

## ANALYSIS OF THE LEVEL OF KNOWLEDGE AND CONSUMER ATTITUDES TOWARDS THE DECISION TO CHOOSE WHITENING INFUSION BEAUTY IN RANTAUPRAPAT

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### ABSTRACT

Injection whitening in women's lives as a way to beautify themselves in the digital era is an ongoing trend. Seeing this condition, the level of knowledge and attitudes of consumers in choosing injection whitening as a solution for self-beautification is a phenomenon supported by reviews on business applications. The purpose of this study, among others, is to prove the level of knowledge and consumer attitudes towards one's decision to choose injection whitening. The sample in this study were students of the Faculty of Economics and Business, Labuhanbatu University TA 2023/2024 located in the city of Rantauprapat. The reasons for selecting a sample of female students include that the sample has the right criteria where, the respondent's status as a student, of course, has mentally had a good cognitive in assessing a new thing related to beauty health as many as 100 samples. The technique used in sampling is non probability sampling technique. Researchers used a purposive sampling technique, namely students of the Faculty of Economics and Business, University of Labuhanbatu, who were female and had heard of and used *whitening injection* as a beauty product. While the primary data of this research is an online questionnaire with google form. Data analysis to solve the relationship or influence of variables directly using SmartPLS. Based on the results of this study found that the variables of knowledge level and consumer attitudes affect a person's decision to use whitening injection beauty products. Meanwhile, a person's decision to choose a beauty product in this digital era is strongly influenced by online customer reviews. It can be concluded that the level of public knowledge and consumer attitudes regarding beauty products, especially injection whitening, must be accurate and balanced. The author's suggestions for other researchers are expected to develop research on business strategies and consumer behavior regarding injection whitening as a lifestyle so that important information will be obtained as input for research development.

**Keywords:** knowledge level, consumer attitude, online customer review

### BACKGROUND OF THE PROBLEM

Infusion whitening is an aesthetic treatment procedure in which liquids containing certain ingredients, such as vitamin C, glutathione, collagen, or other antioxidants, are injected into the body through intravenous infusions with the aim of helping brighten the skin, reduce hyperpigmentation, and improve overall skin health.

This procedure is performed through intravenous infusions and usually lasts 30-60 minutes, with a frequency every week or two weeks for optimal results.

There are some foods and drinks that should be avoided when doing this whitening infusion treatment are:

According to experts:

1. Dr. William Ting, dermatologist: Infusion whitening is an administrative method of skin lightening ingredients directly into the bloodstream, which aims to increase the effects of antioxidants in the body as well as help brighten the skin.
2. Dr. Jaliman Debra, dermatologist: This procedure is often used to reduce melanin production and fight free radicals in the skin, but its effectiveness and safety still require further research.
3. Dr. Gloria Nwosu, an aesthetic specialist: Infusion whitening is not only used for skin enlightenment but also to improve skin cell regeneration and skin health as a whole.

But keep in mind that the effectiveness and safety of whitening infusions is still a topic of debate in the medical world. Some doctors warn of potential risks if you choose the wrong drug, such as: allergic reactions, or kidney disorders if this procedure is not done correctly. Now there are many illegal products or fake whitening infusion drugs, with a much cheaper price compared to the original price, many sold in online stores, people buy the drug without thinking about the risks and long-term effects. Therefore, consultation with medical personnel is very important before undergoing this treatment to find out the brand of the original drug and safe to use according to the dose.

## THE THEORY FOUNDS

### A. White Injection/Inject Whitening

White injection is one of the efforts that many people do.

They want to have glowing white skin. Usually this is always done by women

They have a little dark skin. The assumption of beauty comes from the skin that White has hypnotized the women to do so.

