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The Influence of Beauty Influencers, Product Quality, and Brand Image on Green Skincare Purchasing Decisions of Avoskin Consumers in Bandar Lampung

Nabila Trias Sahprada [1], Arif Sugiono [2], Winda Septiani [3]

[1]Student, Majoring Business Administration, Faculty of Social and Political Sciences, University of Lampung, Bandar Lampung, Indonesia.
[2,3]Lecturer, Majoring Business Administration, Faculty of Social and Political Sciences, University of Lampung, Bandar Lampung, Indonesia.

Email: nabilatrias@gmail.com

Abstract

Avoskin customers in Bandar Lampung are the focus of this study, which seeks to understand how beauty influencers, product quality, and brand image impact green skincare purchase decisions. Data for this study came from a questionnaire that was randomly selected using an incidental sampling methodology; the research method used was quantitative and explanatory. Using test methodologies such as outer model testing, inner model testing, and hypothesis testing, data analysis was conducted using MS Excel and SmartPLS 4.0 software. The study found that Avoskin customers' purchase decisions of green skincare are influenced to some extent by beauty influencers, product quality, and brand image. Furthermore, these three factors impact consumers' choices to buy at the same time.

Keywords: Beauty Influencer, Product Quality, Brand Image, Green Skincare

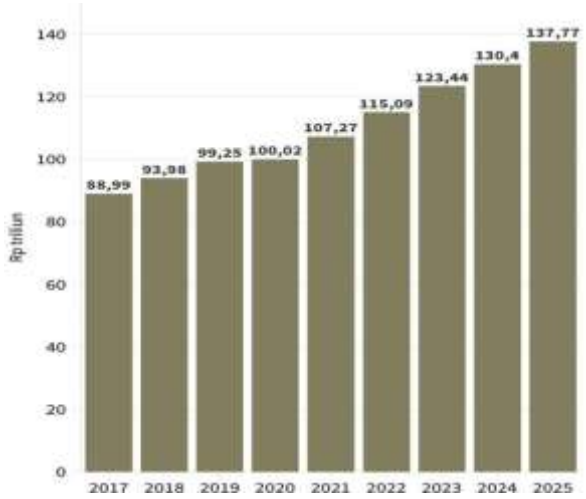
INTRODUCTION

Along with the growth of the cosmetics industry in Indonesia, the number of which continues to increase every year, which is detailed based on the cosmetics industry as of June 2023, there were 1024 cosmetics industries or an increase of

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12.16 percent from the previous year. The Indonesian beauty industry is growing rapidly with an increase of 21.9% in a year, from 913 companies (2022) to 1,010 (2023) (Kemenko Perekonomian, 2024). The market potential reaches 467,919 products in 2023, increasing more than 10 times in five years, with revenues of IDR 130.4 billion in 2024. Indonesia is also a major market for global skincare, as the second largest contributor (Euromonitor International, 2019). Statista (2023) predicts a growth of 4.6% in five years, with skincare contributing 30% of the market. This trend is driven by local brands, low production costs, and the role of beauty influencers (Izni, 2024).



Picture 1 Indonesian Beauty Products Revenue

Based on the information presented in picture 1, it can be seen that the amount of revenue from beauty and care products in Indonesia increases every year, namely in 2024 it managed to earn 130.4 billion in revenue. The increase in revenue was driven by the increasing purchasing decisions of Indonesian people for beauty products. According to Impact.com and Cube Asia (2023), as many as 87% of Indonesian consumers consider influencer recommendations before buying a product, including 67% of them for beauty products (Prindonesia.co, 2023). The role of beauty influencers is getting stronger with the increasing access to information on social media, which allows consumers to compare various products before making a purchasing decision. However, according to Denada et al. (2021), Truthful evaluations, free from exaggeration for financial benefit, are essential for beauty influencers to maintain customer confidence.

