

# **The Impact of Marketing Content and Marketing Influencers on Skincare Product Purchase Decisions through Social Media and Its Implications on Online Customer Reviews**

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## **ABSTRACT**

This study aims to determine the influence of Marketing Content and Marketing Influencer variables on the purchase decision of skincare products through social media and its implications on online customer reviews. The population in this study is the people of Labuhanbatu Regency. The number of samples in this study was 200 respondents. Statistical testing and data processing are carried out using SmartPLS. The results of the study showed that 1) the marketing content variable ( $X_1$ ) had a positive and significant effect on the purchase decision ( $Y$ ) of skincare products through social media, 2) The marketing influencer variable ( $X_2$ ) had a positive and significant effect on the purchase decision ( $Y$ ) of skincare products through social media, 3) The purchase decision variable ( $Y$ ) had a positive and significant effect on online customer reviews ( $Z$ ) of skincare products through social media.

**Keywords:** Content Marketing, Influencers Marketing, Purchase Decisions, Online Customer Reviews

## **INTRODUCTION**

The impact of the presence of information and communication technology in the business world is increasingly unavoidable, inevitably everyone and even business organizations rely on themselves to survive in the midst of business competition (Farida & Setiawan, 2022). This condition shows that there has been a shift or behavior in human life, especially in meeting the needs or marketing of their products and businesses. In addition, through technology, everyone and organizations have connectivity and wide reach in accessing information quickly through the internet (Chandradewi & Saefudin, 2024). The information system application that is now viral is called social media which means a group of internet-based applications that use ideology and web 2.0 technology where users can create and exchange information on the application (Rusdiono, 2019). Over time, the use of social media applications has changed into an online business machine whose existence is really necessary for business actors who rely on the concept of business online

According to data sources, as many as 77% of business actors who rely on technology in marketing their business can find out the products that consumers want through social media. (C & Santosa, 2023). This illustrates that business actors and consumers use social media to obtain, give, or receive product information and market their products. According to a 2024 survey, as many as 86% of 1,020 Indonesian respondents have shopped through social media. The most used platforms are TikTok, WhatsApp, Facebook Shops, Instagram, Telegram, and Line Shopping

(*Splash Databoks*, 2024). The people of Labuhanbatu Regency have also felt the same impact of technology as in other areas. Based on researcher observations, most social media users are the younger generation. They use social media not only to communicate, but also to find information about the products they want to buy and buy products through social media platforms, one of which is skincare.

This research phenomenon is certainly increasingly focused that social media is not only used as a mediocre application but if used wisely it can provide opportunities and benefits. According to (Loitongbam et al., 2023), customers prefer marketing through social media compared to traditional marketing. Based on this, skincare business actors in Labuhanbatu Regency are increasingly relying on social media platforms such as Instagram, Facebook, TikTok, and WhatsApp to market their products. Here are some skincare business actors in Labuhanbatu Regency who market their skincare products through social media:

Table 1. Skincare Business Actors in Labuhanbatu Regency

| It | Business Name              | Social Media  |
|----|----------------------------|---|
| 1  | Miss Glam                  | Instagram : missglam_id<br>TikTok : missglam_id<br>Facebook : missglam  |
| 2  | Sacred Olshop              | Instagram : suci_olshopp97<br>WhatsApp : 0822-4607-0051   |
| 3  | Skins.Id                   | Instagram : skins.idofficial<br>TikTok : skins.id   |
| 4  | MS Glow Store Ema Wibasari | Instagram : msglowlabuhanbatuagen<br>TikTok : ewshop<br>Facebook : Ms Glow Ema Wibasari Rantauprapat<br>WhatsApp : 0812-6560-0743 |
| 5  | Fifo Cosmetic              | Instagram : fifocosmetic.id<br>TikTok : fifocosmetic.id<br>Facebook : Fifo Cosmetic<br>WhatsApp : 0823-1180-2262                  |
| 6  | Ghaisani Skicare           | Instagram : ghaisaniskincare<br>TikTok : Ghaisani skincare  |
| 7  | G-Kosmetik                 | Instagram : g_cosmetik03<br>WhatsApp : 0813-7630-7898   |
| 8  | Alisa Kosmetik             | Instagram : kosmetik.alisa25  |

Source : Researcher Observation, 2024

According to data, some of the most popular skincare brands in 2024 include brands such as Skintific, Azarine, Somethinc, The Originote and many other skincare brands (Ika Sriani, 2024). These brands are known for offering products with effective and affordable active ingredients, thus attracting consumer interest, especially on social platforms such as Instagram, Facebook, TikTok, WhatsApp and others. The level of skincare users in Labuhanbatu Regency is very high because currently skincare is very important, especially as a necessity in caring for and maintaining body skin, especially among teenagers to adults. However, research data on skincare preferences and purchasing patterns such as skincare product brands that are in demand and the extent to which social media affects purchasing decisions in Labuhanbatu Regency is still very minimal. This is an opportunity as well as a challenge to examine more deeply how consumers in the region use social media to buy skincare products.