White injection is a special combination or mixture of liquids such as solution

Vitamin C and glutathione. This solution tends to be colored to a little

Yellowish. The method carried out in this vitamin C solution will be

injected slowly about 5 minutes into the blood vessels that is the folds of the arms or the back of the hand directly. Causes of darkening and pigmentation of the skin

Directly exposed to UV radiation that triggers melanogenesis. Then the vitamin

C and glutathione (GSH) are powerful antioxidant agents that help protect the skin from skin aging due to counter the process, and repair skin tissue damage. Results from the use of skin whitening drugs makes the skin look brighter, tight, and hydrated.

In one white injection there are two main ingredients, namely glutathione and

Vitamin C. The effect of UV exposure to us one of them is the formation of pigments

melanin in medical language is called the process of melanogenesis. The formation of this pigment

in the case is an attempt to protect the skin from the damage caused

by UV light. The formation of this pigment also gives rise to a less comfortable effect

For women in the form of darkening the color of the skin. The role and function of vitamin C and

glutathione works as an antioxidant against the oxidative effects of UV rays and inhibits the process of melanogenesis. This is the process of inhibited melanogenesis that This white injection is actually illegal. The main organization that regulates Drug regulation, namely Food and Drug Administration (FDA) even states injecting white vitamin C intended to brighten the skin is a drug that does not approved and not labeled safe by the FDA. Malaysia has also been issued a ban on the injection of vitamin C intended for aesthetics because it is still There is not enough clinical evidence to guarantee its effectiveness and safety. In addition, there are

Some points we need to consider:

a) This vitamin C injection therapy per once the injection is quite expensive and the result is also

It is not enough with just one injection generally white injection is done every two times in one week, until it reaches a total of 20 injections (about after 10 week) research on the long-term effects of vitamin C injections is difficult sought, because usually the patient stops in the middle of the time before it is finished Treatment.

b) Late the process of melagenesis, meaning that it decreases the protection of our skin from

UV rays when exposure to UV rays will be very dangerous in the absence of Melanin pigment protects the layers under the skin.

d) The results of this white injection will vary in each person. It is because each person has a high level of free radicals, then

Injected vitamin C is instead used as an antioxidant for free radicals that. So, the whitening effect of vitamin C is not able to be used.

c) As another option, you can use the smeared vitamin C. Smeared giving It is safe to maintain the health and beauty of the skin. Based on research, the use of vitamin C by already can show results after 12 Week.

Skin whitening drugs are almost similar to vitamin C injections, whitening drugs

It is also believed to whiten the skin with just two weeks. Medication content

The main skin whitening is a variety of antibacterial enzyme inhibitors. Substances

Available are very diverse, such as hydroquinone, vitamin C, arbutin, cysteine, and Some fruit extracts. One of the most common ingredients found in

Skin whitening drugs in Indonesia is L-Glutathione. L-Glutathione this

It is classified as an anti-oxidant. In the medical realm, this drug is actually

used to reduce the side effects of chemotherapy in Theoretically, this L-Glutathione can bind to the enzyme tyrosinase in melanocyte cells

and inhibit the process of melanogenesis. For women, this is, this can be

Whitening the skin. In studies that examine the effect of glutathione consumption

with a dose of 500 mg/day for four weeks, has not been shown to improve

Significant levels of blood glutathione. This is thought to be due to the onset of oxidation or the amount of supplementation absorbed in the course only

Little. Although until now there have been no harmful side effects that

found, but security for the long-term use of the tablet

Glutathione is still uncertain. Glutathione given in the form of

The tablet is a reduced glutathione. The properties of this compound are not stable if they are made in

form of a mixture and easily decomposed. Therefore, some researchers

start researching other types of glutation, which is oxidized glutation that can be made

In preparation. This is another option of using glutation for the skin.

Use in the form of dail tends to be safer because of glutation content not getting into the blood flow and deeper tissues.

Based on studies, the use of glutathed 2 times a day during

10 weeks can give whiteer and smoother skin results without effect

Serious side caused. However, the use of glutatory cream

long-term this should always be accompanied by the use of sunscreen, because of the effect

glutation that lowers work from melanocytes.

#### B. Types of Whitening Infusion Drugs

At the moment the trend of white injections is quite booming in the world of beauty.