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In addition to the beauty influencer factor, product quality also has a huge effect on purchase decisions. Priyono & Wasiman (2024) stated that product quality plays a crucial role in determining consumer choices, especially in the competitive cosmetics industry. Products with natural and environmentally friendly ingredients are increasingly in demand because they provide safety for the skin while supporting environmental sustainability (Atikah et al., 2024). The concept of green skincare emerged in response to the rise in hazardous chemicals in beauty products, such as mercury and hydroquinone, which can be harmful to skin health (Anggraeni & Sabir, 2024). Green skincare refers to products made from natural ingredients that are free from hazardous chemicals, such as aloe vera extract, tea tree, and other organic ingredients (Sekartaji et al., 2022).

Avoskin is a local skincare brand with a green beauty concept, using natural ingredients such as kiwi extract, tangerine, and aloe vera, and implementing environmentally friendly packaging from processed sugar cane and glass. However, Avoskin is still ranked fourth after Somethinc, Scarlett, and MS Glow, due to lower consumer awareness compared to its competitors (Ardiana & Rafida, 2023). Purchasing decisions are influenced by brand image, which shapes consumer perceptions. Priyono & Wasiman (2024) emphasized that a strong brand image increases customer loyalty and product competitiveness, while Susanti & Wage (2024) mentioned a positive brand image as the main factor in purchasing decisions. According to Sherina & Nainggolan (2024), consumers are more likely to buy products from brands they have a positive association with.

However, there has been conflicting evidence about the factors that influence skincare purchase decisions. Nanda & Nilowardono (2022) found no significant effect of beauty influencers, while Apsari & Maulana (2023) found a positive and significant effect of beauty influencers and product quality. Priyono & Wasiman (2024) found that brand image had a significant effect on Garnier products, but Aruna & Pebrianggara (2024) came to the opposite conclusion. In light of the aforementioned phenomena, the current study seeks to analyze the influence of beauty influencers, product quality, and brand image on

LITERATURE REVIEW

Green Marketing

When a marketing plan takes environmental implications into account at every step from manufacturing to promotion to distribution it is called green marketing. The

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American Marketing Association (AMA) in Made et al. (2017) divides it into three aspects: marketing of environmentally friendly products (retailing), product development to minimize negative environmental impacts (social marketing), and production and promotion that are responsive to ecological issues (environmental). Dahlstrom (2010, in Rachmawaty & Hasbi, 2020) emphasizes that green marketing involves planning and implementing marketing that supports sustainable consumption and production. This difference in perspective shows that AMA has a broad approach with a focus on the development and marketing of environmentally friendly products, Dahlstrom highlights the sustainable planning aspect. Overall, green marketing not only helps reduce negative impacts on the environment but also improves product quality by using natural ingredients.

Consumer Behaviour

Consumer behavior refers to the study of how people and businesses choose, acquire, utilize, and eventually get rid of goods and services in order to fulfill their wants and requirements. Kotler & Keller (2008) emphasize that consumer behavior involves the process of decision-making regarding goods, services, ideas, or experiences. Schiffman & Kanuk (2007) and Solomon (2007) focus on the process of selecting and using products by individuals or groups to satisfy desires and needs. Although there are differences in the scope of definition, all experts agree that consumer behavior involves a series of processes from selection to use of products. This understanding is important for marketers in designing strategies that are in accordance with market needs and evolving business dynamics.

Beauty Influencer

Beauty influencers are part of a reference group that acts as an external factor in influencing consumer behavior, especially in purchasing decisions for beauty products. As a marketing strategy, influencer marketing utilizes the influence of beauty influencers on social media to reach potential consumers more effectively. Hutapea (2016, in Zukhrufani et al., 2019) refers to beauty influencers as individuals with expertise in the beauty field who share their experiences of using products. Utami & Setyowati (2023) added that they actively provide education, tips, and recommendations for beauty products. Thus, beauty influencers are an effective marketing strategy in attracting consumers, building relationships with audiences, and increasing the competitiveness of beauty brands in the market.

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Product Quality

Product quality is an external factor in the marketing mix that influences purchasing decisions. Kotler & Keller (2009) define product quality as a dynamic condition that meets consumer needs and expectations. Hansen & Mowen (2012, in Setyawan, 2020) see it as a customer evaluation process for improving product performance. Anggraeni & Soliha (2020) emphasize that product quality is the core of meeting customer needs to match their expectations. In general, product quality includes conformity to consumer expectations, optimal function, and continuous evaluation and improvement. Not only in terms of physical appearance, quality is also assessed from the benefits felt by consumers.

