

# ANALYSIS OF THE INFLUENCE OF INFLUENCER MARKETING, BRAND IMAGE, CUSTOMER REVIEW, AND PRICE DISCOUNT ON E-COMMERCE SHOPEE PURCHASE DECISION

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## ABSTRACT

*This study examines the impact of influencer marketing, brand image, customer reviews, and price discounts on skincare purchasing decisions on Shopee Indonesia. It uses a case study approach, focusing on Skintific (an international brand) and Wardah (a local brand), to analyse consumer purchase intentions and the influence of independent variables on the dependent variable. A mixed-method explanatory sequential design was used, combining quantitative data from 220 Shopee users and qualitative data from in-depth interviews with selected consumers of both brands. Data analysis was conducted in SPSS, using validity and reliability tests, multiple regression, t-tests, and F-tests. Results indicate that Indonesian consumers generally prefer international skincare brands. Qualitative data gathered from four informants through online interviews were analysed using comparative methods and triangulation to support the quantitative findings. The study confirms that all four factors significantly influence purchasing decisions, with customer reviews being the most impactful. These findings provide valuable guidance for skincare brands in shaping effective digital marketing strategies on e-commerce platforms and contribute to research on online consumer behaviour in the beauty industry.*

*Keywords: influencer marketing; customer review; purchase decision; e-commerce*

## PENDAHULUAN

The advancement of digital technology has significantly transformed communication patterns, information access, and consumer behavior (Rachmad, 2024). E-commerce platforms now enable consumers to shop anytime and anywhere, with Shopee emerging as one of the most dominant platforms in Southeast Asia (Yin et al., 2022). During the COVID-19 pandemic, Shopee attracted over 100 million monthly users and has since become the most-used e-commerce platform in Indonesia (Barus, 2024). In 2023, Indonesia contributed 27% of Shopee's gross merchandise volume, amounting to nearly US\$21 billion; making it the largest Shopee market globally (Uzunoglu, 2024).

Shopee's user base is largely composed of Millennials (born 1981–1996) and Generation Z (born 1997–2012), both of whom have unique digital behaviors. Millennials tend to prioritize efficiency and rationality when shopping online, while Gen Z focuses more on convenience, exploration, and user experience. Despite their differences, both generations actively consume digital content and are highly influenced by social media. Influencer marketing, therefore, plays a crucial role in shaping brand perception, especially among young consumers (Marín et al., 2024).

Beyond influencer marketing, several other factors such as brand image, customer reviews, and price discounts also shape purchasing behavior. A strong brand image enhances product credibility, while peer-generated reviews serve as critical reference points for decision-making. Meanwhile, price sensitivity remains a key concern for young buyers,

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particularly students and entry-level professionals with limited purchasing power. In this competitive environment, both local and international brands strive to adopt effective digital strategies to attract consumers and boost conversions (Purnomo, 2023).

In the beauty industry, testimonials and customer perceptions strongly influence brand positioning and sales performance (Wahyuni & Ratnasari, 2024b). International brands like Skintific (Canada) are associated with advanced technology and a premium image, while local brands like Wardah (Indonesia) emphasize halal certification, affordability, and quality; making them popular among Muslim women. These differing brand identities offer varied appeal to younger consumers active on Shopee.

Most previous studies on purchasing decisions related to influencer marketing, brand image, customer reviews, and price discounts have tended to focus on only one or two main indicators. Many of these studies also analyze variables in isolation, often overlooking the integrated dynamics of digital marketing strategies (Arief et al., 2023). Furthermore, findings remain inconsistent. While influencer marketing is generally seen to have a positive effect on purchasing decisions (Wahyuni & Ratnasari, 2024a), its effectiveness varies depending on the product type, target audience, and communication strategy. Similarly, price discounts do not always drive purchases, especially among quality-conscious consumers (Amanah & Harahap, 2018).

Conversely, brand image and customer reviews are consistently found to exert a strong influence on purchase decisions (Jamilah & Kusuma). On platforms like Shopee, consumers place significant trust in peer reviews and brand reputation. However, a gap still exists in understanding how all four variables influencer marketing, brand image, customer reviews, and price discounts jointly affect purchasing behavior, particularly in comparing local versus international skincare brands.

Therefore, this study aims to fill the gap by examining the integrated effect of these four variables on purchasing decisions among the younger generation on Shopee Indonesia. It also compares their influence on two skincare brands: Skintific as an international brand and Wardah as a local brand, providing strategic insights into consumer preferences and digital marketing effectiveness in Indonesia's beauty e-commerce landscape.

