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The Influence Of Digital Advertising On Purchasing Decisions For Glad2Glow Skincare Products At Yogya Grand Majalengka

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Abstract

The purpose of this paper is to discuss digital advertising as a marketing communication strategy in shaping purchasing decisions for Glad2Glow skincare products. The discussion intends to provide insight into the role of digital-based promotional messages in influencing consumer perceptions, trust, and purchasing behaviour in the skincare industry. The paper, hence, covers the dimensions of digital advertising, including informativeness, persuasiveness, credibility, interactivity, and content quality, as factors that may contribute to consumer purchase decisions. This study employed a quantitative approach involving 50 respondents who had purchased Glad2Glow products and obtained product information through social media. The data were analysed using simple linear regression. The findings show that digital advertising has a positive and significant role in purchasing decisions, with a coefficient of determination of 64%. Among the dimensions examined, credibility appeared as the most dominant factor in influencing consumer decisions. The writing is anticipated to be helpful for future research focusing on digital advertising, marketing communication, consumer behaviour, and purchase decisions. As efforts are made to strengthen consumer engagement and improve marketing effectiveness, credible and informative digital advertising is believed to play an important role in encouraging consumers to make purchasing decisions.

Keywords: Digital Advertising; Marketing Communication; Purchase Decision; Consumer Behaviour; Skincare.

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INTRODUCTION

The rapid development of digital technology has permanently transformed the way companies identify potential consumers, predict purchasing needs, communicate product benefits, and encourage consumers to recommend products to others. In contemporary marketing, digital technology and communication channels such as social media and e-commerce have changed the interaction between companies and consumers by expanding market reach and supporting more personal, measurable, and targeted communication strategies (Kumar & Gupta, 2016; Kotler et al., 2022). These changes have positioned digital advertising as an important element of marketing communication, particularly for products that rely heavily on visual content and consumer trust.

Digital advertising through social media platforms allows brands to deliver promotional messages visually, persuasively, and repeatedly. Instagram ads, TikTok content, influencer collaborations, and interactive campaigns are commonly used to introduce products, build brand awareness, and stimulate consumer interest. In the skincare industry, these strategies are particularly relevant because consumers often rely on digital information, product reviews, visual evidence, and social proof before deciding to purchase a product. Digital advertising is therefore not only a promotional tool but also a communication instrument that can shape perceptions, attitudes, and consumer confidence.

Glad2Glow is one of the skincare brands that uses digital advertising to introduce and promote its products to a wider audience. The brand relies on video promotions, influencer collaboration, interactive social media campaigns, and content distribution to increase product awareness and encourage purchasing decisions. This form of advertising is also visible in the retail environment of Yogya Grand Majalengka, where Glad2Glow products have gradually become known among consumers through online exposure. Nevertheless, the extent to which digital advertising influences purchasing decisions in an offline retail context remains an important issue to examine.

Consumers today are exposed to a large number of skincare advertisements in digital spaces. This exposure makes consumers more selective and critical in evaluating product claims, safety, credibility, and relevance to their needs. In this situation, the purchasing decision process may occur through several stages, such as attention, interest, desire, decision, and action. The application of the AIDDA model in digital marketing helps companies understand consumer behaviour systematically, from initial attention to final action, so that marketing strategies can be designed more effectively (Wijayanti & Murdapa, 2025).

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Previous studies have shown that social media advertising, brand awareness, influencer marketing, electronic word of mouth, and digital marketing influence consumer interest and purchasing decisions for skincare products (Fatimah et al., 2025; Febriana Khoirunnisa' & Saputra, 2025; Firdausi et al., 2025). However, studies that specifically examine digital advertising as a marketing communication strategy for Glad2Glow products in an offline retail setting remain limited. Most existing studies focus on online platforms such as TikTok, TikTok Shop, or online purchasing environments. This study addresses this gap by examining how digital advertising affects purchasing decisions among customers of Glad2Glow at Yogya Grand Majalengka.

Based on this background, the purpose of this study is to analyse the influence of digital advertising on purchasing decisions for Glad2Glow skincare products among customers of Yogya Grand Majalengka. The study is expected to contribute theoretically to the development of digital marketing communication and consumer behaviour studies. Practically, the findings may help Glad2Glow and the retail management of Yogya Grand Majalengka design more effective digital advertising strategies that can connect online exposure with offline purchasing behaviour.