This white injecting method is to insert special substances with the purpose of to make the skin white, bright, and glow instantly. Even the trend-

This white inject trend is often done by artists to be able to get skin.

The desired white. Here are some recommendations for white injecting brands:

##### 1.chromosome diamond

How to administer a chromosomal infusion is to mix drugs that contain inhibitory genes with approximately 100 cc of saline solution for 15-30 minutes.

The dosage itself varies, depending on each person's condition and what results are expected. The injecting can be done every day or two days until.

To get optimal results, this therapy must be done routinely eighteen times. However, this also depends on each person and whether the skin is white enough before.

For optimal results, usually this therapy is given at least nine times. The effect obtained can last up to a long time, reaching about 6-8 years. The administration of chromosomal infusions should be done by medical personnel.

The price for 1 set of this diamond chromosome is Rp.1,500,000./box(6 set).

##### 2. Miracle white

Miracle white is a product from Switzerland, not only intended to make white skin clean

quickly, but this product is also believed to brighten the skin

dull face, smoothing the skin, free from dark pigment, regenerating

dead skin cells, and as anti-aging and ward off radicals

Free. So that the skin feels tight and moisturized every day. Content in

in this whitening injection has antioxidants and other active ingredients that serves to overcome free radicals, and other substances that can make the skin

Dull and dark. For rules of use: 1 set of magic white original

used 1 time a week on a regular basis. The price of 1 set of injectables is around Rp.1,200,000./box(6 set).

##### 3 Evgenis Totipotent Embryonic Stemcell (infus milky)

Evgenis Totipotent is one of the latest antiaging injections with the best quality

With the high quality content of Totipotent Embryonic Stemcell serves to regenerate the cells of the body, can disguise fine spots, wrinkle lines, tighten the skin, moisturize the skin and other signs of aging

Stem Cell is a stem sell or called a fungal cell or stem cell that can renew itself.

Stem cells are derived from embryonic tissue in the fetus and adult tissue. Stem cells are well known in the world of medicine, both for healing diseases, to maintain health as well as for the appearance of the skin and as an anti-aging.

Stem cells are still known for certain circles because the price is quite expensive.

Rp.2.000.000 /box (6 set).

4. Whitening Cindella 5in1 EGF Complexion

Whitening cindella 5in1 EGF complexion injectable bleach

It is a whitening of the 5in1 EGF Complexion, the whitening of the 5in, the EGF Complexion. This product

have 5 best content that can not only be whiten but also

overcome problems with the skin ranging from overcoming acne and scars

acne, anti-oxidant, anti aging, shrink pores, prevent signs

aging, stimulate collagen production, moisturize the skin, and tighten

skin.

Price Rp.1.300,000 / box (6 set)

5. Infusion glutax 70000 GM marine white optimum secret whitening face

others are also done using the glutax series 70000 GM marine white

Optium. This facial whitening injection has a sufficient glutathione content

height and marine white elements, which makes the results faster. In fact

Not only whitening, this product can also overcome acne and scars.

pimples, smooth the skin, to give a glowing effect. For the price

itself, this skin whitening vitamin is around Rp.1,100,000 / box (6 sets).

## INTRODUCTION

Indonesia is a large country with a population of 268 million people, according to data from the Central Statistics Agency, the population of Indonesia is currently dominated by women reaching 65% as a whole. The dominance of Indonesian women certainly attracts the attention of business people or investors to invest their capital in Indonesia. One of the big concerns of business people is in the cosmetics industry, according to research from (Nawiyah et al., 2023) the Indonesian cosmetics market is the fastest growing business market in Asia, reaching IDR 355.4 trillion in 2017. This is reinforced by data on the potential of the cosmetics market in Indonesia over a five-year period globally in 2028 will reach USD 473.21 billion or the equivalent of 5.5% growth per year. (Waluyo, 2024).