## **KERANGKA PEMIKIRAN TEORITIS DAN PERUMUSAN HIPOTESIS**

Based on the research background, this study focuses on a comparative analysis of purchasing decisions between Skintific (an international brand) and Wardah (a local brand) on the Shopee e-commerce platform. It investigates how influencer marketing, brand image, customer reviews, and product discounts influence customer interest in these skincare products. The research also seeks to determine whether these factors significantly affect purchasing decisions on the Shopee platform, leading to the formulation of specific research questions. Based on that, this research formulates research questions as follows:

1. What are the differences in customer purchasing decision in Skintific (international) also Wardah (local) skincare products on Shopee Indonesia e-commerce?
2. Does influencer marketing significantly influence purchasing decision for Skintific (international) also Wardah (local) skincare products on Shopee Indonesia's e-commerce site?
3. Does brand image significantly influence purchasing decision for Scientific (international) also Wardah (local) skincare products on Shopee Indonesia's E-commerce site?
4. Does customer review significantly influence purchasing decision for Skintific (international) also Wardah (local) skincare products on Shopee Indonesia's E-commerce site?
5. Does price discount significantly influence purchasing decision for Skintific (international) also Wardah (local) skincare products on Shopee Indonesia E-commerce?

6. Which Skintific (international) or Wardah (local) skincare brand has a higher purchasing decision level with the effect of influencer marketing, brand image, customer review, also price discount on Shopee Indonesia e-commerce platform?

**METODE PENELITIAN**

**Mix Method Explanatory Sequential**

This study employs an explanatory sequential mixed-method approach, combining quantitative and qualitative data. The quantitative phase involved distributing questionnaires, followed by in-depth interviews in the qualitative phase. This method was used to examine the effects of various marketing instruments on purchasing decisions and to compare preferences between local (Wardah) and international (Skintific) skincare brands.

The mixed-method design aims to analyze relationships between variables and gain a deeper understanding of consumer behavior in choosing skincare products. The final stage of the research includes interpretation of findings, hypothesis testing, theoretical and managerial implications, study limitations, and recommendations for future research.

**Quantitative Method**

The population in this study consists of Shopee users who have purchased or are considering purchasing skincare products from Skintific (international brand) or Wardah (local brand). The sample was selected using a non-probability purposive sampling technique, targeting individuals with specific characteristics relevant to the research objectives (Purwanza, 2022). According to Hair et al. (2019), a minimum sample of 100 is sufficient for models with five or fewer variables. This study collected data from 220 respondents: 114 for Skintific and 111 for Wardah, meeting the analysis criteria. The criteria for the sample are as follows:

- Respondents are active Shopee utilizers
- The minimum age requirement for respondents is 17 years
- Respondents must have made a purchase of Skintific and Wardah products via Shopee within the past six months

This sampling strategy ensures relevance and depth in analyzing how influencer marketing, brand image, customer reviews, and price discounts influence purchasing decisions.

Primary data was collected using a structured online questionnaire. The instrument was developed based on variable indicators and measured using a Likert scale from 1 (strongly disagree) to 10 (strongly agree). The questionnaire included closed-ended items covering influencer marketing, brand image, customer reviews, price discounts, and purchasing decisions. A total of 175 respondents who met the predetermined criteria completed the questionnaire. The survey was distributed online via Google Forms to facilitate efficient data collection. This study also utilizes an agree-disagree scale by setting a rating scale ranging out of 0-10 for each question, where 0 represents the statement "disagree" to 10, which means "strongly agree".

Table 1. Research Instrument

Variable	Indicator	Question	Score
Influencer marketing	Personal positioning	The influencer's personality also communication style influence my point of view of the brand.	Interval Scale 0-10
	Influencer range of engagement	The influencer makes me feel involved in the brand through the content shared by the influencer, thus	Interval Scale 0-10

		influencing my purchasing decision.	
	Generated quality content	The content delivered by the influencer is informative, relevant, also engaging, thus influencing my purchasing decision.	Interval Scale 0-10
<b>Brand Image</b>	Attributes	I feel that this brand has distinctive characteristics including design, logo, also packaging that are different out of other products, making it easily recognizable	Interval Scale 0-10
	Benefit	I am satisfied with the quality also benefits given by this product.	Interval Scale 0-10
	Attitude	I trust also have a positive view of the products out of this brand.	Interval Scale 0-10
<b>Customer review</b>	Argument Quality	I feel that customer reviews contain information also experiences that can help me make purchasing decisions.	Interval Scale 0-10
	Volume of review	I consider the number of reviews before deciding to buy a product	Interval Scale 0-10
	Timeliness	Recent reviews/time spent writing reviews influenced my decision to buy a product.	Interval Scale 0-10
	Valence	Sentiment (positive/negative) in reviews greatly influences my decision to buy a product.	Interval Scale 0-10
	Source of credibility	I trust reviews out of trusted also well-known sources more.	Interval Scale 0-10
<b>Price discount</b>	Discount frequency	The frequency of discounts out of this brand influences my interest in buying	Interval Scale 0-10
	Discount size	The bigger the discount given, the greater my desire to buy the product	Interval Scale 0-10
	Discount timing	The time of the discount affects my decision to buy (e.g., discounts at special moments including the beginning of the month/holidays)	Interval Scale 0-10
<b>Purchasing decision</b>	Contemplation	I consider the benefits also long- term effects before buying a product	Interval Scale 0-10