Brand Image

Brand image is an external factor that influences consumer behavior, reflecting their associations and beliefs towards a brand. Kotler & Keller (2009) define it as something that consumers remember when buying a particular product, while Tjiptono (2015, in Meliantari, 2023) adds that visual elements such as logos, designs, and colors differentiate between brands. Priyono & Wasiman (2024) highlight brand image as a representation of concepts, beliefs, and impressions that shape consumer perceptions. Overall, brand image plays a role in building perceptions, differentiating products in the market, and influencing consumer purchasing decisions and loyalty, which ultimately contributes to the brand's long-term success.

METHOD

This study uses a quantitative method to analyze factors that influence consumer purchasing decisions. This method tests the relationship between variables with numerical data that is analyzed statistically (Creswell, 2016). The study is an example of explanatory research, which aims to shed light on the interplay and impact of several factors (Sugiyono, 2019). eauty influencers (X1), product quality (X2), and brand image (X3) are the factors that are examined in relation to purchase choices (Y).

People living in Bandar Lampung who use Avoskin are the subjects of this study. Respondents who are residents of Bandar Lampung, have bought or used Avoskin products, and were chosen using a nonprobability sampling approach based on incidental sampling. First, we used the Cochran method to determine that 100 respondents would make up our study's sample. A Google Form questionnaire was used

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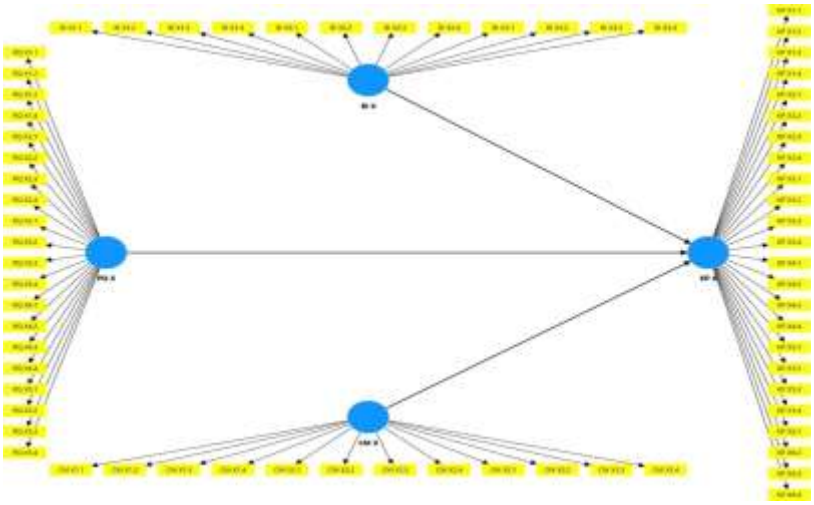
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to distribute the surveys and collect the sample. The collected data was subjected to SmartPLS 4.0's hypothesis testing, inner model tests, and outer model tests.

RESULTS AND DISCUSSION

Analisis Data (*Partial Least Square*)

Processing methods for the data in this study make use of the SEM approach, which is based on Partial Least Square (PLS). In this case, SmartPLS version 4.0 is utilized. The first of the two steps in the PLS approach is to compare the variables of the outer model, also called the measurement model, with the question items. In the second step, the outcomes of the hypothesis tests are determined by analyzing the structural or inner model.