Seeing the condition of such a large cosmetics market indicates that being beautiful for women is a choice and being healthy is a necessity, but in fact a woman in modern conditions is required to have a good physical appearance and make beauty the main capital in activities or career. (Ayu, 2019). In order to look healthy and beautiful, many women are willing to do various system ways to look beautiful, one of which is the *whitening injection* beauty model. The *whitening injection* beauty model is not new in the world of cosmetics or beauty in Indonesia but nowadays with the support of the internet and technology that is so fast helping the world community of women in obtaining information about *whitening injection*.

According to (Ningsi et al., 2024) *whitening injection* is a combination of vitamin C solution and other ingredients such as glutathione or growth factors aimed at maintaining intracellular redox balance. Its antimelanogenic qualities have led to it being promoted as a skin lightening agent, in addition to its outstanding antioxidant properties. (Mahmood, 2022). Therefore, it can be concluded that the definition of *whitening injection* is a way to look beautiful but the process uses a solution / liquid in the form of vitamins injected into a person's body as a skin lightener. According to WHO quoted (Arifah et al., 2018) The definition of a safe *whitening injection* is one that does not have an impact on patients, health workers and the community.

Although on the one hand this provides business opportunities for local investors, on the other hand, the concept of beauty *whitening injection* is still a debate from an Islamic perspective. Reflecting on this view, the author develops problems in research from a social perspective on *whitening injection*. So the thing that underlies this research phenomenon aims to measure the level of literacy or public knowledge, public attitudes and consumer behavior in choosing or using *whitening injection* as a beauty tool. Study (Khalil, 2022) that a total of 365 women completed the questionnaire, which had an average knowledge of 52%, had poor knowledge 32% and had excellent knowledge 16%,. had a positive attitude 32%, and reported using skin whitening products 38%.

Based on this study, the authors determine the purpose of the study, namely to determine the level of knowledge, consumer attitudes and consumer behavior in deciding to use *whitening injection* as an alternative to looking beautiful with the research scope of local people who live in the city of Rantauprapat-Labuhanbatu Regency. Through this research, it is hoped that important information can be obtained from the use of *whitening injection* so that it can provide health information to the public and can make decisions in using the *whitening injection*.

## LITERATURE REVIEW

### Knowledge Level

Knowledge level according to (Sreekanth, 2015) is a term that is used widely and indiscriminately. Broadly because everyone is concerned with it and indiscriminately because there is no one definite universal meaning for it. Knowledge is knowledge owned by a company that can be transferred to its customers as a value-added component to satisfy customer knowledge needs, for example through customer education. (Ko, 2018). It is then defined as the ability to interpret, assimilate, and use data and information (Najat, 2017). (Najat, 2017). Indicators of the level of knowledge are education, experience, age, environmental factors and social media.

### Consumer Attitude

Study by (Waani et al., 2022) attitudes are defined as how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy needs. According to (Leonora, 2018) consumer attitudes as a response to a brand or product include complaints that will be submitted due to non-fulfillment of the promises offered. Meanwhile, according to (Mustaphi, 2024) consumer attitude is defined as a feeling of like or dislike that a person has towards an object. Indicators of consumer attitudes are cognitive, affective and conative.



### Choosing Decision

Decision-making is the process of determining the final action to be taken to solve a problem through a series of activities to achieve a goal. According to (Citrayanti & Yuhertiana, 2021) that the decision to choose is a person's decision to give his right to the opportunity he has according to the desired criteria and pay attention to the series. Therefore, according to (SOLA, 2018) the decision to choose is a person's thought process about a problem in order to answer the question of what to do to overcome the problem by choosing one of the existing alternatives. Indicators of voting decisions identify the problem or opportunity, develop alternatives, evaluate alternatives, choose and implement the best alternative and evaluate the decision.