Information search	I look for information related to the product before buying	Interval Scale 0-10
Comparison of alternatives	I compare several brands or products before making a purchase	Interval Scale 0-10

Quantitative data in this study was analyzed using validity and reliability tests to ensure the accuracy and consistency of the measurement instruments. Validity testing was conducted to assess whether the questionnaire items accurately measured the intended constructs (Fanani et al., 2016). Each item’s score was correlated with the total score using a significance level of 0.05. The criteria for validity are as follows:

- If  $r_{count} > r_{table}$ , the item is considered valid
- If  $r_{count} \leq r_{table}$ , the item is considered invalid

An item is deemed valid when the correlation value exceeds the threshold of statistical significance.

The reliability test was used to determine the internal consistency of the questionnaire items (Janna & Herianto, 2021). This study employed the Cronbach's Alpha method, which is suitable for Likert-scale data and was conducted using SPSS. According to Ghozali (2011), a Cronbach’s Alpha value of  $\geq 0.6$  indicates that the instrument is reliable, while a value  $< 0.6$  suggests the instrument is not reliable.

**Classical assumption test**

To ensure the validity of the regression model, this study conducted several classical assumption tests and applied multiple linear regression analysis.

1. Normality Test

The normality of the data was tested using the One-Sample Kolmogorov-Smirnov test.

- If  $p > 0.05 \rightarrow$  data is normally distributed
- If  $p \leq 0.05 \rightarrow$  data is not normally distributed

2. Multicollinearity Test

Multicollinearity was tested using the Variance Inflation Factor (VIF) and Tolerance values.

- $VIF < 10$  and  $Tolerance > 0.1$  indicate no multicollinearity
- $VIF \geq 10$  or  $Tolerance \leq 0.1$  indicate multicollinearity

3. Heteroscedasticity Test

This test checks whether residual variance is constant across all levels of independent variables.

- If  $p > 0.05 \rightarrow$  no heteroscedasticity (homoscedastic)
- If  $p \leq 0.05 \rightarrow$  heteroscedasticity is present

4. Multiple Linear Regression

The regression model used is as follows:

$$Y = b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Where:

- Y = Purchase Decision (dependent variable)
- X<sub>1</sub> = Influencer Marketing
- X<sub>2</sub> = Brand Image
- X<sub>3</sub> = Customer Reviews
- X<sub>4</sub> = Price Discounts
- b<sub>1</sub>–b<sub>4</sub> = Coefficients
- a = Constant

### 5. T-Test

The t-test evaluates the significance of each independent variable's effect on the dependent variable.

- $p < 0.05 \rightarrow$  significant ( $H_0$  rejected)
- $p \geq 0.05 \rightarrow$  not significant ( $H_0$  accepted)

### 6. F-Test

The F-test assesses the overall significance of the regression model.

- $p < 0.05 \rightarrow$  the model is feasible
- $p \geq 0.05 \rightarrow$  the model is not feasible

### 7. Adjusted $R^2$

Adjusted  $R^2$  measures how well the independent variables explain the variance in the dependent variable.

- Closer to 1  $\rightarrow$  strong explanatory power
- Closer to 0  $\rightarrow$  weak explanatory power

## Qualitative Method

The qualitative population comprises Shopee users who have purchased skincare products (Skintific or Wardah) while considering influencer marketing, brand image, customer reviews, and price discounts in their decision-making. The sample was selected using purposive sampling based on specific criteria: active Shopee users, aged 17 and above, having purchased the products within the past six months, and willing to participate in in-depth interviews. A total of 4 informants were involved—2 from each brand—to provide comparative insights and reinforce the quantitative findings.

This study uses primary data collected through semi-structured in-depth interviews to explore consumer preferences and perceptions. Interviews followed a flexible format, allowing participants to respond freely while the researcher probed deeper into relevant topics. Questions were developed based on the variables studied; namely, influencer marketing, brand image, customer reviews, price discounts, and purchase decisions.

