

Research Article

The Influence of Beauty Influencers, Brand Awareness, and Word of Mouth on the Purchase Decision of Skintific Beauty Products Among the People of Marendal I Village, Deli Serdang

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Abstract: This research aims to determine the Influence of Beauty Influencers, Brand Awareness, and Word of Mouth on the Purchase Decision of Skintific Beauty Products Among the Community of Desa Marendal I Deli Serdang. In this study, the data collection technique used a random sampling method, with a sample of 97 respondents. All analyses in this research were assisted by SPSS 25.0 software. The data analysis techniques involved classical assumption tests, multiple linear regression analysis, and hypothesis testing. Based on the t-test conducted, the results showed that the Sig. value for the Beauty Influencer variable was $0.00 < 0.05$, and the t-calculated value $> t$ -table ($6.871 > 1.661$). Thus, it can be concluded that the Beauty Influencer variable has a positive and significant influence on the Purchase Decision variable. Furthermore, the Sig. value for the Brand Awareness variable was $0.00 < 0.05$, and the t-calculated value $> t$ -table ($3.881 > 1.661$). Thus, it can be concluded that the Brand Awareness variable has a significant influence on the Purchase Decision variable. Next, the Sig. value for the Word of Mouth variable was $0.047 < 0.05$, indicating a significant influence on the Purchase Decision variable. From the data, the t-calculated value $> t$ -table ($1.786 > 1.661$). Thus, it can be stated that the Word of Mouth variable has a positive and significant influence on the Purchase Decision variable. The F-test results show that Beauty Influencers, Brand Awareness, and Word of Mouth simultaneously influence the purchase decision of Skintific Beauty Products Among the Community of Desa Marendal I Deli Serdang, with the F-calculated value ($49.633 > F$ -table (2.701), and a significance value of $0.000 < 0.05$. The adjusted coefficient of determination (R Square) value is 0.616, meaning that 61.6% of the dependent variable can be explained by the independent variables, while the remaining 38.4% is explained by other variables outside those studied.

Keywords: Beauty Influencer; Brand Awareness; Purchase Decision; Skintific; Word of Mouth.

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1. Introduction

The development of the beauty industry in Indonesia has experienced a remarkable increase in recent years. This phenomenon cannot be underestimated, as the growth of this industry not only reflects consumption trends but also signifies the social and cultural transformation of Indonesian society—particularly in how people perceive appearance and self-care. One of the main factors driving the growth of the beauty industry in Indonesia is the high public interest in self-care products, which are perceived as tools to boost self-confidence, enhance physical appearance, and support self-image—both in social and professional life (Purnamas & Junaidi, 2022).

Amidst this rapid growth, Skintific has emerged as one of the beauty brands that successfully captured public attention, especially among young consumers in Indonesia. Skintific is known for its innovative use of active ingredients combined with a smart and targeted digital marketing strategy. Its products are positioned as effective solutions to common skin problems experienced by Indonesians, such as acne, dullness, dryness, and premature aging.

The brand's main strength lies in the use of clinically tested active ingredients that are popular among international dermatology practitioners, including Niacinamide, Hyaluronic

Acid, Salicylic Acid, and Centella Asiatica. The formulation of its products, which focuses on the needs of tropical skin, makes Skintific well-accepted by Indonesian consumers as it delivers visible results without causing significant side effects (Basuki & Prabandari, 2022).

An aggressive and modern marketing strategy has also played a crucial role in shaping the success of this brand. Skintific maximizes the power of social media as its main platform for promoting products. In this context, the role of beauty influencers becomes particularly significant. Influencers with backgrounds as beauty enthusiasts, makeup artists, or social media celebrities are employed to provide honest and engaging reviews of Skintific products. With thousands to millions of followers, these influencers are able to create a domino effect in spreading positive information and perceptions about the brand. In many cases, consumers tend to trust influencer recommendations more than traditional one-way advertisements (Larasati & Susilo, 2022).

Skintific's success is also supported by a consistent brand awareness strategy. The brand actively maintains a presence across multiple digital channels and collaborates with major e-commerce platforms such as Shopee, Tokopedia, and Lazada to reach a wider audience. Furthermore, Skintific engages in strong communication with consumers through various digital campaigns involving public participation, such as giveaways, review challenges, and educational content about product ingredients. These efforts not only build consumer loyalty but also foster an emotional connection between users and the brand, which is crucial in the personal and intimate nature of the beauty industry (Hattu Feralda Neysa, 2020).