In social media, marketing content is very familiar to use. According to Forbes, Content marketing is defined as a marketing strategy that aims to create and disseminate valuable, relevant, and consistent content to capture the attention of a targeted audience (Nur Shadrina & Sulistyanto, 2022). Marketing content for skincare products promoted through social media is usually presented in an interesting manner such as tutorials on the use of skincare products, honest reviews of products, and product testimonials such as *before-after* Use. Where it will allow consumers to see directly the results of using the product so that the level of consumer trust in the product promoted through the content is high so that it can influence consumers to buy the product.

Through social media, business actors can promote products using their official business accounts or intermediaries. One of the intermediaries that is currently widely used is *influencer marketing*. *Influencer marketing* They are often identified with celebrities or public figures who have influence at the national and global levels. Therefore, Rahman, Qolbiyah, & Sileuw, (2024) stated that digital marketing through influencers with their ability to reach a wider audience can influence consumer opinion in making decisions to purchase a product (Pramularso et al., 2024) Influencers often create content in the form of reviews or posts about a product through their various social media platforms. These reviews and posts have proven to be able to attract the interest of potential consumers to make purchases.

After making a purchase and using a product, consumers often feel compelled to share their experiences through reviews on social media. The review can contain positive responses if the product meets or even exceeds their expectations, or conversely, criticism and suggestions if the product is not satisfactory. For potential consumers who will make online purchases through social media, they will usually see reviews about products from previous buyers. The review will be used as a reference for potential consumers to make purchase decisions (M & Andriana, 2023)

Therefore, to strengthen this research phenomenon, the author chose a research subject that focuses on consumer behavior in buying skincare products through social media marketing in Labuhanbatu Regency, so that the purpose of this study is to find out the influence of marketing content and marketing influencers on purchase decisions and their implications for *online customer reviews*. In addition, this study aims to prove the role of social media in the marketing of skincare products and also to find out which brands of skincare products are most often purchased by the people of Labuhanbatu Regency.

## LITERATURE REVIEW

### Content Marketing

According to (Lopes & Casais, 2022), content marketing is a marketing method that includes the creation and distribution of relevant, quality content to attract attention and build relationships with a well-targeted and well-understood audience. The goal is to provide benefits to customers as well as create deep engagement and customer loyalty to the brand. According to (Manullang et al., 2024) Content marketing is one of the marketing strategies widely used by companies to increase consumer buying interest. This strategy is carried out by creating content that is in accordance with the company's identity, providing information that suits the needs of consumers to attract consumer buying interest. According to Alkharabsheh & Zhen (2021), content marketing is defined as a marketing strategy that focuses on creating and disseminating quality, relevant, and consistent content to attract consumer interest. This content can be text, video, and audio (Valentina et al., 2019). Thus, it can be concluded that content marketing is a marketing strategy by creating relevant, informative content to attract the attention of the audience to motivate them to make a purchase. Results (Alkharabsheh & Zhen, 2021) shows that there is a positive and significant influence between marketing content and purchase decisions. Indicators from marketing content, namely:

1. Relevant information: means that the information in the content is in accordance with the needs and interests of consumers, so that the audience finds the content useful.
2. Information has effective benefits: it means that the information in the content provides tangible benefits, such as helping consumers make decisions or understand the product better.
3. Content content is consistent: meaning that the message, value, or style of presentation in the content remains uniform or consistent each time it is published
4. Content is easy to understand: it means simple language and delivery, so that consumers can understand information quickly and clearly.
5. Content creativity: it means that the content presented has unique and interesting ideas that make consumers more interested in buying products.

### **Influencer Marketing**

Imam Maulana Hidayatullah, together with Hariyanti and Wirapraja (2022), explained that influencers are individuals with a large number of followers on social media who are able to influence the actions of their followers (Nabila Huria Salsabila & Sri Utami, 2024). According to (Fauzi et al., 2024) Influencer marketing is the use of prominent people in the general population to improve a product or service in order to make more effective advertising advancements. The role of marketing influencers will affect the psychology of consumers who see marketing on social media because the assigned figure is able to provide information to consumers well. According to (Valentina et al., 2019) Influencer marketing is the practice of promoting a product or service by involving influencers to work together to improve the brand image of a company or business to achieve higher sales targets. Thus, it can be concluded that influencer marketing is a promotional strategy by involving influencers to increase brand awareness and drive sales. The results of their research show that marketing influencers have an influence on purchase decisions. Indicators of influencer marketing are:

1. Influencer image and professionalism: it means how positive or negative perceptions are formed in the audience's mind about the influencer, including how the influencer delivers content and interacts with his audience.
2. Influencer popularity: means how famous an influencer is among the audience, usually measured by the number of followers or how often they appear on social media
3. Influencer credibility: this refers to the level of consumer trust in the influencer
4. Influencer Appeal: it can be physical characteristics, speech style, way of conveying product information, or personality that can attract consumers' interest in influencers
5. Influencer's compatibility with the product: refers to the extent to which the promoted product matches the influencer's image or expertise.