LITERATURE REVIEW

Digital advertising refers to the use of digital media and online platforms to communicate promotional messages to target audiences. In marketing communication, digital advertising enables companies to present information, highlight product benefits, create persuasive appeals, build credibility, and encourage interaction with consumers. Its effectiveness is influenced not only by the frequency of exposure but also by the quality of information, credibility of the source, relevance of the message, and ability to involve consumers in communication activities.

This study examines five dimensions of digital advertising. Informativeness refers to the ability of an advertisement to provide clear, complete, and relevant product information. Persuasiveness reflects the ability of an advertisement to convince consumers and stimulate interest. Credibility represents the degree to which consumers trust the source and content of the advertising message. Interactivity refers to the ability of digital advertising to invite consumer responses, comments, questions, and engagement. Content quality refers to the visual, textual, and creative quality of the advertisement, including the clarity of messages and attractiveness of presentation.

Consumer behaviour theory explains that purchasing decisions are influenced by psychological, social, cultural, and personal factors. Consumers usually identify needs, seek information, evaluate alternatives, and then decide whether to purchase a product. In the skincare

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market, consumers tend to evaluate information more carefully because the product is related to appearance, health, and personal confidence. Therefore, advertisements that are credible, informative, and relevant may reduce uncertainty and help consumers make decisions.

Integrated Marketing Communication theory emphasizes the importance of consistent, coordinated, and strategic messages across multiple media channels. Digital advertising should not stand alone but should be integrated with other communication activities, including social media content, direct marketing, influencer communication, product display, and in-store promotion. Consistency between online messages and offline retail experiences can strengthen brand image and consumer trust.

Several previous studies support the relevance of this research. Studies on Glad2Glow have shown that digital marketing, electronic word of mouth, lifestyle, influencer marketing, brand image, and social media campaigns influence consumer decisions or purchase intention (Fatimah et al., 2025; Firdausi et al., 2025; Muhammadiyah Bengkulu, n.d.; Tri Lestari et al., 2024). However, this study differs by focusing on digital advertising as a specific marketing communication variable and by examining customers who make purchases in a physical retail store. This distinction is important because offline retail behaviour may differ from online purchase behaviour, particularly in how digital exposure is translated into actual buying action at the point of sale.

RESEARCH METHOD

This study used a quantitative approach with a descriptive method to measure and analyse the influence of digital advertising on purchasing decisions for Glad2Glow skincare products among customers of Yogya Grand Majalengka. The quantitative approach was selected because it allows the relationship between digital advertising and consumer purchasing decisions to be measured objectively and tested statistically.

The population consisted of 50 customers who had purchased Glad2Glow products at Yogya Grand Majalengka during the first year after the counter was established in 2024. The sampling technique used was total sampling because the population was fewer than 100 respondents. The respondents were customers who had purchased Glad2Glow products at least three times and had obtained product information through social media.

Data were collected using a questionnaire with a five-point Likert scale. The independent variable was digital advertising (X), which consisted of informativeness (X1), persuasiveness (X2), credibility (X3), interactivity (X4), and content quality (X5). The dependent variable was purchasing

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decision (Y). Data were analysed using validity tests, reliability tests, normality tests, descriptive statistics, simple linear regression, t-test, F-test, and coefficient of determination using SPSS.

The regression model used in this study was formulated as follows: Y = a + bX. In this model, Y represents purchasing decision, a represents the constant, b represents the regression coefficient, and X represents digital advertising.

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 50 consumers of Glad2Glow products at Yogya Grand Majalengka. The respondents were identified based on social media usage duration, age, and the social media platform used as a source of product information. Most respondents were young consumers and active social media users, indicating that digital exposure was highly relevant to their purchasing process.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Daily social media use	< 1 hour	6	12%
Daily social media use	1-2 hours	24	48%
Daily social media use	> 3 hours	20	40%
Age	< 25 years	38	76%
Age	> 25 years	12	24%
Social media source	TikTok	34	68%
Social media source	Instagram	16	32%

The data show that 48% of respondents used social media for one to two hours per day, while 40% used social media for more than three hours per day. In terms of age, 76% of respondents were under 25 years old. TikTok was the dominant source of product information, used by 68% of respondents, while Instagram was used by 32% of respondents. These findings indicate that the respondents were highly exposed to digital content and social media advertising.

