THE INFLUENCE OF INFLUENCER MARKETING STRATEGIES ON BRAND AWARENESS AND PURCHASE DECISIONS OF SKINCARE MS GLOW PRODUCTS AMONG YOGYAKARTA STUDENTS

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Abstract

This study aims to analyze the influence of influencer marketing strategies on brand awareness and purchase decisions of MS Glow skincare products among Yogyakarta students. The background of the research is based on the increasing use of social media and the dominant role of influencers in influencing the behavior of young consumers, particularly in the beauty industry. This study used a quantitative approach with an explanatory design, involving 50 student respondents aged 18–25 years who had seen the promotion of MS Glow through influencers. The sampling technique was carried out through purposive sampling. Data collection was carried out by Likert scale questionnaire, and data analysis included validity, reliability, classical assumption test, multiple linear regression, and mediation test. The results of the study show that influencer marketing has a positive and significant effect on brand awareness and purchase decisions. Brand awareness also has a significant effect on purchasing decisions. Mediation analysis revealed that brand awareness partially mediates the relationship between influencer marketing and purchase decisions. This shows that influencer marketing strategies not only have a direct impact on purchase decisions, but also reinforce those decisions through increased brand awareness. Overall, this study emphasizes the importance of the role of influencers in increasing brand visibility and appeal, as well as encouraging student purchasing decisions for MS Glow skincare products.

Keywords: Influencer marketing, brand awareness, purchase decisions, MS Glow, Yogyakarta students

INTRODUCTION

The development of the beauty industry in Indonesia has increased very rapidly in the last decade. This growth is driven by the increasing awareness of the public, especially the younger generation, of the importance of skin care as part of the modern lifestyle. MS Glow is one of the local skincare brands that has managed to become a popular choice among young consumers. The high competition in the beauty industry makes companies must be able to create effective marketing strategies that are relevant to consumers' current digital media consumption patterns. One of the strategies that is considered the most influential is *influencer marketing*.

Influencer marketing is a form of marketing that utilizes public figures or individuals who have influence on social media to promote products to their followers. Influencers are considered closer to consumers due to the personalized, authentic, and interactive nature of their content. This makes influencers able to build trust and influence the opinions of their followers in making purchasing decisions. According to Putri & Rachman (2023), influencers have a significant influence on brand perception through their credibility, appeal, and ability to package marketing messages in a way that is easily accepted by the audience. Previous research has shown that factors such as consumer trust have a significant influence on consumer decisions and satisfaction in the purchase process, so the higher the level of trust, the more likely consumers are to make a purchase (Rinaldi & Naeheli, 2026).

Students are a segment of consumers who are very active in the use of social media and are responsive to the content displayed by influencers. The students' lives close to beauty trends and skincare needs make them potential target markets for products like MS Glow. The city of Yogyakarta, as an educational center with a large number of students, is the right area to study the effectiveness of influencer marketing strategies in influencing the behavior of young consumers.

One of the important indicators of influencer marketing success is increasing *brand awareness*. Brand awareness reflects the ability of consumers to recognize and remember a brand. A high level of brand awareness can ultimately have an impact on the product consideration and purchase process. In the context of the beauty industry, the high number of competing brands makes brand awareness play an important role in determining consumer purchase decisions. Research by Salsabila et al. (2023) shows that brand awareness is the main factor that shapes consumer interest and confidence in a beauty product.

Various previous studies have shown that influencer marketing affects brand awareness and purchase decisions. However, most of the research was done in different product contexts or regions. There is still limited research that specifically examines how MS Glow's influencer marketing strategy affects brand awareness and purchasing decisions for students in Yogyakarta, even though this region has the characteristics of young consumers who are unique, digitally active, and critical in choosing beauty products. This research gap is important to be studied further in order to provide an empirical picture of the effectiveness of influencer marketing in influencing the behavior of young consumers in the area. In line with that, research by Rinaldi (2021) shows that the application of influencer marketing through social media is able to increase consumer trust which then strengthens brand awareness and encourages decisions to purchase promoted products. Based on this presentation, this study aims to analyze the influence

of influencer marketing strategies on brand awareness and purchase decisions of MS Glow skincare products among students in Yogyakarta. In addition, this study also aims to determine the role of brand awareness as a mediator in the relationship between influencer marketing and purchase decisions.