On the other hand, the power of Word of Mouth (WOM) has also become a significant factor driving the increase in Skintific product sales. Indonesian society has a strong collectivist culture, where purchasing decisions are often influenced by recommendations from friends, family, or trusted communities. Positive reviews from other users shared through social media, beauty forums, or everyday conversations have proven to have a strong influence on potential consumers' buying interest.

2. Literature Review

Definition of Marketing Management

According to Malau (2017), marketing is defined as an activity, an institutional organizational process, and a means of creating, communicating, offering, and exchanging valuable propositions for partners, customers, clients, and the wider community. In Malau's (2017) research, marketing is described as both a science and an art of discovering, producing, and offering value to satisfy the needs of target markets while simultaneously generating profit. According to Kotler and Keller (2016), marketing is a social and managerial process through which individuals and groups obtain what they need and want by creating, offering, and exchanging products with others.

In this study, the researcher used various sources and literature, such as books and other references, as the theoretical foundation. The theoretical framework used in this research consists of three main variables: Beauty Influencer, Brand Awareness, and Word of Mouth. In addition to the theoretical basis, the researcher also reviewed previous research studies and journal articles related to these variables as supporting references.

Definition of Beauty Influencer

A beauty influencer is an individual who holds influence in the beauty industry, whether through social media, blogs, or other digital platforms. According to Maulana et al. (2021), a beauty influencer is a figure or individual on social media who has a large number of followers, and whose content can influence the behavior of those followers.

In simple terms, a beauty influencer serves as a marketing strategy, where an individual uploads photos or videos—such as tutorials or reviews—related to beauty products. These posts typically include detailed reviews and appealing visuals, which can attract audience attention and ultimately influence consumers' purchasing decisions.

Definition of Brand Awareness

Brand awareness is the degree to which consumers can recognize or recall a brand. It involves the ability of consumers to identify a brand through its symbols, name, logo, or other attributes associated with the product or service offered. According to Duriyanto et al. (2017), brand awareness is the ability of a potential buyer to recognize or recall a brand as part of a particular product category. This view is supported by Hasbun & Ruswanti (2016), who state that brand awareness reflects a brand's ability to appear in consumers' minds when they think about a certain product.

Definition of Word of Mouth

Word of Mouth (WOM) communication refers to any form of information sharing or personal experience conveyed by an individual after purchasing a product, communicated to others either individually or in groups. Word of mouth is considered one of the most effective

marketing strategies to reduce a company's promotional and distribution costs. It has the power to influence others' perceptions, images, and thoughts.

According to Kotler and Keller in Ling & Pratomo (2020), word of mouth marketing is a marketing activity conducted through person-to-person interactions—whether verbal, written, or through electronic communication connected to the internet—based on personal experiences with a product or service. Word of mouth plays a crucial role in influencing consumer behavior and purchase intention.

3. Methods

The method used in this research is a quantitative method. According to Sugiyono (2021), quantitative research is an approach that utilizes numerical data and statistical analysis to test hypotheses, measure variables, and analyze the relationships between variables. The population in this study consists of the community of Marechal I Village, Deli Serdang, who purchased Skintific beauty products from January to March, totaling 3,783 consumers. The sample was determined using the Slovin formula, resulting in a total of 97 respondents who had made purchases of Skintific beauty products. The data collection techniques used in this study include random sampling, based on observation, interviews, and questionnaires measured using a Likert scale. The data analysis techniques include validity tests, reliability tests, and classical assumption tests. The data analysis method uses multiple linear regression analysis with the help of the SPSS 25 program. The hypothesis testing was conducted using the t-test, F-test, and coefficient of determination (R Square).

4. Results and Discussions

Results

Normality Test

The normality test is used to determine whether the collected data are normally distributed or taken from a normally distributed population. To examine whether the data are normally distributed or not, the author used the Kolmogorov-Smirnov analysis test, with the criterion that the significance value must be greater than 0.05 for the data to be considered normally distributed. The test results are presented as follows:

Table 1: Result Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.18972568
Most Extreme Differences	Absolute	.075
	Positive	.075
	Negative	-.065
Test Statistic		.075
Asymp. Sig. (2-tailed)		.200 ^{c,d}

(Source: Research Results, 2025)

The normality test of the data obtained a probability value based on the standardized value of 0.05, with the overall test result for the variables amounting to 0.200, where $0.200 > 0.05$. Thus, it can be concluded that the normality test in this study shows that the data are normally distributed. The results of the normality test using a histogram and plot are presented as follows.