### **Purchase Decision**

The definition of a purchase decision is a stage in the buyer's decision process, which is when the consumer actually buys the product (Gunarsih & Tamengkel, 2021). Meanwhile, according to (Wardhana, 2024) Purchase decision as A set of steps taken by an individual or group in the process of choosing, purchasing, and using a product or service. Handayani and Purnama (2023) explained that a purchase decision is an action taken by consumers to accept or reject the purchase of a certain product or service. Thus, the purchase decision reflects the consumer's preferences and considerations in establishing a relationship with the brand or company offering the product (Askalidis & Malthouse, 2017; Fauzi Generous Tutupoho & Ferryal Abadi, 2024). Therefore, it can be concluded that the purchase decision It is a process that must be passed by consumers in choosing and deciding to buy a product or service based on needs, preferences and the influence of other factors. As for Indicators of a purchase decision are:

1. Product benefits as expected: measure the extent to which a product meets the benefits expected by consumers, such as functionality or quality that matches the product's promise or claim.

2. Product suitability to needs: describes how well the product fits the specific needs of consumers.
3. Buying interest: refers to the level of consumer interest or intention to buy a product. The higher the buying interest, the more likely consumers are to make a purchase.
4. Product accuracy with the information received: measures the accuracy between the information conveyed (for example, from reviews, descriptions, or promotions) and the reality of the product received.
5. Satisfaction after purchasing a product: the level of satisfaction of consumers after using a product, based on whether the product meets or exceeds expectations. This satisfaction often determines loyalty and the likelihood of a repeat purchase.

### **Online Customer Review**

Definition of *Online Customer Review* is a reflection of word of mouth (WOM) in an online sales activity and the existence of a person's experience as a buyer about the services provided by sellers from all aspects on online retail platforms and marketplaces (Cahya et al., 2023). According to Muslim Women and Mursid, *online customer review* informing about products and recommendations from the consumer's point of view. However, there is a difference between WOM and online customer reviews, namely the impact of WOM is only limited to local networks, while the impact of online customer reviews has a much wider reach because it can be accessed by consumers around the world through the internet (Fauziah et al., 2023). According to Kanitra & Kusumawati, *Online Customer Review* It is clear evidence that the judgment perceived by consumers is a fact and not a fabrication (Amalia & Nurlinda, 2022). So it can be concluded that online customer reviews are reviews given by consumers online after purchasing or using a product or service. The indicators of *Online Customer Review* that is:

1. Urge to leave reviews: this refers to the motivation of consumers to express their experience after making a purchase.
2. Sentiment of the given review: sentiment reflects the attitude or emotion shown in the review, be it positive, negative, or neutral. Positive reviews usually highlight satisfaction with the product such as quality, function, or service. On the contrary, negative reviews may highlight the problems or disappointments experienced.
3. Post-purchase experience: this includes the overall consumer experience after using the product, including product quality, ease of use, and interaction with customer service.
4. Review details: this refers to how detailed and complete the reviews provided by consumers are.
5. Recommendations to others: this shows the extent to which consumers are willing to recommend a product to friends, family, or followers on social media. These recommendations are often based on strong positive experiences, and can significantly influence other people's purchasing decisions.

### **Research Outline**

The framework of thinking in this study is:

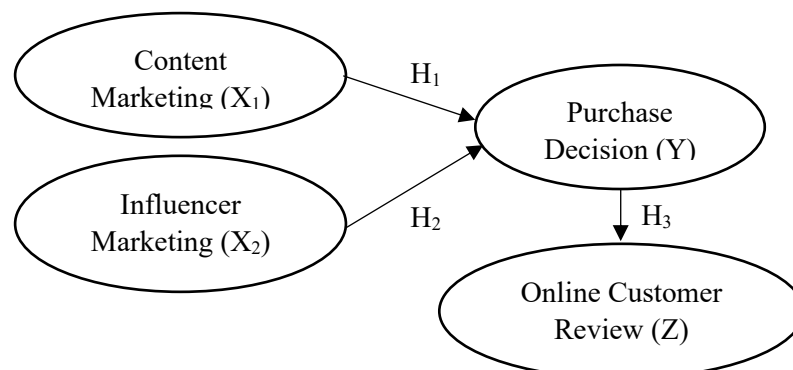


Figure 1. Research Outline

### Research Hypothesis

- H1: The Influence of Marketing Content ( $X_1$ ) on Purchase Decisions (Y)  
 H2: Influencer Marketing ( $X_2$ ) on Purchase Decisions (Y)  
 H3: The Influence of Purchase Decision (Y) on *Online Customer Reviews* (Z)