REVIEW OF LITERATURE

Influencer Marketing

Influencer marketing is a digital marketing strategy that utilizes individuals with a large number of followers and a high level of influence on social media to promote a product. Influencers are considered more effective than traditional advertising because they have a close relationship (parasocial relationship) with the audience and are able to build trust through authentic content. According to the meaning of Sukma Lengkawati Taris Qistan Saputra. (2021) Influencer marketing is a marketing strategy that in the early stages is seen as having great potential in increasing sales of a product through the process of socialization to the public as target consumers, especially related to understanding consumer behavior in making purchase decisions. According to Putri and Rachman (2023), influencer marketing has been proven to increase consumer interest because followers perceive influencer recommendations as credible and relevant information. This is in line with *the Source Credibility Theory* put forward by Hovland et al. (1953), which states that the effectiveness of promotions is influenced by the level of expertise, trust, and attractiveness of informants. In the context of beauty products, influencer credibility is a key factor because consumers tend to trust the user experience displayed directly through social media.

Brand Awareness

Brand awareness is the ability of consumers to recognize and remember a brand in various conditions. According to Kotler and Keller (2016), brand awareness is an important component in building brand equity and is the first step in determining purchasing choices. The higher the level of brand awareness, the more likely it is that the brand will be considered by consumers. According to Paramansyah & Ernawati (2020), a high level of brand awareness is expected to be able to make a brand reappear in consumers' memories when the need for certain product categories arises, so that the brand is used as an alternative in the decision-making process. Brand awareness reflects the extent to which consumers have knowledge and recognition of the existence of a brand. In the skincare industry that is filled with many brand choices, brand awareness plays an important role in determining the preferences of young consumers. Salsabila et al. (2023) stated that consistent exposure to promotions through influencers can significantly increase brand recognition and brand recall, thereby strengthening the brand's position in the minds of consumers.

Purchase Decision

The purchase decision is the final action of the consumer after going through the evaluation and consideration process of a product. Herman et al. (2023) explained that purchasing decisions are decisions made by consumers that can be influenced by various factors, such as economic conditions, technological developments, political situations, prices, locations, and promotional activities. These factors shape consumers' attitudes in processing the information received so that it produces a decision that is reflected in the

choice of the product to be purchased. According to Kotler and Armstrong (2018), purchasing decisions are also influenced by psychological, social, and marketing factors, including product quality, price, and recommendations from other parties. In the digital era, influencer recommendations are one of the strong factors influencing purchasing decisions, especially for young consumers. Septiani and Nurhayati (2022) explained that consumers trust influencer reviews more because they are considered real experiences that can be a reference in choosing skincare products that suit their needs. Thus, influencer marketing can strengthen purchase intent through the formation of positive perceptions and consumer confidence in the benefits of the product.

The Relationship of Influencer Marketing and Brand Awareness in Purchasing Decisions

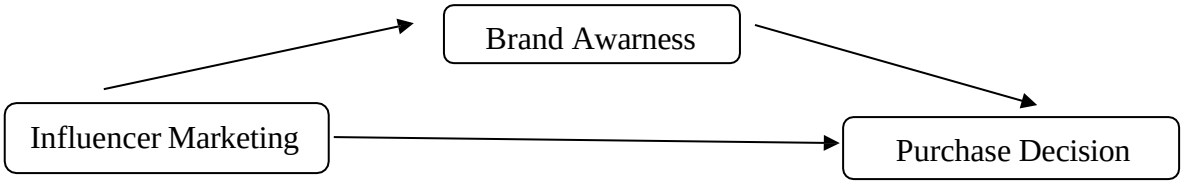
The relationship between influencer marketing and brand awareness has been widely proven in previous research. Wati and Setiawan (2022) found that the quality of information conveyed by influencers significantly increases brand recognition because natural visual content and narrative are easier for the audience to remember. Influencers help expand the brand's reach through high interaction and engagement with their followers. This explains why skincare products like MS Glow often use influencers to build brand visibility on social media, especially on platforms such as Instagram, TikTok, and YouTube.

Brand awareness also has an important role in influencing purchasing decisions. Kotler and Keller (2016) state that consumers tend to choose brands they are familiar with over completely foreign brands. Research by Salsabila et al. (2023) shows that high brand awareness can increase buying interest up to twice compared to low brand awareness, especially in the beauty product category that requires a sense of security and high trust from consumers. Thus, brand awareness acts as a bridge that connects promotions by influencers with the purchase decision process.