Interviews were conducted online via video platforms such as Google Meet or Zoom. Each session lasted approximately 30 minutes and followed a conversational flow, beginning with general questions and progressing to detailed discussions. All interviews were recorded, transcribed, and stored securely for analysis.

Qualitative data were analyzed using comparative analysis to identify patterns, similarities, and differences in purchasing decisions between users of local (Wardah) and international (Skintific) skincare brands on Shopee. To ensure credibility, this study applied triangulation by combining:

- Data triangulation (interviews, observations, documents),
- Methodological triangulation (mixed-method approach),
- Time triangulation (data collected at varied intervals),
- Theoretical triangulation (multiple theoretical perspectives),
- Investigator triangulation (peer review where applicable).

This research adheres to ethical principles including:

- Informed consent: Participants were fully informed and voluntarily agreed to participate.
- Confidentiality: Identities and personal data were anonymized and used solely for research purposes.
- Data access and protection: All data were securely stored on encrypted devices and access was restricted to the researcher.
- Approval: Ethical clearance and research permits were granted by the Faculty of Economics and Business, Diponegoro University.

**Research Variables also Operational Definitions**

This section outlines the research variables and their operational definitions to clarify the relationships among variables and support focused data collection and analysis.

This study consists of four independent variables (X) and one dependent variable (Y):

- Independent Variables:
  - X<sub>1</sub> – Influencer Marketing
  - X<sub>2</sub> – Brand Image
  - X<sub>3</sub> – Customer Reviews
  - X<sub>4</sub> – Price Discounts
- Dependent Variable:
  - Y – Purchase Decision

Each variable is measured using relevant indicators based on the research context. The independent variables are expected to influence consumer purchasing decisions on skincare products through the Shopee e-commerce platform.

Table 2. Operational Definitions

No	Variable	Operational Definition	Indicator
1	Influencer Marketing	Influencer marketing known as marketing tool involving celebrities to improve relationships among brands also audiences, improve business reputation, also encourage customer awareness of business activities, specifically on social media. (Glucksman, 2017).	Based on to Leung et al. (2022) influencer marketing indicators: <ul style="list-style-type: none"> <li>• personal positioning</li> <li>• influencer range of engagement</li> <li>• generated quality content</li> </ul>
2	Brand Image	Brand image is an association of perceptions also beliefs in customers' memories of the brand (Nurhandayani et al., 2019).	Based on to Jain (2017) Brand Image indicators: <ul style="list-style-type: none"> <li>• Attributes</li> <li>• Benefit</li> <li>• attitude</li> </ul>
3	Customer review	A customer review known as product evaluation made by a customer that contains suggestions, criticisms, also customer experiences of brands also products (Mudambi & Schuff, 2010).	Based on to (Scheper, 2015) Customer review indicators: <ul style="list-style-type: none"> <li>• argument quality</li> <li>• volume of reviews</li> <li>• Timeliness</li> <li>• Valence</li> <li>• source of credibility</li> </ul>
4	Price Discount	Price discounts are a combination of company incentives also discounts to customers to stimulate buying interest, maintain loyalty, also increase product exposure (Razy & Lajevardi, 2015).	Based on to (Wahyudi, 2017) Price Discount indicators: <ul style="list-style-type: none"> <li>• Discount frequency</li> <li>• Discount size</li> <li>• Discount timing</li> </ul>
5	Purchase decisions	Purchase decision known as knowledge that studies customer decision- making behaviour before purchasing based on behaviour also emotions (Peña-García et al., 2020).	Based on to (Rausch & Kopplin, 2021) Purchase decisions indicators: <ul style="list-style-type: none"> <li>• Contemplation</li> <li>• information search</li> <li>• comparison of alternatives</li> </ul>

**HASIL PENELITIAN DAN PEMBAHASAN**

**Description of Research Object**

Skintific is a Canadian skincare brand that integrates science and dermatology in its product development, emphasizing safety, innovation, and transparency. Popular among younger users, Skintific offers a wide range of products such as the 5x Ceramide Gel, Mugwort Clay Mask, and Niacinamide Serum, often praised on social media. Its primary distribution in Indonesia is through digital platforms like Shopee, supported by influencer

marketing and e-commerce collaborations, allowing broader market reach especially in underserved regions.