### Research Framework

The framework in this study is a line of thought from the research in order to support the research conducted. The framework for thinking in this study is:

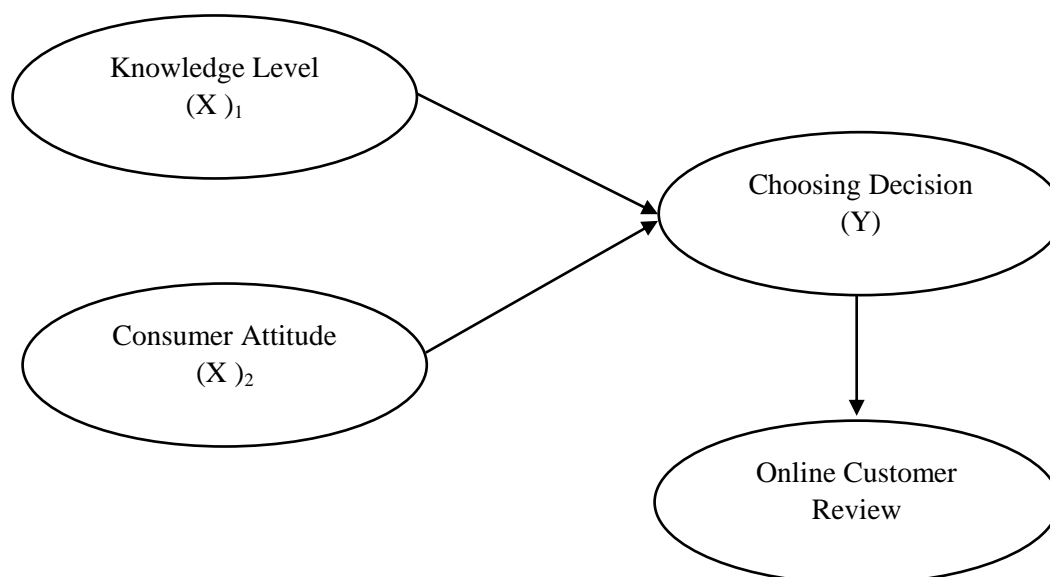


Figure 1. Research Framework

### Research Hypothesis

Based on the literature review and framework, this research establishes a hypothesis:

1. The level of voting knowledge has a direct effect on voting decisions.
2. The attitude of consumers to choose has a direct effect on the decision to choose.
3. The decision to choose has a direct effect on online customer reviews.

### RESEARCH METHOD

The research used in this research is descriptive research with a quantitative approach where the main source of this research is a data base to solve the phenomenon problems and hypotheses proposed. The sample in this study were students of the Faculty of

Economics and Business, Labuhanbatu University TA 2023/2024 located in the city of Rantauprapat. The reasons for selecting a sample of female students include that the sample has the right criteria where, the respondent's status as a student, of course, has mentally had a good cognitive in assessing a new thing related to beauty health. The method of determining the population and sample generally uses *Maximum Likelihood Estimation* (MLE) the number of samples in the survey ranges from 100-200 samples estimated based on the number of variable indicators as a whole 5 x 20 (indicators), so the sample set is 100 samples. The technique used in sampling is non probability sampling technique. Researchers used a purposive sampling technique, namely students of the Faculty of Economics and Business, University of Labuhanbatu, who were female and had heard of and used *whitening injection* as a beauty product. While the primary data of this research is an online questionnaire with google form. Data analysis to solve the relationship or influence of variables directly using SmartPLS.

## RESULTS

### Outer Model Testing

This outer model test aims to specify the relationship between latent variables and their indicators using the factor loading approach, *Average Variance Extracted* (AVE) and *Discriminant Validity* and *Composite Reliability*.

### Factor Loading

In the outer model, the expected factor loading value is  $> 0.70$ . To find out the value of the loading factor, it can be seen from the cross loading value. The following outer model test with cross loading can be seen in Table 2.

**Table 1. Cross Loading Output**

	Consumer Attitude	Consumer Behavior	Knowledge Level	Online Customer Review
KM1				0.801
KM2				0.835
KM3				0.821
KM4				0.900
KM5				0.770
PK1		0.855		
PK2		0.903		
PK3		0.889		
PK4		0.863		
SK1	0.927			
SK2	0.923			
SK3	0.877			
TP1			0.924	
TP2			0.959	
TP3			0.935	
TP4			0.938	



TP5	0.915
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Source: Data Analysis, 2024

The data above shows that the cross loading output of each latent variable indicator has a value above 0.70. This means that the cross loading output meets the outer model test requirements.