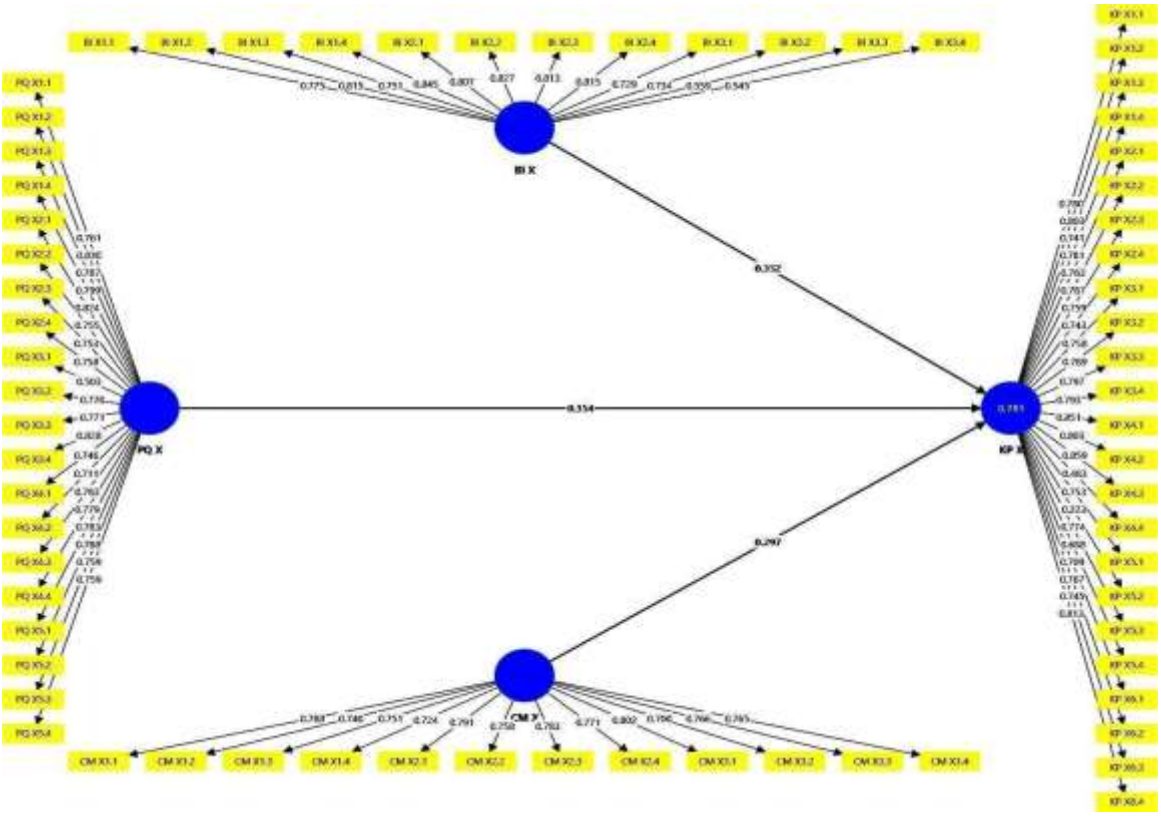
Picture 2 Outer Model Design

Loading Factor

If each indicator describes its construct variable with a value more than 0.7, then the indicator value in outer loadings can be considered valid (Ghozali & Latan 2015). In contrast, any value less than 0.7 will be removed