Wardah, a local Indonesian brand under PT Paragon Technology and Innovation, is known for pioneering halal cosmetics. With a focus on affordability, innovation, and spiritual-social values, Wardah appeals strongly to local consumers, especially youth. Its product lines—such as the Lightening, Renew You, and Hydra Rose series—are tailored for diverse Indonesian skin types and climates. Beyond local success, Wardah has expanded to Southeast Asia and the Middle East, leveraging Shopee and digital marketing to maintain relevance in the competitive online market.

**Quantitative Method**

Based on the data distribution comparing Skintific also Wardah skincare utilizers, it can be seen that Skintific utilizers dominate compared to Wardah utilizers. Out of a total of 220 respondents, Skintific utilizers reached 114 people (51.82%), while Wardah skincare utilizers only reached 106 people (48.18%).

Table 3. Percentage Comparison Among Skintific also Wardah utilizers

Brand	Frequency (n)	Percentage
Skintific	114	51.82%
Wardah	106	48.18%
Total	220	100%

This study involved 220 active Shopee users who have purchased or intend to purchase skincare products from Skintific and Wardah. Of the total respondents, 114 were Skintific users and 106 were Wardah users. The majority of users for both brands are female. Among Skintific users, 79 (69.30%) are female and 35 (30.70%) are male, while among Wardah users, 92 (86.79%) are female and 14 (13.21%) are male. These results indicate that skincare products from both brands are predominantly used by female consumers.

**Quantitative Data Analysis of Skintific**

A validity test is used to assess the accuracy of an instrument in measuring a variable. The more valid the instrument, the more accurately it reflects the variable under study. In this research, a significance level of  $\leq 0.05$  was used as the threshold for validity. The results of the validity tests for both Skintific and Wardah indicate that the instruments used meet the required validity criteria.

Table 4. Skintific SPSS Validity Test

Indicator	R Count	R Table	Description
<b>Influencer Marketing</b>			
Personal positioning	0.896	0.182	VALID
Influencer range of engagement	0.874	0.182	VALID
Generated quality content	0.872	0.182	VALID
<b>Brand Image</b>			
Attributes	0.849	0.182	VALID
Benefit	0.903	0.182	VALID
Attitude	0.872	0.182	VALID
<b>Customer Review</b>			
Argument Quality	0.82	0.182	VALID
Volume of review	0.842	0.182	VALID
Timeliness	0.82	0.182	VALID
Valence	0.865	0.182	VALID

Source of credibility	0.774	0.182	VALID
<b>Price Discount</b>	<b>R Count</b>	<b>R Table</b>	<b>Description</b>
Discount frequency	0.865	0.182	VALID
Discount size	0.871	0.182	VALID
Discount timing	0.854	0.182	VALID
<b>Purchasing Decision</b>	<b>R Count</b>	<b>R Table</b>	<b>Description</b>
Contemplation	0.816	0.182	VALID
Information search	0.889	0.182	VALID
Comparison of alternatives	0.867	0.182	VALID

The validity test for the Skintific skincare instrument showed that all indicator R count values exceeded the R table value of 0.182 (n = 114), indicating that all indicators are valid.

Reliability testing involves the process of evaluating the consistency of research instruments. An instrument is reliable assuming it gives relatively the same results when applied to the same sample or at different times under the same conditions. The reliability test for Skintific shows that all variables are reliable, with Cronbach's Alpha values exceeding 0.60. Customer Review has the highest value (0.881), followed by Influencer Marketing (0.853), Brand Image (0.844), Price Discount (0.829), and Purchasing Decision (0.820), indicating consistent measurement across all variables. The normality test in this study uses the one-sample Kolmogorov-Smirnov method. The results show an Asymp. Sig value of 0.200, which is greater than the threshold of 0.05. This indicates that the data for Skintific are normally distributed and meet the assumption required for further parametric analysis. Heteroscedasticity testing is conducted to determine whether the variance of residuals is constant. The results show that all variables; namely influencer marketing, brand image, customer review, and price discount; have significance values above 0.05. This suggests that the residuals are homoscedastic, and no heteroscedasticity is present in the regression model. To test for multicollinearity, the study examines the Variance Inflation Factor (VIF) and tolerance values. All variables in the regression model have VIF values less than or equal to 10 and tolerance values greater than or equal to 0.1. These findings confirm the absence of multicollinearity, allowing the regression model to be considered stable and interpretable for further analysis. This study employed a multiple linear regression method to examine the effects of four independent variables; Influencer Marketing (X1), Brand Image (X2), Customer Review (X3), and Price Discount (X4); on the dependent variable, Purchasing Decision (Y). The resulting regression equation is:

$$Y = 0.141X_1 + 0.230X_2 + 0.334X_3 + 0.316X_4,$$

indicating that all variables positively influence purchasing decisions when other variables are held constant. The T-test results show that each independent variable has a positive and significant effect on purchasing decisions. Influencer Marketing has a t-value of 2.206 and a significance level of 0.029, indicating a significant effect. Brand Image yields a t-value of 3.095 and a significance of 0.003, also confirming significance. Customer Review has the strongest effect, with a t-value of 4.718 and a significance of 0.000, while Price Discount follows with a t-value of 4.457 and a significance of 0.000. These findings support the hypothesis that all four variables significantly influence purchasing decisions on Shopee. The Adjusted R-squared value obtained is 0.696, which means that 69.6% of the variation in purchasing decisions can be explained by the combined influence of the four independent variables, while the remaining 30.4% is affected by other factors not included in the model. This indicates a strong model fit and highlights the critical role of promotional tools, brand perception, and online customer engagement in shaping consumer behavior.

**Quantitative Data Analysis for Wardah**

Validity testing is a method used to assess how accurately an instrument measures the intended variables. An instrument is considered valid if the significance value is less than the alpha level of 0.05.

Table 5. Wardah Validity Test

Indicator	R Count	R Table	Description
<b>Influencer Marketing</b>			
Personal positioning	0.864	0.189	VALID
Influencer range of engagement	0.892	0.189	VALID
Generated quality content	0.881	0.189	VALID
<b>Brand Image</b>			
Attributes	0.826	0.189	VALID
Benefit	0.918	0.189	VALID
Attitude	0.857	0.189	VALID
<b>Customer Review</b>			
Argument Quality	0.802	0.189	VALID
Volume of review	0.909	0.189	VALID
Timeliness	0.89	0.189	VALID
Valence	0.917	0.189	VALID
Source of credibility	0.717	0.189	VALID
<b>Price Discount</b>			
Discount frequency	0.862	0.189	VALID
Discount size	0.874	0.189	VALID
Discount timing	0.87	0.189	VALID
<b>Purchasing Decision</b>			
Contemplation	0.838	0.189	VALID
Information search	0.854	0.189	VALID
Comparison of alternatives	0.814	0.189	VALID

The validity test results for the Wardah skincare instrument show that with 106 respondents and an R-table value of 0.189, all R-count values exceed the R-table. This indicates that all indicators are valid for measuring the intended variables.

The reliability test is a procedure used to evaluate the consistency of an instrument in measuring the variables being studied. An instrument is considered reliable if it produces relatively consistent results when applied repeatedly under the same conditions. In this research, reliability was measured using Cronbach's Alpha, where a value above 0.60 indicates reliability. The results for Wardah skincare showed that all variables exceeded the 0.60 threshold: Influencer Marketing (0.851), Brand Image (0.793), Customer Review (0.863), Price Discount (0.844), and Purchasing Decision (0.832). These results confirm that all variables are reliable in this study.

The normality test is a statistical analysis process used to determine whether the collected data follow a normal distribution, which is a basic assumption for applying parametric statistical techniques. In this study, the normality test was conducted using the One-Sample Kolmogorov-Smirnov Test, where the null hypothesis (Ho) is accepted if the significance value (Sig.) is greater than 0.05. The Wardah data produced an Asymp. Sig. value of 0.200, which exceeds the threshold of 0.05. This indicates that the data are normally distributed and meet the assumption required for further regression analysis.

The heteroscedasticity test is part of the classical assumption testing, used to detect whether there is non-constant variance in the residuals across observations in a regression model. A regression model is considered free from heteroscedasticity if the residual

significance value is greater than 0.05. The test results for Wardah show that all independent variables meet this criterion: Influencer Marketing (0.279), Brand Image (0.955), Customer Review (0.865), and Price Discount (0.302). Thus, it can be concluded that the residuals are homoscedastic, and the regression model is appropriate for further analysis.

The multicollinearity test is a method in regression analysis to determine whether there is a high linear relationship among independent variables. In this research, multicollinearity was examined using Variance Inflation Factor (VIF) and tolerance values. A model is considered free from multicollinearity if all VIF values are  $\leq 10$  and tolerance values are  $\geq 0.1$ . The results show that all variables met the criteria:

- Influencer Marketing: tolerance 0.599, VIF 1.671
- Brand Image: tolerance 0.564, VIF 1.774
- Customer Review: tolerance 0.524, VIF 1.907
- Price Discount: tolerance 0.646, VIF 1.547

These values indicate that no multicollinearity exists in the regression model.