#### ***Average Variance Extracted (AVE)***

The model has better discriminant validity if the square root of the *Average Variance Extracted (AVE)* for each construct is greater than the correlation between the two constructs in the model. The *Average Variance Extracted (AVE)* output values of the tested models include:

**Table 2. *Average Variance Extracted (AVE) Output***

Variables	Average Variance Extracted (AVE)
Consumer Attitude	0.827
Consumer Behavior	0.771
Knowledge Level	0.873
Online Customer Review	0.683

Source: Data Analysis, 20234

Based on the table above, it shows that the output of the *Average Variance Extracted (AVE)* value of all constructs (level of knowledge, consumer attitudes, purchasing decisions and online customer reviews) has a value greater than the predetermined value of 0.50. Therefore the research model meets *convergent validity*.

#### **Composite Reliability**

Composite Reliability aims to measure the true reliability value of a variable while Cronbach Alpha measures the lowest value (lowerbound) reliability of a variable so that the Composite Reliability value > 0.6 and Cronbach Alpha value > 0.60. So you can see the value of *composite reliability* and *Cronbach alpha* below:

**Table 3. *Composite Reliability and Cronbach Alpha Output***

Variables	Cronbach's Alpha	Composite Reliability
Consumer Attitude	0.895	0.935
Consumer Behavior	0.901	0.931
Knowledge Level	0.964	0.972

Online Customer Review	0.883	0.915
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Source: Data Analysis, 2024

Based on Table 3 above, it shows that all constructs (Product Quality ( $X_1$ ), Product Attributes ( $X_2$ ), Service ( $X_3$ ), Differentiation ( $X_4$ ) and Direct Marketing (Y)) have *Composite Reliability* and *Cronbach Alpha* values all variables have values above the value of 0.70. Thus it can be concluded that all constructs have good reliability.

### Inner Model Testing

Inner model testing in SmartPLS is the final requirement of the model which is determined by looking at the output of the coefficient of determination ( $R^2$ ), as follows:

**Table 4. R-Square Output**

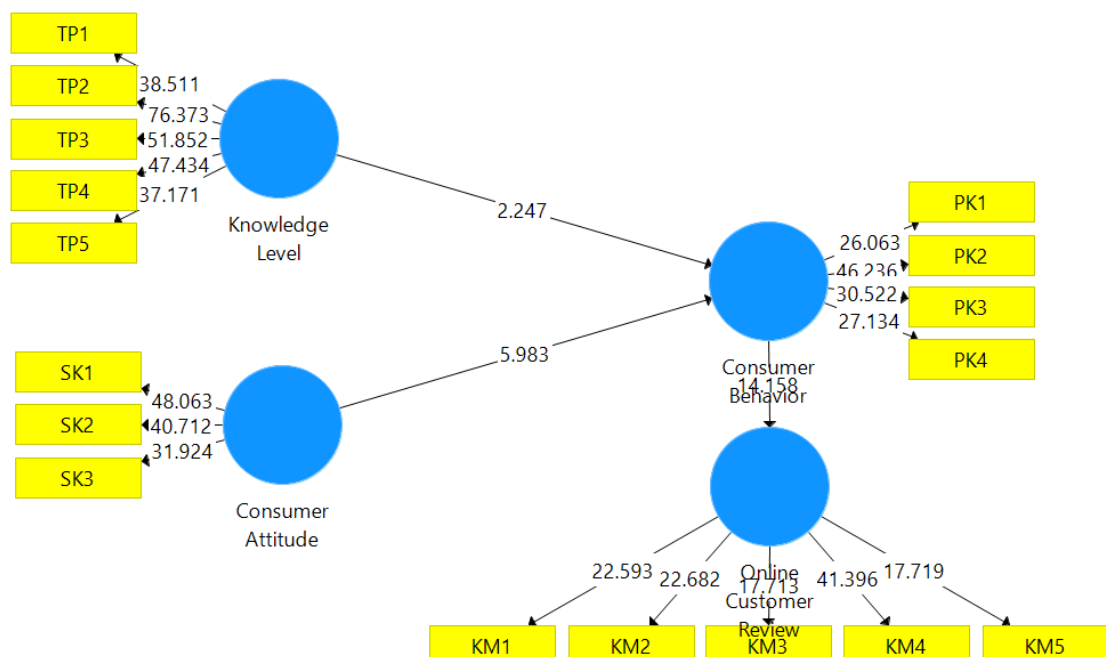
	R Square
Consumer Behavior	0.811

Source: Data Analysis, 2024

The table above the construct value of the decision to choose is 0.811, this means that the decision variable can be explained or influenced by the variable level of knowledge and consumer attitudes by 81.1% or a very strong category, while the rest is influenced by other factors.

### Hypothesis Testing

In hypothesis testing on SmartPLS, it can be seen from the Bootstrapping output, as the results are:



**Figure 2. SmartPLS Bootstrapping Model**  
**Source: Data Analysis, 2023.**

After the SmartPLS Bootstrapping Output model is presented, then in testing the hypothesis, it has a basis for decision considerations as follows (Niken et al., 2022) according to if the t-statistic value of each variable / construct > 1.96 with a p-value < 0.05, it can be stated that the hypothesis is accepted, otherwise if the t-statistic value of each variable / construct < 1.96 with a p-value > 0.05, it can be stated that the hypothesis is rejected. For more details, it can be seen from the figures and tables below:

**Table 5. Bootstrapping Model Output**

	<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>
Knowledge Level -> Consumer Behavior	0.253	0.252	0.113	2.247	0.025
Consumer Attitude -> Consumer Behavior	0.667	0.669	0.111	5.983	0.000
Consumer Behavior -> Online Customer Review	0.781	0.784	0.055	14.158	0.000

**Source: Data Analysis, 2024**

## DISCUSSION

From the results of the hypothesis testing above, the next step is to discuss the test results by proving that the hypotheses proposed are similar, which will be described in detail as follows:

- 1)  $H_1$  : The level of knowledge has a direct effect on voting decisions. Based on the comparison of the results, the t-statistic value obtained for the knowledge level variable of 2.247 is greater than the constant value of 1.960 and the P-values of 0.025 are smaller than the significance value of 0.050. So it can be decided that the basis for decision making is if the t-statistic value of each variable / construct > 1.96 with a p-value < 0.05, it can be stated that the hypothesis is accepted. This means that the first hypothesis in the study is in accordance with the proposed hypothesis. From the results of this study that the level of consumer knowledge of beauty products or cosmetics similar to injection whitening is very good before using. The level of consumer knowledge about injection whitening beauty products is a beauty product that is safe for the skin and is done by injecting white liquid into one's skin. This is in line with the opinion (Coiffard, 2016) the main ingredients of injection whitening are hydroquinone and its derivatives, retinoids, alpha and beta-hydroxy acids, ascorbic acid, divalent ion chelators, kojic acid, azelaic acid, and various

herbal extracts described in this case have their efficacy and safety. The results of this study certainly strongly support research (Rahiman et al., 2021) valuable information on the phenomenon of skin lightening among a diverse group of young adults. Moreover, the possibility of equal use among both genders suggests that this practice is gaining ground among men. The position of injection whitening as a modern beauty product according to research results (Khalil, 2022) that a total of 365 women filled out a questionnaire, of which 52% had average knowledge, 32% had poor knowledge and 16% had very good knowledge, 32% had a positive attitude, and 38% reported using skin whitening products. From the results of this study it is clear that consumers or respondents in this study have good knowledge about injection whitening but in terms of product safety information when it will be used, it is highly recommended that consumers consult with health experts so that the use of injection whitening is safe when used by the body. It can be concluded that consumers have a good level of knowledge about injection whitening because it is easy for consumers to obtain health and beauty information from the internet so that people can be said to have good digital literacy regarding beauty health.