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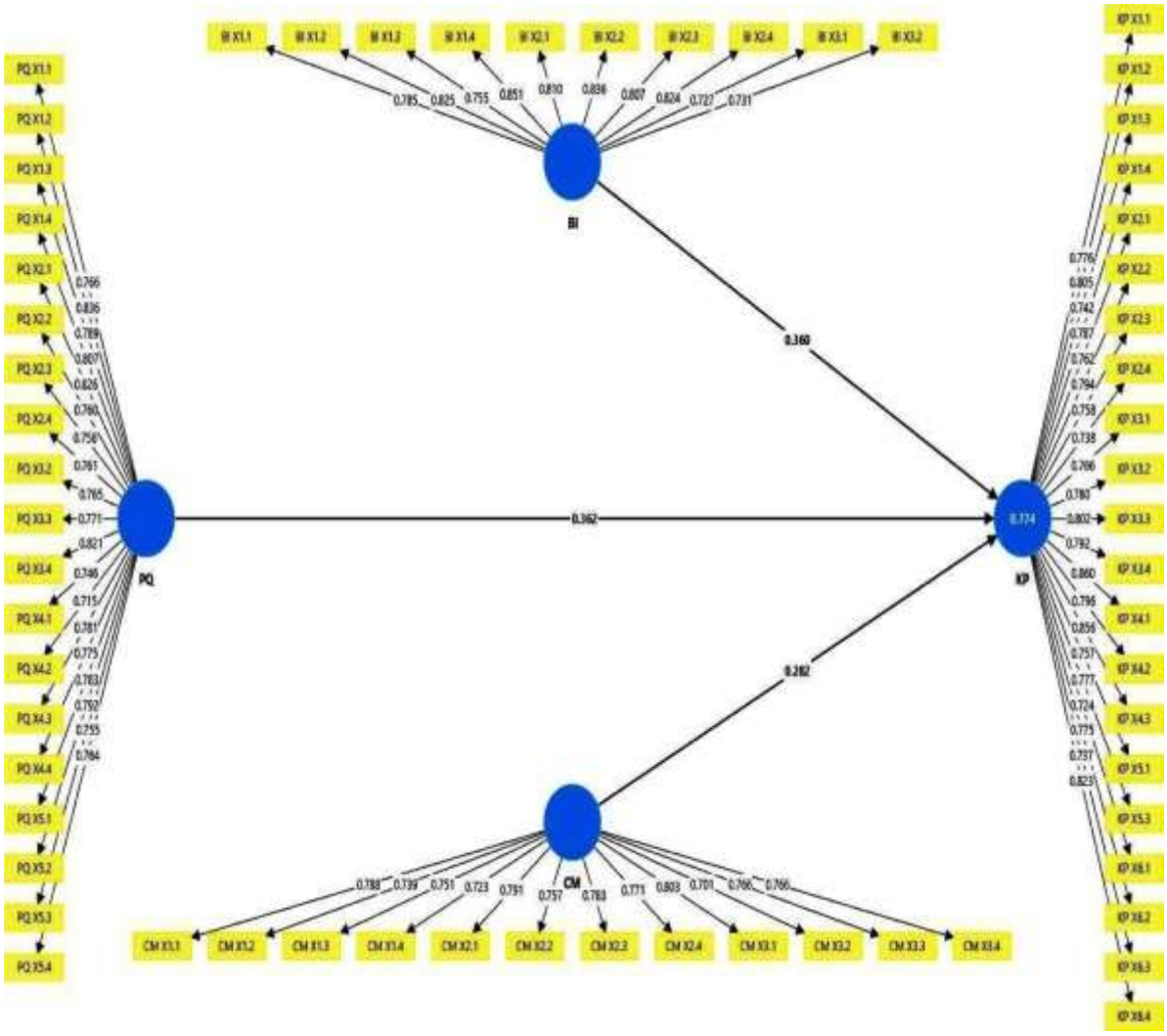


Picture 3 Loading Factor Model

Based on Figure 3 for reference. The loading factor value for each item must be more than 0.7 in order for the measurement model to be derived from the correlation between the item or instrument score and its construct score. Eliminated will be values below or less than 0.7. If the value of Product Quality, Brand Image, and Purchase Decision is more than > 0.7, then the data processed initially using the Beauty Influencer variables are deemed genuine. Two incorrect components (<0.7), BI X3.3 and BI X3.4, are present in the variable beauty influencers. Furthermore, PQ X3.1 is an invalid item in the Product Quality variable. After that, we get the Purchase Decision variable, which contains three null items (KP X4.4, KP X5.2, and KP X5.4). The remaining ones are good bets (> 0.7). Hence, the model should not include the loading factor value if it is less than 0.7.

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Picture 4 Loading Factor Model (II)

The graphic clearly shows that the outer loading value has satisfied the requirements, namely that all indicators have a value greater than 0.7, indicating that all indicators are genuine. This is based on the findings of the second data processing, which involved deleting invalid items. The statement "Beauty influencers provide trusted skincare recommendations" in item BI X1.4 has the highest loading factor value of 0.851 in the Beauty influencer variable, as shown in figure 3. In addition, for the Brand Image

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variable, the statement "Users of Avoskin products seem to care about skin health" (CM X3.1, 0.873) has the highest loading factor value. Next, the statement "I have the convenience of getting Avoskin products anytime" in item KP X4.1 has the highest loading factor value in the Purchase Decision variable. Then in the Product Quality variable, the largest loading factor value is in item PQ X1.2 with the statement "The content of natural ingredients in Avoskin products is stated on the packaging".