### RESEARCH METHOD

The research method used in this study is a quantitative method using a questionnaire as a source of research data. According to (Risadiana Chandra Dhewy, 2022) Quantitative data analysis is a research method that utilizes numerical or numerical data as an object of analysis. The population and sample in this study are based on the theory of Maximum Likelihood Estimation (MLE). Theory Maximum Likelihood Estimation (MLE) is a method in statistics used to estimate model parameters by looking for parameter values that maximize the likelihood (likelihood) that the observed data will appear. In the context of population and samples, MLE helps researchers to make more precise and reliable estimates about the population based on data obtained from the sample. The population of this study includes the entire Labuhanbatu Regency Community. The number of samples in this study was determined using the Hair formula because the exact number of population sizes is unknown. According to Hair in research (Ramadhan & Tamba, 2022) If the sample size is too large, e.g. 400, then it will be difficult to get an accurate estimate. Therefore, it is recommended that the minimum sample size is 5 - 10 times the number of variable indicators. In this study, the number of variable indicators is 20 indicators. Then the number of samples is  $5 \times 20$  indicators = 100 samples to  $10 \times 20$  indicators = 200 samples. Thus, the number of samples ranges from 100-200 samples which are estimated based on the Maximum Likelihood Estimation theory, so the number of samples is set at 200 samples. The sample in this study was conducted openly to the community in Labuhanbatu Regency with a purposive sampling technique, namely respondents who use social media or buy skincare products through social media. Purposive sampling is a non-random sampling method in which researchers select individuals based on specific criteria that can provide relevant answers to research questions (Lenaini, 2021). Data analysis was carried out using SmartPLS because To predict the relationship between constructs, confirm the theory and can be used to explain the existence or absence of relationships between latent variables where the latent variable is a variable that cannot be measured directly.

### RESULTS

In this study, the respondent criteria were obtained through the results of the questionnaire distribution which included gender, age, occupation, social media that had been used to buy skincare products and skincare brands that had been bought and used by 200 respondents.

Table 2. Criteria by gender

| Gender | Sum | Percentage |
|--------|-----|------------|
| Man    | 43  | 21,5 %     |
| Woman  | 157 | 78,5 %     |
| Sum    | 200 | 100 %      |

Source: Processed data by researchers, 2024

Based on table 2, it was explained that 43 respondents were male (21.5%) and 157 female (78.5%). The most respondents in this study were women.



**Table 3. Criteria by age**

| Age               | Sum | Percentage |
|-------------------|-----|------------|
| < 18 years old    | 22  | 11 %       |
| 18 – 24 years old | 155 | 77,5 %     |
| 25 – 40 years old | 22  | 11 %       |
| > 40 Years        | 1   | 0,5 %      |
| Sum               | 200 | 100 %      |

Source: Processed data by researchers, 2024

Based on table 3, it was explained that 22 respondents aged < 18 years old (11%), 155 people aged 18-24 years (77.5%), 22 people aged 25-40 years old (11%) and 1 person > 40 years old (0.5%). The most respondents in this study were 18 – 24 years old.

**Table 4. Criteria by job**

| Work              | Sum | Percentage |
|-------------------|-----|------------|
| Students/students | 157 | 78,5 %     |
| Entrepreneurial   | 15  | 7,5 %      |
| Self employed     | 15  | 7,5 %      |
| Civil Servants    | 4   | 2 %        |
| Housewives        | 9   | 4,5 %      |
| Sum               | 200 | 100 %      |

Source: Processed data by researchers, 2024

Based on table 4, it was explained that respondents who worked as students/students were 157 people (78.5%), entrepreneurs as many as 15 people (7.5%), self-employed as many as 15 people (7.5%), civil servants as many as 4 people (2%), and housewives as many as 9 people (4.5%). The majority of respondents in this study are students.

**Table 5. Criteria based on social media that have been used to buy skincare**

| Social media that has been used to buy skincare products | Sum | Percentage |
|--|-----|------------|
| Facebook   | 23  | 11,5 %     |
| TikTok   | 134 | 67 %       |
| Instagram  | 28  | 14 %       |
| WhatsApp   | 15  | 7,5 %      |
| Sum  | 200 | 100 %      |

Source: Processed data by researchers, 2024

Based on table 5, it was explained that respondents who used social media to buy skincare products through Facebook were 23 people (11.5%), Tik Tok as many as 134 people (67%), Instagram as many as 28 people (14%) and WhatsApp as many as 15 people (7.5%). The social media that most respondents use to buy skincare products is TikTok.