Multicollinearity Test

The multicollinearity test aims to examine whether there is a high or perfect correlation among the independent variables in the regression model. One way to determine the presence or absence of multicollinearity symptoms is by looking at the Tolerance and Variance Inflation Factor (VIF) values. If the Tolerance value is greater than 0.1 and the VIF value is less than 10, it can be indicated that multicollinearity does not occur. The results of the multicollinearity test were analyzed using SPSS version 25.00 for Windows..

Table 2: Result Multicollinearity Test

		Coefficients ^a				Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
		B	Std. Error	Beta	t		
1	(Constant)	4.343	1.507		2.882	.005	
	X1	.707	.103	.514	6.871	.000	.739
	X2	.343	.088	.301	3.881	.000	.688
	X3	.133	.074	.138	1.786	.077	.689

a. Dependent Variable: Keputusan Pembelian

(Source: Research Results, 2025)

Based on Table 2, it can be seen that the Tolerance and VIF values for the beauty influencer variable are ($0.739 > 0.10$) and ($1.354 < 10$), for the brand awareness variable are ($0.688 > 0.10$) and ($1.453 < 10$), and for the word of mouth variable are ($0.689 > 0.10$) and ($1.452 < 10$). Therefore, it can be concluded that there are no symptoms of multicollinearity among the independent variables in the regression model.

Multiple Linear Regression

To test the hypotheses, the researcher used multiple linear regression analysis to examine the relationship between the independent variables and the dependent variable through the Influence of Beauty Influencers, Brand Awareness, and Word of Mouth on the Purchase Decision of Skintific Beauty Products Among the Community of Desa Marendal I Deli Serdang. Based on the data processing using SPSS version 25, the results obtained are as follows:

Table 3: Result Multiple Linear Regression Test

		Coefficients ^a				Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
		B	Std. Error	Beta	t		
1	(Constant)	4.343	1.507		2.882	.005	
	X1	.707	.103	.514	6.871	.000	.739
	X2	.343	.088	.301	3.881	.000	.688
	X3	.133	.074	.138	1.786	.077	.689

a. Dependent Variable: Keputusan Pembelian

(Source: Research Results, 2025)

Based on Table 3, the multiple linear regression equation in this study is $Y = 4.343 + 0.707X_1 + 0.343X_2 + 0.133X_3 + 10\%$. The regression results show a constant value (a) of 4.343, indicating that if the beauty influencer, brand awareness, and word of mouth variables are equal to zero, the purchase decision variable will have a value of 4.343. The regression coefficient for the beauty influencer variable is 0.707, meaning that every one-unit increase in beauty influencer will increase the purchase decision variable by 0.707 units, assuming the other variables remain constant. Similarly, the brand awareness variable has a regression coefficient of 0.343, indicating that a one-unit increase in brand awareness will increase the purchase decision variable by 0.343 units. Meanwhile, the word of mouth variable has a regression coefficient of 0.133, which means that every one-unit increase in word of mouth will increase the purchase decision variable by 0.133 units, with a margin of error of 10%.

T-Test (Partial Test)

The t-test (partial) is used to examine the partial effect of each independent variable on the dependent variable. Based on the SPSS test results, the t-test values are as follows:

Table 4: Result t-Test (Partial Test) Test

		Coefficients ^a				Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
		B	Std. Error	Beta	t		
1	(Constant)	4.343	1.507		2.882	.005	
	X1	.707	.103	.514	6.871	.000	.739
	X2	.343	.088	.301	3.881	.000	.688
	X3	.133	.074	.138	1.786	.077	.689

a. Dependent Variable: Keputusan Pembelian

(Source: Research Results, 2025)

Based on the t-test results, the t-table value for $df = n - k - 1 = 97 - 3 - 1 = 93$ at a 5% significance level is **1.661**. The results indicate that the **beauty influencer** variable has a positive and significant effect on purchase decisions, as evidenced by a t-count of **6.871**, which is greater than the t-table value ($6.871 > 1.661$), and a significance value of **0.000 < 0.05**. Similarly, the **brand awareness** variable also has a positive and significant effect on purchase decisions, with a t-count of **3.881 > 1.661** and a significance value of **0.000 < 0.05**. Furthermore,

the **word of mouth** variable positively and significantly influences purchase decisions, as indicated by a t-count of $1.786 > 1.661$ and a significance value of $0.047 < 0.05$. These findings demonstrate that all independent variables have a significant positive effect on purchase decisions.