DISCUSSION

The factors of beauty influencer, brand image, and product quality significantly impact purchase decisions, according to the findings of the hypothesis test that was done using the bootstrapping approach. This study's discussion is organised as follows, based on these findings.

The Influence of Beauty Influencers on Purchasing Decisions

The study's findings on Avoskin buyers in Bandar Lampung show that these influencers positively affect sales (p = 0.360, or 36.0% of the total). The t-statistic value was 3.602 (> 1.66) and the p-value was 0.000 (<0.05), indicating a significant impact in the hypothesis test. The largest contribution in forming the beauty influencer construct comes from the trust factor in skincare recommendations, with the highest indicator being the statement that beauty influencers provide recommendations that can be trusted (0.851).

This trust is supported by credibility (0.825), extensive knowledge about skincare (0.826), objectivity in comparing products (0.824), and the ability to explain skincare content in detail (0.810). Although the skill factor in practicing the use of skincare has a lower contribution (0.807), beauty influencers are still considered a credible source of information in purchasing decisions. This is in line with previous research which shows that the level of trust in beauty influencers is directly proportional to consumer purchasing intentions. In addition, visual appeal (0.731) and an interesting communication style (0.727) also play a role in increasing audience engagement.

The characteristics of respondents who are mostly women (87%) aged 21–25 years (69%) and students (60%) show that Avoskin consumers tend to prioritize credibility over other aspects such as practical product usage skills. Overall, beauty influencers play an critical part in building consumer attention and interest through credibility, recommendations, and education about skincare products.

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The Influence of Product Quality on Purchasing Decisions

This research confirms what many had suspected: Avoskin customers in Bandar Lampung place a high value on high-quality products. With a route coefficient value of 0.362 (36.2%), structural model test analysis (which includes the inner model, outer model, and hypothesis test) supports a positive association between product quality and purchase decisions. According to the hypothesis test, there is a significant impact since the t-statistics value is 3.602>1.66 and the p-value is 0.000<0.05.

The main factor that forms the perception of product quality is the transparency of natural ingredients listed on the packaging, with the highest contribution value (PQ X1.2 = 0.836). This is in line with the view of Kotler & Keller (2009) that product quality reflects suitability to consumer needs and expectations. In addition, Priyono & Wasiman (2024) emphasized that product quality plays a vital part in the purchase decision. Respondents also assessed that Avoskin products provide results according to their claims, supported by a PQ X2.1 contribution value of 0.826. Other factors that support consumer satisfaction include product effectiveness (PQ X2.4 = 0.761), the product's ability to be easily absorbed by the skin (PQ X2.2 = 0.760), and consistency of benefits until the product runs out (PQ X3.4 = 0.821). Long-term aroma stability (PQ X3.2 = 0.765) is also considered important because it reflects the stability of the formulation.

In addition to product benefits, sensory factors such as non-disturbing aromas (PQ X1.4 = 0.807) and packaging design that matches the product concept (PQ X5.2 = 0.792) also contribute to brand appeal and image. Product variety (PQ X1.1 = 0.766) is another factor that supports Avoskin's competitiveness, considering that consumers expect more choices according to their needs (Putri & Santoso, 2023). The results of the analysis of respondent characteristics show that the majority are women (87%) aged 21–25 years (69%), with student status (60%) and income of less than IDR 1,000,000 per month (35%). These young consumers tend to consider information transparency, product effectiveness, and quality stability before purchasing.

In the perspective of Kotler & Keller's theory (2012), potential products include innovations that can be carried out in the future. Therefore, Avoskin can improve the quality of its products by paying more attention to the aroma and packaging information aspects. This study supports the findings of Pratiwi et al.
(2022) that consumers' opinion of a product's quality affects their choice to buy. Customers are more likely to buy, be loyal, and have faith in a brand when they receive high-quality goods.

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The Influence of Brand Image on Purchasing Decisions

The analysis's findings demonstrate that Avoskin consumers in Bandar Lampung are influenced positively by the brand's image. With a t-statistics value of 3.221 (>1.66) and a p-value of 0.001 (<0.05), the inner model test confirmed a significant association between brand image (X3) and purchase decisions (Y), yielding a path coefficient of 0.282 (28.2%). "Users of Avoskin products seem to care about skin health," stated in CM item X3.1, is the most influential factor (0.803) in shaping consumers' perceptions of the brand.