Multiple linear regression is a method used to measure the influence of multiple independent variables on a single dependent variable. In this study, the independent variables are Influencer Marketing (X1), Brand Image (X2), Customer Review (X3), and Price Discount (X4), while the dependent variable is Purchasing Decision (Y). The regression equation derived is:

$$Y = 3.729 + 0.231X1 + 0.194X2 + 0.311X3 + 0.192X4$$

This means that all four independent variables positively influence purchasing decisions. The coefficients indicate the amount by which the purchasing decision increases with each one-unit increase in the independent variables, assuming other factors are constant. Notably, Customer Review ( $\beta = 0.311$ ) had the strongest effect among the four predictors.

The T-test is a statistical method used to determine the partial effect of each independent variable on the dependent variable in a regression model. The decision is based on the significance value (p-value), where a value below 0.05 indicates that the variable has a statistically significant effect. Based on the results, all four independent variables; Influencer Marketing, Brand Image, Customer Review, and Price Discount; show positive and significant partial effects on purchasing decisions. Influencer Marketing has a t-value of 2.736 (Sig. = 0.007), Brand Image has a t-value of 2.222 (Sig. = 0.028), Customer Review has a t-value of 3.445 (Sig. = 0.001), and Price Discount has a t-value of 2.364 (Sig. = 0.020). These results indicate that each factor significantly influences consumer purchasing decisions, supporting the importance of promotions, brand perception, peer reviews, and pricing strategies in consumer behavior.

The determination test (R-squared) is a statistical measure used in regression to assess how much of the variation in the dependent variable can be explained by the independent variables in the model. It is expressed between 0 and 1, or equivalently in percentage terms. In this study, the Adjusted R<sup>2</sup> value is 0.550, meaning that 55.0% of the variation in Purchasing Decision is explained by the independent variables (Influencer Marketing, Brand Image, Customer Review, and Price Discount). The remaining 45.0% is influenced by other factors outside the scope of this study.

### **Skintific also Wardah Interpretation**

Validity testing is a technique used to assess the accuracy of an instrument in measuring research variables. An item is considered valid if its R Count exceeds the R Table value. For Skintific, with 114 respondents, the R Table value is 0.182, and all R Count values exceed this threshold. Similarly, for Wardah, with 106 respondents, the R Table value is

0.189, and all indicators surpass it. Therefore, all indicators in both brands' datasets are declared valid, confirming that the instruments accurately measure the intended variables.

Reliability testing aims to determine the consistency of an instrument in measuring variables. Measured using Cronbach's Alpha, an instrument is considered reliable if the coefficient exceeds 0.60. For Skintific, Cronbach's Alpha values are: Influencer Marketing (0.853), Brand Image (0.844), Customer Review (0.881), Price Discount (0.829), and Purchasing Decision (0.820). For Wardah, the respective values are: 0.851, 0.793, 0.863, 0.844, and 0.832. All values exceed 0.60, indicating that the instruments used for both brands are reliable and consistently measure the intended variables.

Three classical assumption tests were conducted: Normality, Heteroscedasticity, and Multicollinearity.

- For the Normality Test, both brands had Asymp. Sig. values  $> 0.05$ , confirming that residuals are normally distributed.
- For the Heteroscedasticity Test, the significance values for all variables were  $> 0.05$ , indicating no heteroscedasticity in either regression model.
- For the Multicollinearity Test, all independent variables for both brands had VIF values  $< 10$  and Tolerance values  $> 0.1$ , confirming that there are no multicollinearity issues.

These results validate that the regression models for Skintific and Wardah meet the standard assumptions for reliable regression analysis.

Hypothesis testing in this study was conducted using a partial (t-test) analysis to evaluate the individual effects of four independent variables; Influencer Marketing, Brand Image, Customer Review, and Price Discount; on the dependent variable, Purchasing Decision, for both Skintific (an international brand) and Wardah (a local brand) on Shopee Indonesia's e-commerce platform. The t-test results show that all four independent variables; Influencer Marketing, Brand Image, Customer Review, and Price Discount; have a positive and significant effect on purchasing decisions for both Skintific and Wardah on Shopee Indonesia. Each variable has a significance value below 0.05, indicating strong statistical support. Influencer marketing and brand image enhance consumer trust and interest, customer reviews provide valuable decision-making input, and price discounts act as effective purchase triggers. These findings confirm that marketing and promotional strategies are key drivers of customer purchase behavior in e-commerce skincare products.