Validity and Reliability Tests

The validity test was conducted on 24 questionnaire items consisting of 10 items for digital advertising and 14 items for purchasing decision. The results show that all items had r-count values greater than the r-table value of 0.279, indicating that all items were valid and could be

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used for further analysis.

Table 2. Validity Test of Digital Advertising Variable

Item	r-count	r-table	Result
1	0.456	0.279	Valid
2	0.660	0.279	Valid
3	0.520	0.279	Valid
4	0.528	0.279	Valid
5	0.638	0.279	Valid
6	0.622	0.279	Valid
7	0.458	0.279	Valid
8	0.454	0.279	Valid
9	0.459	0.279	Valid
10	0.607	0.279	Valid

Table 3. Validity Test of Purchasing Decision Variable

Item	r-count	r-table	Result
1	0.618	0.279	Valid
2	0.482	0.279	Valid
3	0.540	0.279	Valid
4	0.550	0.279	Valid
5	0.281	0.279	Valid
6	0.340	0.279	Valid
7	0.495	0.279	Valid
8	0.541	0.279	Valid
9	0.402	0.279	Valid
10	0.393	0.279	Valid
11	0.602	0.279	Valid
12	0.506	0.279	Valid
13	0.553	0.279	Valid
14	0.406	0.279	Valid

The reliability test was conducted using Cronbach's Alpha. The digital advertising variable obtained a Cronbach's Alpha value of 0.733, while the purchasing decision variable obtained a

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value of 0.747. Both values exceeded 0.70, indicating that the instruments were reliable.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Criterion	Result
Digital Advertising	0.733	> 0.70	Reliable
Purchasing Decision	0.747	> 0.70	Reliable

Normality Test and Regression Analysis

The Kolmogorov-Smirnov normality test produced an Asymp. Sig. value of 0.064, which was greater than 0.05. This result indicates that the residual data were normally distributed. The Normal P-P Plot also showed that the residual points followed the diagonal line, supporting the conclusion that the normality assumption was fulfilled.

The results of simple linear regression show that digital advertising has a positive and significant effect on purchasing decisions. The regression equation obtained was Y = 20.055 + 0.930X. This equation indicates that every increase in digital advertising is followed by an increase in purchasing decision. The significance value of 0.000 indicates that the effect is statistically significant.

Table 5. Simple Linear Regression Results

Test/Indicator	Result	Interpretation
Regression equation	Y = 20.055 + 0.930X	Positive relationship
R Square	0.640	64% of purchasing decision is explained by digital advertising
F-test	85.332; Sig. 0.000	Regression model is significant
t-test/significance	Sig. 0.000	Digital advertising has a significant effect
Normality test	Asymp. Sig. 0.064	Residual data are normally distributed

The coefficient of determination shows that digital advertising explains 64% of the variation in purchasing decisions, while the remaining 36% is influenced by factors outside this study. This finding confirms that digital advertising plays an important role in influencing consumer decisions to purchase Glad2Glow skincare products at Yogya Grand Majalengka.

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Effect of Digital Advertising Dimensions

Further analysis was conducted to examine the contribution of each dimension of digital advertising. The results show that all dimensions had positive relationships with purchasing decisions. Credibility had the highest contribution, followed by informativeness, interactivity, content quality, and persuasiveness.

Table 6. Effect of Digital Advertising Sub-Variables on Purchasing Decision

Sub-variable	R	R Square
X1 (Informativeness)	0.600	0.360
X2 (Persuasiveness)	0.414	0.171
X3 (Credibility)	0.605	0.366
X4 (Interactivity)	0.587	0.345
X5 (Content Quality)	0.520	0.270

DISCUSSION

The results show that digital advertising has a positive and significant effect on purchasing decisions. This finding supports the argument that digital advertising is an important marketing communication strategy in the skincare industry. Repeated exposure to social media content and digital advertisements helps consumers recognise the product, understand its benefits, develop trust, and eventually make purchasing decisions. The finding also indicates that digital communication can influence offline purchase behaviour, because respondents purchased products at Yogya Grand Majalengka even though they obtained product information through social media.