A customer's lasting impression of a brand is what makes a purchase memorable (Kotler and Keller, 2009). Avoskin has built a positive image through the effectiveness of its products. The results of the outer loading analysis also show that Avoskin consumers tend to choose natural products, with a significant contribution from the statement "Avoskin products are known to be effective in caring for skin" (0.791). Product effectiveness is a major factor in driving purchasing decisions because consumers prefer products that match their claims (Anggraeni & Soliha, 2023).

In addition to effectiveness, Avoskin is known as a local brand that carries the concept of sustainability with natural ingredients. The statement "Avoskin is known as a local product company" has a contribution of 0.788, while "Avoskin products use raw materials from nature" is worth 0.783. Global trends show that consumers are increasingly interested in natural and environmentally friendly products (Wijayanti & Prasetyo, 2023).

Another advantage of Avoskin is the suitability of its products to Indonesian skin (0.771) and its inclusivity for various groups (0.766). This factor increases the brand's appeal because consumers tend to choose products that are formulated according to their skin characteristics (Rahman & Dewi, 2023). In addition, Avoskin follows the latest skincare trends with a contribution of 0.757, reflecting innovation that is tailored to consumer preferences (Putri & Santoso, 2023).

Although Avoskin's brand image is generally strong, there are several aspects that still need to be improved. Respondents assessed that Avoskin was not active enough in environmental activities (0.739) and needed to improve marketing communications related to natural ingredients (0.751). In addition, the response to consumer feedback (0.723) was also an area of improvement, because good interaction can increase customer loyalty (Priyono & Wasiman, 2024). Environmental consciousness and the desire for products made with natural

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components are still considerations, albeit secondary ones, when making purchases. This study's findings that favourable brand image influences purchase decisions are consistent with those of Sherina & Nainggolan (2024) and Sollu & Hendratmoko (2024). Avoskin has built a strong image, but further strategies are needed in product innovation, consumer education, and customer service to increase competitiveness and customer loyalty in the long term.

The Influence of Beauty Influencers, Brand Image, and Product Quality on Purchasing Decisions

This study uses a structural model test to look at how beauty influencers, product quality, and brand image affect people's decisions to buy Avoskin goods in Bandar Lampung. The R-Square results show that the independent variables contribute significantly to purchasing decisions.

Beauty influencers are an effective factor in increasing purchasing decisions by expanding market reach. Product quality, especially natural ingredients, makes it easier for consumers to choose according to their skin type. A strong brand image also strengthens purchasing decisions, where Avoskin has been embedded in the minds of consumers as an effective skincare brand. The majority of respondents chose to buy through official distributors to ensure the authenticity of the product.

A high R-Square result of 77.4% indicates a robust relationship between the three independent variables and purchase decisions in the inner model test. What this indicates is that these three variables account for 77.4 percent of the variance in buying choices. The research model is quite feasible, as shown by the GoF Index result of 0.685, or 68.5%.

In addition to reiterating earlier results, this study delves into the interplay of the three variables in determining purchase choices all at once. Therefore, the variables that impact customer behaviour in the cosmetics sector are further illuminated by this study.

CONCLUSION

The research found that in Bandar Lampung, consumers' decisions to buy Avoskin green skincare are impacted by beauty influencers, product quality, and brand image. Partially, beauty influencers contribute 36.0%, with the main factors such as skincare recommendations, extensive knowledge, credibility, objective reviews, and detailed explanations. Product quality has an influence of 36.2%, which is supported by aspects of natural ingredients, suitability of product claims, maintained efficacy, non-

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disturbing aromas, packaging design that matches the concept, and diversity of product variations. Meanwhile, brand image has an influence of 28.2%, with the main factors that form it including concern for skin health, effectiveness in caring for the skin, status as a local product, use of natural raw materials, and product suitability for all groups. Simultaneously, the three variables beauty influencers, product quality, and brand image influence the purchase decision of Avoskin green skincare in Bandar Lampung with a contribution of 77.4%.

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