- 2)  $H_2$  : Consumer attitudes have a direct effect on voting decisions. Based on the comparison of the results, the t-statistic value obtained for the consumer attitude variable of 5.983 is greater than the constant value of 1.960 and the P-values of 0.000 are smaller than the significance value of 0.050. So it can be decided that the basis for decision making is if the t-statistic value of each variable / construct > 1.96 with a p-value < 0.05, it can be stated that the hypothesis is accepted. This means that the second hypothesis in the study is in accordance with the proposed hypothesis. From the results of this study, this study strongly supports research (Khalil, 2022) that socio-demographic factors, skin characteristics and community social factors are significantly associated with knowledge, attitudes and practices of skin whitening. This means that in general, urban and regional communities have about injection whitening products and how people respond to this type of beauty is the basis for decisions before choosing to use them. Other research says (Sitorus, 2024) that the use of these illegal skin whitening products has caused various consumers to experience skin damage, with some cases even resulting in permanent permanent damage. This research aims to examine the legal protection for consumers who experience skin damage due to the use of misleadingly advertised illegal skin whitening products. This research certainly provides information relevant to the negative impact of using injection whitening beauty products, meaning that consumers must be able to provide attitudes or behaviors before using this product so that consumers have a good level of knowledge sourced from online media or word of mouth. According to (M. Osman & Osman, 2017) that normative influence and behavioral control have a significant impact on purchase intention for skin whitening products. While self-image and several product attributes were found to have a significant impact on consumer attitudes, this means that consumer attitudes towards beauty products are a normative condition where they women will be very careful before using a beauty product.

- 3)  $H_3$  : The decision to choose has a direct effect on online customer reviews. Based on the comparison of the results, the t-statistic value obtained for the voting decision variable of 14.158 is greater than the constant value of 1.960 and the P-values of 0.000 are smaller than the significance value of 0.050. So it can be decided that the basis for decision making is if the t-statistic value of each variable / construct > 1.96 with a p-value < 0.05, it can be stated that the hypothesis is accepted. This means that the third hypothesis in the study is in accordance with the proposed hypothesis so that this research is in line with research (Puspita, 2022). (Puspita, 2022) that the main source of information on female beauty is obtained from the internet or online shopping applications, in other words the internet and applications. In line with the results of this study, it is also supported by the statement (S. Osman, 2023) in today's world, social media has had a huge impact on consumer lifestyles because consumers spend most of their time surfing and browsing for information. Therefore, online consumer reviews will lead consumers to choose suitable products that are suitable from the various products available. So this third hypothesis is a very decisive hypothesis of the two hypotheses of the level of knowledge and consumer attitudes. The decision to choose injection whitening beauty products mostly occurs after consumers obtain accurate information through reviews of an application containing netizen comments about a viral product. According to (Min et al., 2023) with the emergence of online tools and techniques that facilitate consumer interaction with companies, brands, and products. In this context, online consumer reviews have become one of the most important sources of information about products because reviews help consumers identify unobserved product quality traits and obtain quality cues (Lappas et al., 2016) at a low cost and in near real time. Scientific research studies in online reviews have found that online reviews significantly influence consumers' awareness and attitudes towards companies and brands including in consuming and using injection whitening beauty products.

## CONCLUSION

Based on the results of this study, it is found that the variables of knowledge level and consumer attitudes affect a person's decision to use whitening injection beauty products. Meanwhile, a person's decision to choose a beauty product in this digital era is strongly influenced by online customer reviews. It can be concluded that the level of public knowledge and consumer attitudes regarding beauty products, especially injection whitening, must be accurate and balanced. The author's suggestions for other researchers are expected to develop research on business strategies and consumer behavior regarding injection whitening as a lifestyle so that important information will be obtained as input for research development.

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