Furthermore, influencer marketing has been proven to have a direct influence on purchase decisions. Putri and Rachman (2023) stated that influencers are able to reduce consumer risk perception of a product through reviews, testimonials, and usage demonstrations. Consumers feel more confident to buy products that have been tried and recommended by public figures they trust. In the context of MS Glow skincare products, the number of influencers who display before-after results can increase students' confidence to buy because they see credible visual evidence of the product's effectiveness.

Some studies have also shown that brand awareness acts as a mediating variable in the relationship between influencer marketing and purchase decisions. Wati and Setiawan (2022) explained that influencer marketing will be more effective when the content they create is able to increase brand recognition first. After consumers get to know the brand, they enter the evaluation stage and finally make a purchase decision. Salsabila et al. (2023) added that brand awareness strengthens the impact of influencer marketing by creating positive associations inherent in consumer memory.

The relationship between the above elements can be seen in the following image:



Source: Della Evriano and Sri Ekowati (2024).

Based on this description, it can be concluded that influencer marketing plays an important role in increasing brand awareness and influencing purchasing decisions, especially for young consumers such as college students. High brand awareness further strengthens the influence of influencers in encouraging consumers to buy skincare products such as MS Glow.

RESEARCH METHOD

This study uses a quantitative approach with an explanatory design that aims to explain the causal relationship between influencer marketing, brand awareness, and MS Glow product purchase decisions. This approach was chosen because it is able to describe the magnitude of the influence between variables through statistical analysis, so that the conclusions produced can be generalized to a wider population (Sugiyono, 2019). The research was carried out in the Special Region of Yogyakarta which is known as a student city with a high number of students and an intense level of social media use. Data collection was carried out from November to December 2025, both online and offline through the distribution of questionnaires to students from various universities.

The population in this study is all students in Yogyakarta who have seen the promotion of MS Glow products through influencers on social media. Given the very large population and the exact number cannot be known, this study uses purposive sampling techniques. This technique allows researchers to select respondents based on certain criteria so that the data obtained is relevant to the research objectives. The inclusion criteria include students aged 18–25 years, have seen MS Glow promotions through influencers, and have purchased or have an interest in the product. Based on these criteria, 50 respondents were obtained who filled out the questionnaire completely and qualified as a research sample.

The instrument used in this study is in the form of a questionnaire with a Likert scale of 1–5, which is compiled based on theory and previous research. The questionnaire consists of three sections that measure the variables of influencer marketing, brand awareness, and purchasing decisions. Influencer marketing variables are measured through indicators of credibility, appeal, expertise, and quality of influencer content, as developed by Putri and Rachman (2023). Brand awareness variables are measured through indicators of brand *recognition, brand recall*, familiarity, and brand preference which refer to the concept put forward by Kotler and Keller (2016). Meanwhile, the variables of purchasing decisions include indicators of buying interest, purchase considerations, and final purchase decisions as explained by Kotler and Armstrong (2018).

Before use, the instrument is tested through validity and reliability tests using *total item* correlation and Cronbach Alpha. All question items show a correlation value above 0.30 and an alpha value above 0.70, so that the instrument is declared valid and reliable

(Ghozali, 2021). Data collection was carried out by providing an initial explanation of the research objectives to the respondents, then the respondents filled out a questionnaire voluntarily. To maintain research ethics, the identity of the respondents is not included and all data is guaranteed to be confidential and only used for research purposes.

The collected data was analyzed using several stages of statistical analysis. First, a descriptive analysis was carried out to provide an overview of the characteristics of respondents and the distribution of values in each variable. Next, a classical assumption test was carried out which included normality, multicollinearity, and heteroscedasticity tests to ensure that the data met the requirements of regression analysis. The main analysis in this study used multiple linear regression to test the direct influence of influencer marketing on brand awareness and purchase decisions. In addition, a mediation test was also conducted using the Sobel Test to find out whether brand awareness plays an intermediate variable in the relationship between influencer marketing and purchase decisions. The entire analysis process is carried out using the latest version of SPSS software so that the calculation results are more accurate and reliable.