### Qualitative Method Summary

This study used qualitative interviews to explore the effects of influencer marketing, brand image, customer reviews, and price discounts on skincare purchasing decisions on Shopee, comparing an international brand (Skintific) and a local brand (Wardah). Four female Gen Z informants (aged 21–22), two from each brand's user group, shared personal experiences through semi-structured video interviews via Microsoft Teams. They were asked to evaluate prior quantitative findings, particularly the strong influence of customer reviews, and provide deeper insight into their personal purchase considerations. The interviews aimed to validate and enrich the quantitative results by discussing factors such as brand perception, influencer impact, review influence, promotional offers, and other potential determinants. Findings were then categorized thematically and will be discussed in relation to the previous quantitative data and literature review.

Customer reviews emerged as a key factor influencing skincare purchasing decisions on Shopee. Skintific users TK and AM highlighted that positive reviews, especially from people with similar skin types, build trust and reduce hesitation. TK noted that seeing others' testimonials increases confidence in trying a product. AM emphasized that relevance matters more than discounts or influencer promotions. Similarly, Wardah users AK and SS stressed the objectivity and usefulness of reviews over influencer endorsements. AK doubted the

credibility of paid influencers, while SS found that detailed reviews help with understanding product usage and suitability. Overall, reviews offer social proof and practical insights that heavily influence purchase decisions—often more than other factors like influencers or discounts.

The study reveals that customer reviews are the most influential factor in skincare purchasing decisions on Shopee, accounting for 40% of influence. This is followed by brand image (30%), influencer marketing (17%), and price discounts (13%). Both Skintific and Wardah customers emphasized the significance of customer feedback as a credible, experience-based reference that builds trust and reduces uncertainty before purchase. Reviews from users with similar skin types are particularly valued, as they provide relatable and practical insights.

Brand preferences differ significantly between Skintific and Wardah customers. Skintific, as an international brand, is favored for its innovative formulations, modern packaging, and strong scientific image. Customers are drawn to its professional and luxurious appeal. In contrast, Wardah is preferred for its affordability, safety, halal certification, and emotional connection as a trusted local brand. Customers associate Wardah with cultural relevance and reliability, especially for sensitive skin needs.

Regarding influencer marketing, most respondents from both brand segments see influencers primarily as tools to raise product awareness rather than decisive influences in purchasing decisions. While some Skintific users find visually engaging short videos helpful, both Skintific and Wardah customers generally trust peer reviews more than influencer testimonials. Influencers are seen as promotional channels rather than authentic voices, especially when commercial interests are involved.

The role of brand image also varies between the two brands. Skintific customers, particularly younger users, prioritize product effectiveness over symbolic attributes like halal certification or local origin. For them, international branding and scientific innovation are more persuasive. On the other hand, Wardah customers highly value brand image, especially its local identity, safety assurance, and religious values. These symbolic aspects play a central role in their purchase decisions and brand loyalty.

Price discounts are perceived more as complementary incentives rather than primary motivators. Skintific users show mixed responses: some value discounts during repurchase or bundled offers, while others prioritize product quality and free shipping. Wardah users similarly view discounts as added value but not the main reason for buying. Overall, promotional pricing supports purchasing decisions but does not drive them.

Consumer suggestions highlight that Skintific should maintain consistent product quality and minimalist marketing to preserve its premium image. Respondents also advised that local brands like Wardah improve education-based content and transparency, particularly about ingredients and skin safety. Buying from official stores was also emphasized as essential to ensure authenticity and safety in online shopping.

The mixed-methods approach in this study confirms that customer reviews are the strongest driver of skincare purchasing decisions. Although influencer marketing and brand image show statistically significant effects, their qualitative impact varies by brand. Discounts are the least influential and act more as supporting variables. The combination of emotional, rational, and experiential factors creates differing purchase behaviors between Skintific (international) and Wardah (local) consumers.

Lastly, Skintific showed slightly stronger purchase decision performance based on higher respondent numbers (114 vs. 106) and repurchase intentions. While both brands have loyal segments, Skintific users tend to be more active buyers on Shopee Indonesia. Nevertheless, both customer groups agreed that authentic user reviews remain the most trusted source of information in digital skincare shopping.

## CONCLUSION

Based on the research findings, it can be concluded that customer purchasing decisions between Skintific and Wardah differ due to a combination of preference factors, rational considerations, and emotional responses. Influencer marketing has a positive impact on purchasing decisions for skincare products on the Shopee Indonesia e-commerce platform, as does brand image, which significantly shapes consumer perceptions and trust. Among all variables, customer reviews demonstrate the most significant and positive influence, indicating that peer opinions are a major determinant in the online purchase decision-making process. Additionally, although price discounts have a relatively smaller impact, they still contribute positively to purchasing decisions. Overall, the study reveals that Skintific achieves a higher level of consumer purchase decisions compared to Wardah within the Shopee platform context.

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