F-Test (Simultaneous Test)

The F-test is used to determine whether all independent variables simultaneously influence the dependent variable. Based on the SPSS for Windows test results, the ANOVA value in the F-test is as follows:

Table 5: Result F-Test (Simultaneous Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	736.987	3	245.662	49.633	.000 ^b
	Residual	460.310	93	4.950		
	Total	1197.298	96			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

(Source: Research Results, 2025)

From Table 5, the F-count value is obtained from the Sum of Squares / Mean Square, resulting in an F-count of 49.633. With the numerator $df = 3$ and the denominator (error) $df = 94$ at a 5% significance level, the F-table value is 2.701. Therefore, since F-count ($49.633 > 2.701$) and the significance value is $0.000 < 0.05$, it can be concluded that beauty influencer, brand awareness, and word of mouth simultaneously have a significant effect on purchase decisions.

Coefficient of Determination Test

The coefficient of determination is found in the Model Summary table and is indicated by R Square. For multiple linear regression, it is preferable to use the Adjusted R Square, as it is adjusted according to the number of variables used in the study. The value of R Square/Adjusted R Square is considered good if it is above 0.05, since R Square ranges from 0 to 1. The results of the coefficient of determination analysis in this study show that:

Tabel 6: Hasil Uji Koefisien Determinasi

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.785 ^a	.616	.603	2.225	1.037	

a. Predictors: (Constant), *beauty influencer*, *brand awareness*, *word of mouth*

b. Dependent Variable: Keputusan Pembelian

(Source: Research Results, 2025)

Based on Table 6, the adjusted coefficient of determination (R Square) is 0.616, which means that 61.6% of the dependent variable (purchase decision) is influenced by the independent variables (beauty influencer, brand awareness, and word of mouth), while the remaining 38.4% is explained by other variables outside of this study..

Discussion

The Influence of Beauty Influencers on Purchasing Decisions

Beauty influencers are measured through three indicators: trust, attractiveness, and expertise in discussing products. The respondents' descriptive results show that most respondents agree that beauty influencers make Skintific products more well-known, especially through Instagram and TikTok. However, some respondents stated that the promotion of beauty products is not yet optimal because not all influencers consistently share their personal experiences. Based on the respondents' feedback, the average score is in the good category (4.24). The indicator with the highest score is attractiveness in style and appearance that inspires interest in Skintific beauty products (4.35), while the lowest is trust (3.91). This indicates that most consumers feel that attractiveness helps them better understand the product's benefits.

The research results show that the t-count value $> t$ -table ($6.871 > 1.661$) and the significance value is $0.00 < 0.05$, meaning that beauty influencers have a positive and significant effect on purchasing decisions. This study is consistent with the research conducted by Anggi Nuraini and Pramita Aulia (2024), which found that beauty influencers have a positive and significant influence on purchasing decisions.

The Influence of Brand Awareness on Purchasing Decisions

Brand awareness is measured through four indicators: recall, recognition, purchase, and consumption in discussing the product. The respondents' descriptive results show that most respondents agree that increasing brand awareness of Skintific products can lead to higher purchasing rates. However, not all Skintific customers are yet fully aware of the brand. Based on the respondents' feedback, the average score is in the good category (4.12). The indicator

with the highest score is recognition, referring to consumers' ability to identify Skintific beauty products through the brand's logo (4.28), while the lowest score is purchase (3.96). This indicates that most consumers feel that recognition helps them identify and understand the product's benefits.

The results show that the t-count value $>$ t-table ($3.881 > 1.661$) and the significance value is $0.00 < 0.05$, meaning that brand awareness has a positive and significant effect on purchasing decisions. This finding is consistent with the study conducted by Firda Ramadayanti (2019), which also found that brand awareness has a positive and significant influence on purchasing decisions.