**Table 6. Criteria based on skincare brands that have been purchased and used**

| Skincare brands that have been bought and used | Sum | Percentage |
|--|-----|------------|
| Skintific                                      | 56  | 28 %       |
| Wardah   | 45  | 22,5 %     |
| Glad to Glow                                   | 14  | 7 %        |
| Somethinc                                      | 2   | 1 %        |

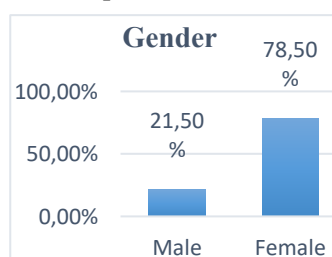
|               |     |       |
|---------------|-----|-------|
| Scarlett      | 15  | 7,5 % |
| The Originote | 17  | 8,5 % |
| MS Glow       | 24  | 12 %  |
| Y.O.U         | 6   | 3 %   |
| Azarine       | 12  | 6 %   |
| Emina         | 9   | 4,5 % |
| Sum           | 200 | 100 % |

Source: Processed data by researchers, 2024

Based on table 6, it was explained that respondents who bought skincare products with the Skintific brand were 56 people (28%), the wardah brand was 45 people (22.5%), the Glad To Glow brand was 14 people (7%), the Somethinc brand was 2 people (1%), the Scarlett brand was 15 people (7.5%), the Originote brand was 17 people (8.5%), the MS Glow brand was 24 people (12%, Y.O.U brand as many as 6 people (3%), Azarine brand as many as 12 people (6%), and Emina brand as many as 9 people (4.5%). The most skincare product brand purchased and used by respondents was Skintific.

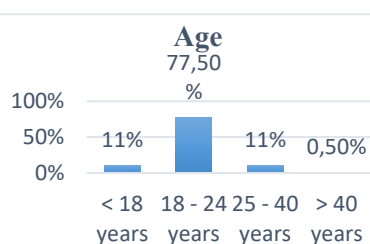
The criteria of respondents obtained through the results of the questionnaire distribution can be concluded based on the following graphs:

Graph 1. Gender



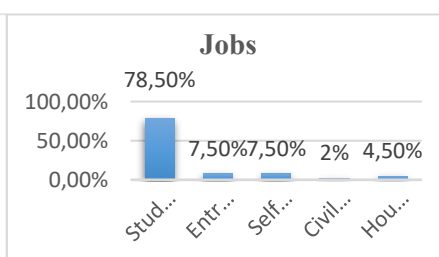
Source: Processed data by researchers, 2024

Graph 2. Age



Source: Processed data by researchers, 2024

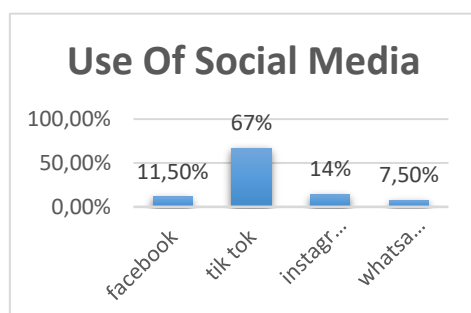
Graph 3. Work



Source: Processed data by researchers, 2024

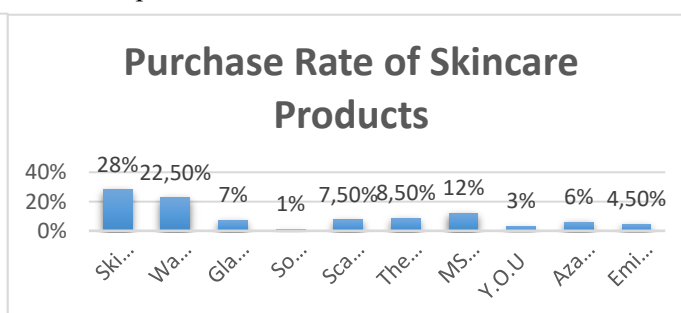
Based on the graphs above, it can be seen and concluded that the majority of respondents in this study are women (78.5%), the age of the most respondents is 18-24 years old (77.5%) and most of the respondents are students/students (78.5%).