Informativeness contributed strongly to purchasing decisions. Informative advertisements provide consumers with clear and relevant information about product benefits, ingredients, usage, and value. In skincare purchases, information is essential because consumers want to know whether a product is suitable for their skin concerns. When advertisements provide useful information, consumers can evaluate alternatives more confidently and reduce uncertainty before purchasing.

Persuasiveness showed the lowest contribution among the five dimensions, although its effect remained positive. This result suggests that emotional or persuasive appeals alone may not be the main factor influencing skincare consumers. Consumers of skincare products tend to be more rational and careful because they consider product safety, suitability, and credibility.

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Therefore, persuasive messages should be supported by credible information and clear evidence rather than relying only on attractive promotional claims.

Credibility was the most dominant dimension influencing purchasing decisions. This finding indicates that consumers place great importance on the trustworthiness of advertising messages and sources. In the skincare industry, credibility is crucial because products are related to personal appearance and skin health. Consumers are more likely to purchase a product when they believe that the advertisement is honest, the information is accurate, and the source is trustworthy.

Interactivity also had a strong contribution. Interactive digital advertising encourages consumers to comment, ask questions, watch live sessions, respond to campaigns, and engage with the brand. Such interaction can create a sense of involvement and strengthen the relationship between consumers and the brand. When consumers feel connected to a brand, they may be more likely to continue the purchase process.

Content quality had a moderate contribution to purchasing decisions. Attractive visuals, clear messages, creative presentation, and relevant content can create positive impressions of the product. However, in this study, content quality was less influential than credibility, informativeness, and interactivity. This suggests that attractive content should be combined with trustworthy and useful information to produce stronger effects on purchasing decisions.

Overall, the findings confirm that digital advertising functions as a bridge between online exposure and offline purchasing decisions. Digital advertising does not only create awareness but also shapes consumer evaluation and trust. For Glad2Glow, the results imply that digital advertising strategies should prioritise credible messages, product information, interactive communication, and consistent content across platforms such as TikTok and Instagram.

CONCLUSION

Based on the results of this study, it can be concluded that digital advertising has a positive and significant effect on purchasing decisions for Glad2Glow skincare products among customers of Yogya Grand Majalengka. The regression results show a coefficient value of 0.930 with a significance value of 0.000. The R Square value of 0.640 indicates that 64% of the variation in purchasing decisions can be explained by digital advertising, while 36% is influenced by other factors outside this study.

All dimensions of digital advertising, namely informativeness, persuasiveness, credibility, interactivity, and content quality, showed positive relationships with purchasing decisions.

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Credibility was the most dominant dimension, indicating that consumer trust in the source and content of advertising messages is the strongest factor in encouraging purchase decisions. Informativeness and interactivity also played important roles by helping consumers understand the product and engage with the brand.

For practical implications, Glad2Glow should strengthen the credibility of its digital advertising messages by presenting accurate product information, transparent claims, and trustworthy promotional content. The brand should also improve interactive communication through TikTok and Instagram, while maintaining attractive and relevant content quality. Future researchers are encouraged to include additional variables such as brand trust, product quality, price perception, perceived value, or electronic word of mouth to obtain a more comprehensive explanation of consumer purchasing decisions.

FUTURE DIRECTIONS

Future studies are encouraged to broaden the scope of respondents by involving consumers from different retail outlets and regions so that the influence of digital advertising on skincare purchasing decisions can be understood more comprehensively. Further research may also examine additional variables, such as brand trust, brand awareness, perceived value, price perception, product quality, electronic word of mouth, and influencer credibility, to explain other factors beyond digital advertising that may contribute to purchasing decisions. Since the present study applied simple linear regression to examine the direct influence of digital advertising, future researchers may employ multiple regression, mediation-moderation analysis, or Structural Equation Modeling to investigate more complex relationships among digital advertising dimensions and consumer behaviour. Moreover, future research may compare online and offline purchasing contexts to understand how exposure to social media advertising is translated into actual purchase decisions at physical retail stores. Such directions are expected to enrich the development of digital marketing communication studies, particularly in the skincare industry and online-to-offline consumer behaviour.

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