent Variable: Purchase Interest						
b. Predictors: (Constant), Influencer Marketing, Online Customer Reviews, Brand Image						

The testing steps are as follows:

a. Formulating Hypothesis

$H_0 : \beta_i = 0$ Influencer marketing (X1), Online Customer Review (X2), and Brand Image (X3) do not have a significant effect on purchasing interest (Y).

$H_0 : \beta_i \neq 0$ Influencer marketing (X1), Online Customer Review (X2), and Brand Image (X3) have a significant influence on purchasing interest (Y).

b. Calculate the degrees of freedom and the significance level (a) of 5% or (0.05) $df = (k; n - k - 1) = (3; 100 - 3 - 1) = (3; 96)$. So it is known = $2.70f_{tabel}$

c. The calculation results show that = $91,338f_{hitung}$

The criteria for accepting and rejecting hypotheses are:

a) If $>$, then H_0 is rejected $f_{hitung} > f_{tabel}$

b) If \leq , then H_0 is accepted $f_{hitung} \leq f_{tabel}$

At a significance level of 5%, or 0.05, H_0 is rejected because $(91.338) > (2.70)$. The dependent variable (purchase intention) of the Sea Makeup setting spray product is found to be significantly impacted simultaneously by the independent factors (influencer marketing, online customer reviews, and brand image). $f_{hitung} > f_{tabel}$

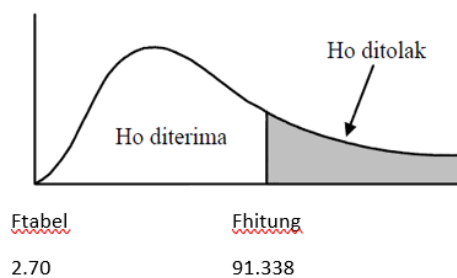


Figure 3. F-Test Result Curve (Simultaneous)

t Test

The T-test or partial is a test that aims to determine whether each independent variable in this model has a significant effect on the dependent variable. The table that follows displays the T-test findings.

Table 7. Result of the t Test

Coefficient						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.423	1,875		1.292	.200
	Influencer Marketing	.322	.082	.348	3.952	.000
	Online Customer Reviews	.279	.112	.273	2,491	.014
	Brand Image	.409	.137	.305	2,989	.004
a. Dependent Variable: Purchase Interest						

So it can be concluded that:

- a. The influencer marketing variable (X1) with a calculated t of 3.952 > ttable of 1.661, then Interest in purchasing Sea Makeup setting spray products is significantly impacted by the influencer marketing variable. This states that H0 is rejected and Ha is accepted.
- b. The online customer review variable (X2) with a calculated t of 2.491 > ttable of 1.661, then the online customer review variable has a partial effect on the interest in buying Sea Makeup setting spray products. This states that H0 is rejected and Ha is accepted.
- c. The brand image variable (X3) with a calculated t of 2.989 > ttable of 1.661, then the brand image variable has a partial effect on the interest in buying Sea Makeup setting spray products. This states that H0 is rejected and Ha is accepted.

DISCUSSION

The Simultaneous Influence of Influencer Marketing Variables, Online Customer Reviews, and Brand Image on Purchase Intention

Influencer marketing, online customer reviews, and brand image are independent variables that have a positive and significant impact on purchasing interest of 74.1%, according to the analysis that has been done and the results obtained through the F test or simultaneous test that f count of 91,338 > f table of 2.70. H0 is then rejected. However, other elements that this study did not address affect the remaining 25.9%. Thus, it has been demonstrated that brand image, online customer reviews, and influencer marketing all significantly impact consumers' desire to buy Sea Makeup setting spray products at the same time.

The Influence of Influencer Marketing (X1) on Purchase Intention (Y)

The first hypothesis (H1) is agreed to in light of the study's findings on the hypothesis test utilizing the T test. The T test yielded a significant value of 0.000 < 0.05 and a t count of 3.952 > t table of 1.661. This indicates that purchasing

interest (Y) is positively and significantly impacted by influencer marketing (X1). Thus, it can be said that purchase intention Sea Makeup setting spray products is significantly influenced by influencer marketing.

The Influence of Online Customer Reviews (X2) on Purchase Intention (Y)

The second hypothesis (H2) is accepted in light of the study's findings about the hypothesis test utilizing the T test. A significant value of $0.014 < 0.05$ and a t count of $2,491 > t$ table of 1,661 were the outcomes of the T test. This indicates that buying interest (Y) is positively and significantly impacted by online customer reviews (X2). Thus, it can be said that purchase intention Sea Makeup setting spray goods is significantly influenced by online consumer reviews.

The Influence of Brand Image (X3) on Purchase Intention (Y)

The third hypothesis (H3) is accepted in light of the study's findings on the hypothesis test utilizing the T test. A significant value of $0.004 < 0.05$ and a t count of $2.989 > t$ table of 1.661 were the outcomes of the T test. This indicates that buying interest (Y) is positively and significantly impacted by brand image (X3). Thus, it can be said that purchase intention Sea Makeup setting spray products is significantly influenced by brand image.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The following conclusions may be made from research on the impact of influencer marketing, online customer reviews, and brand image on interest in buying Sea Makeup setting spray products that has been carried out through a number of stages, including data collecting and analysis:

1. The Sea Makeup setting spray product's purchase intention (Y) is influenced concurrently by the influencer marketing variables (X1), online customer reviews (X2), and brand image (X3), according to the results of the simultaneous test analysis (F Test).
2. The results of partial testing (T-Test) can be concluded as follows:
 - a. Influencer marketing (X1) has a significant partial influence on purchasing interest (Y).
 - b. Online customer reviews (X2) have a significant partial effect on purchasing interest (Y).
 - c. Brand image (X3) has a significant partial influence on purchasing interest (Y).

Recommendation

The following recommendations can be made in light of the discussion's outcomes and the study's conclusions:

For the Sea Makeup brand which is the focus of the study, the business has demonstrated an effective marketing plan in increasing consumer purchasing interest, especially in setting spray products. The results demonstrate that the dependent variable is significantly impacted by each independent variable. Therefore, Sea Makeup should keep up and get better the marketing strategy

carried out by improving strategies through influencer marketing, increasing positive online customer reviews, and consistently maintaining the brand image that has been built. With these steps, it will increase purchasing interest in Sea Makeup products, especially setting spray products.

ADVANCED RESEARCH

The findings in this study can be used as a reference or guideline. In addition, the analysis can be carried out with more complex and diverse techniques, and using more detailed indicators so that the research results are relevant and not limited to that variable alone.

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