Graph 4. Use of Social Media



Source: Processed data by researchers, 2024

Graph 5. Purchase Rate of Skincare Products

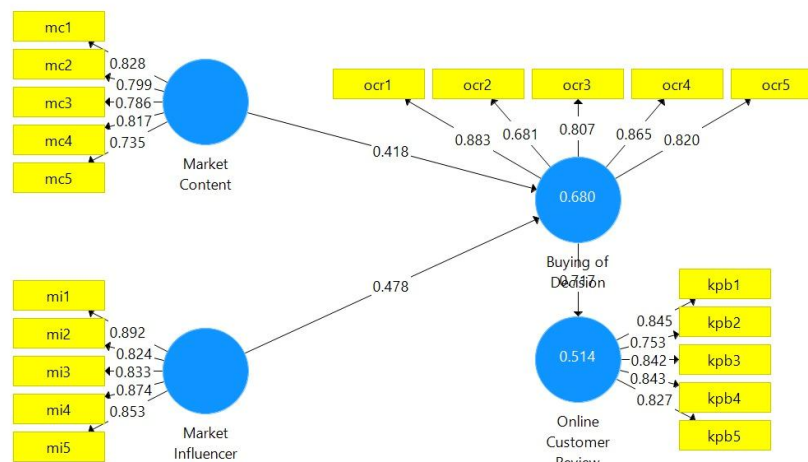


Source: Processed data by researchers, 2024

Based on the graphs above, it can be seen and concluded that the most used social media by respondents to buy skincare products is TikTok (67%) and the most purchased skincare product brand is skintific (28%).



Figure 2. Validity Test



Source : SmartPLS 2024 Processed Data

### Outer Model Evaluation

The initial model of this study is the content marketing variable ( $X_1$ ) measured based on 5 reflective indicators, namely relevant information, information has effective benefits, consistent content content, easy-to-understand content and content creativity. The marketing influencer variable ( $X_2$ ) is measured based on 5 reflective indicators, namely influencer image and professionalism, influencer popularity, influencer credibility, influencer attractiveness and influencer affinity with the product. The purchase decision variable ( $Y$ ) is measured based on 5 reflective indicators, namely product benefits as expected, product suitability with needs, purchase interest, product accuracy with the information received, and satisfaction after product purchase. The Online Customer Review ( $Z$ ) variable is measured based on 5 reflective indicators, namely the urge to give reviews, the sentiment of the reviews given, the post-purchase experience, the details of reviews and recommendations to others.

### Convergent Validity

The results of the convergent validity table test are as follows:

Table 7. Convergent Validity

|                               | Cronbach's Alpha | Composite Reliability | Average Variance Extracted (AVE) |
|-------------------------------|------------------|-----------------------|----------------------------------|
| <b>Market Content</b>         | <b>0,853</b>     | <b>0,895</b>          | <b>0,630</b>                     |
| <b>Market Influencer</b>      | <b>0,909</b>     | <b>0,932</b>          | <b>0,732</b>                     |
| <b>Buying of Decision</b>     | <b>0,872</b>     | <b>0,907</b>          | <b>0,663</b>                     |
| <b>Online Customer Review</b> | <b>0,880</b>     | <b>0,913</b>          | <b>0,677</b>                     |

Source : SmartPLS 2024 Processed Data

Based on Table 7, all variables in this study meet the *composite reliability criteria* because they have a value above 0.7, in accordance with the recommended number. Each indicator in the model is said to be good if the Average Variance Extracted (AVE) value is greater than 0.5.

Table 8. Convergent Validity

|                            | Average Variance Extracted (AVE) |
|----------------------------|----------------------------------|
| Market Content (X1)        | 0,630                            |
| Market Influencer (X2)     | 0,732                            |
| Buying of Decision (Y)     | 0,663                            |
| Online Customer Review (Z) | 0,677                            |

Source : SmartPLS 2024 Processed Data

Based on table 8, the Average Variance Extracted (AVE) values for the variables of Marketing Content (X<sub>1</sub>), Marketing Influencer (X<sub>2</sub>), Buying of Decision (Y) and Online Customer Review (Z) are more than 0.50. ini indicating that all variables have sufficient convergent validity.

#### Discriminant Validity

**Discriminant Validity** is a cross-loading factor value used to evaluate whether a construct has adequate discrimination. The evaluation is carried out by comparing the loading value of the intended construction with the loading value of other constructs.

The results of the cross loading value are presented in the following table 9:

Table 9. Cross Loading Values

| Item code | Buying of Decision | Market Content | Market Influencer | Online Customer Review |
|-----------|--------------------|----------------|-------------------|------------------------|
| MC1       | 0,596              | 0,828          | 0,588             | 0,558                  |
| MC2       | 0,550              | 0,799          | 0,418             | 0,426                  |
| MC3       | 0,604              | 0,786          | 0,615             | 0,507                  |
| MC4       | 0,628              | 0,817          | 0,521             | 0,506                  |
| MC5       | 0,586              | 0,735          | 0,591             | 0,486                  |
| MI1       | 0,687              | 0,661          | 0,892             | 0,642                  |
| MI2       | 0,572              | 0,547          | 0,824             | 0,493                  |
| MI3       | 0,667              | 0,566          | 0,833             | 0,525                  |
| MI4       | 0,655              | 0,577          | 0,874             | 0,567                  |
| KPB1      | 0,612              | 0,575          | 0,561             | 0,845                  |
| KPB2      | 0,503              | 0,431          | 0,427             | 0,753                  |
| KPB3      | 0,616              | 0,534          | 0,551             | 0,842                  |
| KPB4      | 0,584              | 0,488          | 0,549             | 0,843                  |
| KPB5      | 0,623              | 0,541          | 0,603             | 0,827                  |
| OCR1      | 0,883              | 0,653          | 0,649             | 0,613                  |
| OCR2      | 0,681              | 0,462          | 0,385             | 0,385                  |
| OCR3      | 0,807              | 0,644          | 0,729             | 0,573                  |
| OCR4      | 0,865              | 0,652          | 0,652             | 0,635                  |
| OCR5      | 0,820              | 0,607          | 0,646             | 0,663                  |