Through this series of procedures, this study is expected to be able to provide an empirical picture of the extent to which influencer marketing strategies affect increasing brand awareness and student purchasing decisions for MS Glow skincare products in Yogyakarta.

Research Hypothesis

Based on the theoretical foundation and results of previous research on the influence of influencer marketing on brand awareness and purchase decisions, the hypothesis of this research is formulated as follows:

H1: Influencer Marketing has a positive and significant effect on Brand Awareness. This hypothesis is based on research by Wati & Setiawan (2022) and Putri & Rachman (2023) which shows that the credibility, attractiveness, and quality of influencer content are able to increase consumer recognition and memory of a brand.

H2: Influencer Marketing has a positive and significant effect on Purchase Decisions. Previous research (Septiani & Nurhayati, 2022) proves that influencer content can affect consumer confidence and reduce risk perception, thus encouraging purchases.

H3: Brand Awareness has a positive and significant effect on Purchase Decisions. Referring to the theory of Kotler & Keller (2016), consumers are more likely to buy products that are familiar and often seen. Research by Salsabila et al. (2023) also shows that brand awareness strengthens interest and purchase decisions.

H4: Brand Awareness mediates the influence of Influencer Marketing on Purchase Decisions.

This hypothesis refers to the finding that influencer marketing not only influences purchases directly, but also through increased brand awareness (Wati & Setiawan, 2022). Influencers increase visibility and brand recall, which in turn encourages consumers to buy products.

RESULTS AND DISCUSSION

Descriptive Analysis

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Male	19	38,0	38,0	38,0
	Women	31	62,0	62,0	100,0
	Total	50	100,0	100,0	

Based on data from 50 respondents, it was obtained that the majority of respondents were women (62%), while men were only 38%. This shows that skincare users, including MS Glow, are more dominated by women

OLD					
		Frequency	Percent	Valid Percent	ımulative Percent
Valid	18-20	24	48,0	48,0	48,0
	21-23	20	40,0	40,0	88,0
	24-25	6	12,0	12,0	100,0
	Total	50	100,0	100,0	

In terms of age, the majority of respondents were in the range of 18–20 years (48%), followed by 21–23 years (40%), and the rest were 24–25 years old (12%). These findings illustrate that the largest consumers of MS Glow products come from young college students who actively follow social media trends and are easily influenced by influencer content.

CLASSIC ASSUMPTION TEST

a. Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		50
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,23270078
Most Extreme Differences	Absolute	,086
	Positive	,081
	Negative	-,086
Test Statistic		,086
Asymp. Sig. (2-tailed)[c]		,200d

The results of the Kolmogorov-Smirnov test showed a significance value of 0.200 > 0.05, which means that the data is normally distributed. Thus, the regression model is feasible to use in subsequent testing.

a. Multicollinearity test

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	LIVE
1	(Constant)	3,306	1,624		2,035	,047		

	Influencer Marketing	,531	,035	,911	15,303	,000	1,000	1,000
a. Dependent Variable: Y								

The values of Tolerance = 1,000 and VIF = 1,000, indicate that there is no multicollinearity between influencer marketing variables and other variables. This means that the free variables do not influence each other excessively and can be used in regression models.

a. Heteroscedasticity test

Coefficientsa								
Model		nstandardized Coefficients		Standardized Coefficients	t	Say.	ollinearity Statistics	
		B	Std. Error	Beta			eranc e	LIVE
1	(Constant)	,996	1,117		,892	,377		
	Influencer Marketing	-,005	,024	-,032	-,219	,827	1,000	1,000
a. Dependent Variable: absres								

The results of the Glejser test showed a significance value of 0.827 > 0.05, so it was stated that heteroscedasticity did not occur. That is, the residuals are randomly spread, and the regression model meets the assumption of homogeneity.

Multiple Linear Regression Test

Coefficientsa								
Model		nstandardized Coefficients		Standardized Coefficients	t	Say.	ollinearity Statistics	
		B	Std. Error	Beta			Tolerance	LIVE
1	(Constant)	3,306	1,624		2,035	,047		
	Influencer Marketing	,531	,035	,911	15,303	,000	1,000	1,000
a. Dependent Variable: Y								

Y=3.306+0.531X

The results of the multiple linear regression test showed that influencer marketing variables had a positive and significant influence on purchase decisions. This is shown by the value of the regression coefficient of 0.531 with a significance level of 0.000, which is smaller than 0.05. This means that any improvement in influencer marketing strategies will increase students' purchasing decisions for MS Glow skincare products in Yogyakarta. The constant value of 3.306 shows that even without the influence of influencer marketing, students still have a basic level of purchasing decisions. Thus, the regression model formed is Y = 3.306 + 0.531X, which confirms that influencer marketing is an important factor in encouraging students to purchase MS Glow products.

F Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	262,132	1	262,132	234,185	,000b
	Residual	53,728	48	1,119		
	Total	315,860	49			

The results of the F Test showed an F value of 234.185 with a significance level of 0.000. Because the significance value is less than 0.05, it can be concluded that the regression model used in this study is feasible and significant. This means that the Influencer Marketing variables together affect the Purchase Decision. Thus, this model is able to explain the relationship between influencer marketing and overall purchasing decisions with a 95% confidence level.

T Test

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	LIVE
1	(Constant)	3,306	1,624		2,035	,047		
	Influencer Marketing	,531	,035	,911	15,303	,000	1,000	1,000
a. Dependent Variable: Y								

The results of the t-test show that the Influencer Marketing variable has a t-value of 15.303 with a significance level of 0.000. Because the significance value is less than 0.05, it can be concluded that influencer marketing has a positive and significant effect on purchasing decisions. Thus, the stronger the promotion carried out by influencers, the greater the tendency of students to buy MS Glow skincare products.

Coefficient Determination

Model Summaryb					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,911a	,830	,826	1,05799	2,010
a. Predictors: (Constant), X					
b. Dependent Variable: Y					

The coefficient of determination (R Square) of 0.830 indicates that 83% of variations in purchasing decisions can be explained by influencer marketing variables. This means that the model has very strong predictive capabilities, where influencer marketing dominantly influences students' purchasing decisions on MS Glow products. The remaining 17% were influenced by other factors outside the study. An Adjusted R Square value of 0.826 indicates the stability of the model, and an R value of 0.911 indicates a very strong relationship between influencer marketing and purchasing decisions.

MRA

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	LIVE
1	(Constant)	7,770	1,969		3,946	,000		
	Influencer Marketing	,416	,051	,708	8,107	,000	,667	1,500
	Y	,157	,056	,245	2,809	,007	,667	1,500
a. Dependent Variable: zz								

The results of multiple regression analysis that included the variables Influencer Marketing (X) and Brand Awareness (Y) simultaneously on Purchase Decision (Z) showed that the two independent variables had a significant effect on the purchase decision of Yogyakarta students on MS Glow skincare products.

First, the Influencer Marketing (X) variable has a coefficient value of 0.416 with a significance value of 0.000 (< 0.05). This means that influencer marketing has a positive and significant influence on purchasing decisions. The better the credibility, appeal, and quality of influencer content in promoting MS Glow, the higher the interest of students in making purchases. In other words, students are more confident in buying products after seeing recommendations from influencers they trust.

Second, the Brand Awareness (Y) variable also showed a positive and significant influence on purchase decisions with a coefficient value of 0.157 and a significance of 0.007 (< 0.05). This means that the higher the level of awareness of the MS Glow brand—both in terms of brand recognition and brand recall—the more likely they are to decide to buy the product. Consumers who are already familiar with the brand tend to have a stronger sense of trust when considering a purchase.

Third, when brand awareness was included in the regression model, there was a decrease in the value of the influencer marketing coefficient from 0.531 (initial model) to 0.416 (MRA model). This decline indicates that part of influencer marketing's influence on purchasing decisions is channeled through brand awareness, so it can be concluded that brand awareness plays a partial mediator. In other words, influencer marketing not only influences purchasing decisions directly, but also indirectly through increasing brand awareness first.

Overall, the results of this study show that an effective influencer marketing strategy is not only able to drive direct purchases, but also able to build strong brand awareness, which ultimately increases the influence on students' purchasing decisions. This emphasizes the importance of collaboration between brands and influencers to increase brand visibility and drive purchasing decisions in the skincare industry.

The Influence of Influencer Marketing on Brand Awareness

The results of the study show that Influencer Marketing has a positive and significant effect on Brand Awareness. These findings indicate that the better the marketing strategy through influencers, the higher the level of student awareness of the MS Glow brand. This positive influence is reflected in the high response of students to the content conveyed by influencers, both in the form of product reviews, testimonials, and interesting visual content. Influencers are proven to be able to create a parasocial relationship with their followers, so that every piece of information they convey is considered more credible and convincing.