The Influence of Word of Mouth on Purchasing Decisions

Word of Mouth (WOM) is measured through five indicators: speaker, topic of discussion, medium of dissemination, participation, and control in discussing the product. The respondents' descriptive results show that most respondents agree that Word of Mouth helps make Skintific products more widely known and discussed by many people because of their good quality and performance. However, some respondents stated that the control over negative reviews or comments that could harm the brand is not yet optimal since not all of them can be fully managed by the producer. Based on respondents' feedback, the average score is in the good category (4.13). The indicator with the highest score is the topic of discussion in promoting Skintific beauty products, which is considered very good and inspiring (4.27), while the lowest is control (3.82). This indicates that most consumers feel that an engaging topic about Skintific beauty products has a positive and inspiring influence on their purchasing behavior.

The results show that the t-count value $>$ t-table ($1.786 > 1.661$) and the significance value is $0.047 < 0.05$, meaning that Word of Mouth has a positive and significant effect on purchasing decisions. This finding is consistent with the research conducted by Dewi Murtiningsih (2022), which also found that Word of Mouth has a positive and significant effect on purchasing decisions.

The Influence of Beauty Influencers, Brand Awareness, and Word of Mouth on Purchasing Decisions

Purchasing decisions refer to the process in which an individual decides to buy a product or service after considering various factors such as needs, available information, and available choices.

The results of this study align with previous research findings, showing an F-count value of 49.633. With a significance level of $\alpha = 5\%$, numerator degrees of freedom (df_1) = 3, and denominator degrees of freedom (df_2) = $97 - 3$ (5% ; 3; 95; F-table = 2.700), the calculated F-count ($49.633 >$ F-table (2.700), with a significance value of $0.000 < 0.05$. This means that beauty influencers, brand awareness, and Word of Mouth simultaneously have a significant effect on purchasing decisions.

The adjusted coefficient of determination (R Square) is 0.616, which means that 61.6% of the dependent variable (purchasing decisions) is influenced by the independent variables (beauty influencer, brand awareness, and word of mouth), while the remaining 38.4% is explained by other variables not included in this study.

5. Concluisons and Recommendations

Conclusions

Based on the results of the analysis and discussion regarding the influence of beauty influencers, brand awareness, and word of mouth on purchasing decisions for Skintific beauty products among the community of Marendal I Village, Deli Serdang, it can be concluded that beauty influencers have a positive and significant effect on purchasing decisions, as indicated by a significance value of $0.000 \leq 0.05$ and a t-count of $6.871 \geq 1.661$. Similarly, brand awareness also has a positive and significant effect on purchasing decisions, with a significance value of $0.000 \leq 0.05$ and a t-count of $3.881 \geq 1.661$. Furthermore, word of mouth has a positive and significant effect on purchasing decisions, as evidenced by a significance value of $0.047 \leq 0.05$ and a t-count of $1.786 \geq 1.661$. The simultaneous F-test further confirms that beauty influencers, brand awareness, and word of mouth collectively have a significant effect on purchasing decisions for Skintific beauty products, with an F-count of 49.633 exceeding the F-table value of 2.700 and a significance value of $0.000 \leq 0.05$, thereby supporting the acceptance of the fourth hypothesis (H4).

Recommendations

Based on the results of this study, the researcher would like to provide several suggestions related to the research that has been conducted. These suggestions are intended as input and consideration for relevant parties to serve as a reference for future improvements and further research. The suggestions are as follows:

Beauty Influencer Variable

The Skintific skincare company is expected to expand its market by creating collaborative content, sponsorships, or endorsements with unique and non-mainstream beauty influencers, as well as incorporating engaging comedic elements to make the content more attractive and less monotonous. This strategy aims to make the product more widely recognized by various groups of society and to strengthen brand recall, which in turn can increase consumer purchasing decisions.

Brand Awareness Variable

The Skintific skincare company is expected to remain aware of other competing brands and continue to upgrade its products according to consumer needs. The company should also keep innovating in line with the times and current youth trends. In addition, Skintific skincare should create slogans or logos that help consumers easily remember the brand, which will enhance brand awareness and ultimately improve consumer purchasing decisions.

Word of Mouth Variable

The Skintific skincare company is expected to target broader markets, including families, friends, and the general public, so that consumers continuously remember Skintific skincare products. Positive experiences should be shared repeatedly through word of mouth, emphasizing the benefits and advantages of Skintific products. This will help increase consumer purchasing decisions.

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