Source : SmartPLS 2024 Processed Data

### Composite Reliability

The following table 10 shows the results of the composite reliability test. All variable values in the reality test, both using composite reliability and Cronbach's Alpha have a value > 0.7. Meanwhile, the validity test value with AVE > 0.5. This shows that all the variables tested are valid and reliable. Thus structural model testing can be carried out.

**Table 10. Construct Reliability and Validity**

|                               | <b>Cronbach's Alpha</b> | <b>Composite Reliability</b> | <b>Average Variance Extracted (AVE)</b> |
|-------------------------------|-------------------------|------------------------------|---|
| <b>Market Content</b>         | <b>0,853</b>            | <b>0,895</b>                 | <b>0,630</b>                            |
| <b>Market Influencer</b>      | <b>0,909</b>            | <b>0,932</b>                 | <b>0,732</b>                            |
| <b>Buying of Decision</b>     | <b>0,872</b>            | <b>0,907</b>                 | <b>0,663</b>                            |
| <b>Online Customer Review</b> | <b>0,880</b>            | <b>0,913</b>                 | <b>0,677</b>                            |

Source : SmartPLS 2024 Processed Data

**Table 11. path coefficient**

|  | <b>Original Sample (O)</b> | <b>Sample Mean (M)</b> | <b>Standard Deviation (STDEV)</b> | <b>T Statistics ( O/STDEV )</b> | <b>P Values</b> |
|--|----------------------------|------------------------|-----------------------------------|---------------------------------|-----------------|
| <b>Market Content -&gt; Buying of Decision</b>         | 0,418                      | 0,420                  | 0,071                             | 5,929                           | <b>0,000</b>    |
| <b>Market Influencer-&gt; Buying of Decision</b>       | 0,478                      | 0,477                  | 0,073                             | 6,539                           | <b>0,000</b>    |
| <b>Buying of Decision -&gt; Online Customer Review</b> | 0,717                      | 0,719                  | 0,055                             | 13,045                          | <b>0,000</b>    |

Source : SmartPLS 2024 Processed Data

The results of the path coefficient in Table 11, show that all variables are proven to be significant to the construct, with a t-statistical value of > 1.96 with a P-Values value less than 0.05. Thus, it can be concluded that all variables are very significant.

### Inner Model Evaluation

#### R-Square (R2)

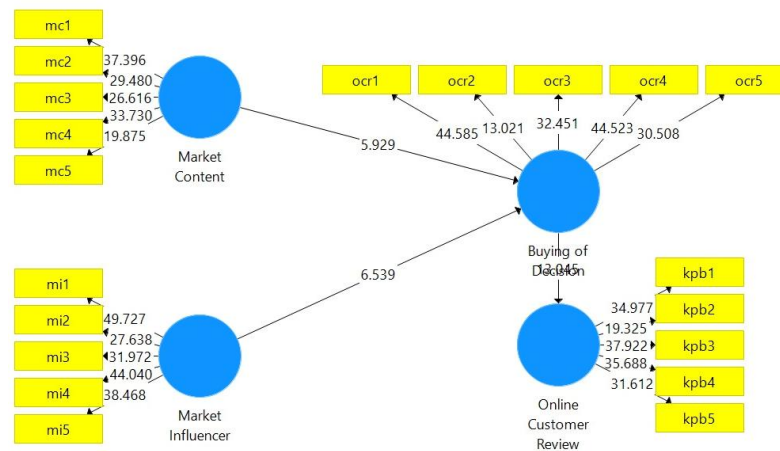
**Table 12. R-Square (R2)**

|                               | <b>R Square</b> | <b>R Square Adjusted</b> |
|-------------------------------|-----------------|--------------------------|
| <b>Online Customer Review</b> | 0,514           | 0,511                    |
| <b>Buying of Decision</b>     | 0,680           | 0,677                    |

Source : SmartPLS 2024 Processed Data

Table 12 shows that the R-Square value of the purchase decision variable is 0.680. This indicates that marketing content variables and marketing influencers have an effect of 68% on purchasing decisions while the rest are influenced by other factors. In addition, the R-Square value of the online customer review variable is 0.514, which means that the purchase decision affects the online customer review by 51.4% while the rest is influenced by other factors.

Figure 3. Hypothesis Test



Source : SmartPLS 2024 Processed Data

The determination of acceptance or rejection of a hypothesis can be done by analyzing the significant value between constructs, T-Statistics and P-Value values. This approach no longer uses measurement estimation calculations and error standards based on statistical assumptions, based on empirical observation data. By using the bootstrap resampling method in this study, the hypothesis will be accepted if the T-Statistical value  $> 1.96$  and the P-Value value  $< 0.005$ . Thus, the alternative hypothesis ( $H_a$ ) will be accepted, while the null hypothesis ( $H_o$ ) will be rejected. On the other hand, if it does not meet these criteria, then  $H_a$  is rejected and  $H_o$  is accepted.

Table 13. Statistical T Results

|  | Original<br>Sample<br>(O) | Sample<br>Mean (M) | Standard<br>Deviation<br>(STDEV) | T Statistics<br>( O/STDEV ) | P Values |
|--|---------------------------|--------------------|----------------------------------|-----------------------------|----------|
| Market Content -><br>Buying of Decision            | 0,418                     | 0,420              | 0,071                            | 5,929                       | 0,000    |
| Market Influencer -><br>Buying of Decision         | 0,478                     | 0,477              | 0,073                            | 6,539                       | 0,000    |
| Buying of Decision -><br>Online Customer<br>Review | 0,717                     | 0,719              | 0,055                            | 13,045                      | 0,000    |

Source : SmartPLS 2024 Processed Data

## DISCUSSION

From table 13 above, to determine the hypothesis accepted or rejected can be explained as follows:

1. In the analysis of marketing content that affects purchase decisions, it is seen in table 13 that the T Statistics value shows a number of 5.929 where  $> 1.95$  and is proven through the P-values of 0.000 or it can be said  $< 0.005$ . This shows that content marketing has a significant effect on purchasing decisions. The findings of this study show that the marketing content of skincare products posted through social media affects purchase decisions. The relationship between marketing content and purchase decisions occurs because informative, relevant, creative content can increase consumer confidence in skincare products. The dissemination of skincare product marketing content through social media allows for more intense and personal interaction between skincare brands and consumers, which ultimately has a

significant impact on purchase decisions. These results are in line with research (Mahardini et al., 2023) which states that content marketing on Tiktok social media is influential among Gen z and millennials. The results of this study are also in line with the research conducted by (Pramularso et al., 2024) which states that content marketing partially has a positive and significant effect on purchase decisions.

2. In the analysis of influencer marketing influencing purchase decisions, it is seen in table 13 that the T Statistics value shows a figure of 6.539 where the  $t$  is 1.95. This is evidenced by the P-values of 0.000 or it can be said  $< 0.005$ . Thus, it can be stated that influencers have a significant influence on purchase decisions. The findings of this study state that marketing strategies by involving an influencer who has good image characteristics, professional in conveying the promoted product, credibility of the influencer can build consumer trust in the product being promoted, popularity of influencers who can make a wider audience reach, influencers who have attractiveness such as physical appearance, relatable with the audience, As well as the compatibility between influencers and the products being promoted make the message more relevant and convincing so as to encourage consumers to make purchases. This finding is in line with research conducted by (Nur Shadrina & Sulistyanto, 2022) which concludes that the influencer marketing variable has a positive and significant influence on the purchase decision. In addition, the results of this research are also supported by research conducted by (Alia Candra Devi et al., 2024) which states that the marketing influencer variable has a positive and significant effect on the purchase decision.
3. In the analysis of purchase decisions affecting online customer reviews, it is seen in table 13 that the T Statistics value shows a figure of 13.045 which  $> 1.96$  and is evidenced by the P-values of 0.000 or it can be said  $< 0.005$ . This shows that the decision to purchase skincare has a significant effect on online customer reviews on skincare products. Consumers who have bought and used skincare products are usually encouraged to provide reviews through social media. These reviews can reflect their personal experiences, which are often influenced by their perception of the quality and benefits of the skincare product. If consumers are satisfied with the product they purchased, they are likely to give positive reviews, share benefits, and recommend the product. On the other hand, if the product does not meet their expectations, the reviews provided may be more critical, describing aspects that are perceived as unsatisfactory. Reviews submitted by consumers through social media have an important role in shaping the perception of other potential consumers. Potential consumers tend to use these reviews as a reference to evaluate products before making a purchase decision.

## CONCLUSION

The results of the research obtained from a sample of 200 respondents analyzed using SmartPLS:

1. The marketing content variable ( $X_1$ ) has a positive and significant effect on the purchase decision (Y) of skincare products through social media
2. The marketing influencer variable ( $X_2$ ) has a positive and significant effect on the purchase decision (Y) of skincare products through social media
3. The purchase decision variable (Y) has a positive and significant effect on online customer reviews (Z) of skincare products through social media

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