This credibility is a key factor in shaping brand awareness. When influencers are trusted by their followers, recommendations about MS Glow are easier to accept and remember by students. This is in line with *the theory of Source Credibility*, which emphasizes that the strength of a message is greatly influenced by the level of trust in the conveyor of the information.

In addition, content created by influencers has a high element of creativity and visual appeal. This kind of content excels in building *brand recognition* and *brand recall*, because followers can see firsthand how the product is used and the results obtained. Repeated exposure from influencers on social media platforms such as Instagram, TikTok, and YouTube makes students more familiar with the MS Glow brand. This familiarity is an important basis for strong brand awareness.

These findings are also consistent with the results of previous research that stated that influencer marketing effectively expands the brand's existence in the minds of consumers. Students as digital natives are very close to social media and tend to trust information that comes from the figures they follow. In other words, influencers have become the main bridge between brands and young consumers, so increasing brand awareness is a logical consequence of such marketing strategies.

Empirically, the results of the study reinforce the view that engaging, informative, and persuasive influencer content can significantly increase brand visibility. When students are often exposed to MS Glow content from influencers, they not only recognize the brand, but also keep it in mind when considering purchasing skincare products. This shows that influencer marketing not only creates momentary awareness, but also increases consumers' tendency to consider the brand amid the many skincare options available.

Thus, it can be concluded that Influencer Marketing is a very effective strategy in increasing Brand Awareness, especially in the segment of young consumers who are very active on social media. The resulting increase in brand awareness not only strengthens MS Glow's position in the minds of students, but also has great potential to support purchase decisions in the next stage.

Influencer Marketing has a positive and significant effect on Purchase Decisions.

The results of the study show that Influencer Marketing has a positive and significant effect on the purchase decision of MS Glow skincare products among Yogyakarta students. This influence was proven through the results of the t-test which showed a t-count value of 15.303 with a significance value of 0.000, which is much smaller than 0.05. This value confirms that the influence of Influencer Marketing on Purchase Decisions is statistically significant, so the relationship between the two does not occur by chance.

The regression coefficient of 0.531 indicates a positive relationship direction, meaning that any increase in influencer marketing activities in terms of credibility, attractiveness, and content quality will increase student purchasing decisions. Influencers, through the delivery of information that is considered credible and interesting, are able to build consumer trust in MS Glow products. This makes students more confident to buy products after seeing recommendations from the influencers they follow.

The high value of t-count compared to t-table and very small significance show that influencer marketing is an important and powerful factor in encouraging students to make purchasing decisions. Thus, these findings reinforce that marketing strategies through influencers are an effective approach in increasing the interest and purchasing actions of young consumers, especially those who actively use social media and are strongly influenced

by figures they consider trustworthy.

Brand Awareness has a positive and significant effect on Purchase Decisions

The results of the study show that Brand Awareness has a positive and significant influence on the Purchase Decision of MS Glow skincare products among Yogyakarta students. This is proven by the results of the t-test which obtained a t-calculated value of 2.809 with a significance level of 0.007, smaller than 0.05. The significance value that is well below the tolerance limit confirms that Brand Awareness has a real and significant relationship to a purchase decision, not a coincidence.

The Brand Awareness regression coefficient of 0.157 indicates that the effect is positive, which means that the higher the level of awareness of the MS Glow brand, the more likely they are to purchase the product. In the context of marketing, brand awareness is an important foundation in the purchase decision process, as consumers tend to choose brands that are familiar and familiar to them over new, unfamiliar brands. High brand awareness makes MS Glow easier to remember, more often considered, and more quickly recognized as a safe and reliable choice.

These findings reinforce the theory of Kotler & Keller (2016) which states that brand awareness is an initial and crucial stage in the process of forming preferences and purchase decisions. College students who frequently see the MS Glow brand through social media, advertising, or influencer promotions will form stronger brand recognition and recall. This exposure not only adds familiarity, but also builds a positive perception of quality, thus encouraging them to buy the product.

In addition, the results of this study are also in line with the research of Salsabila et al. (2023) which explains that the more often consumers are exposed to a brand, the stronger their memory and trust in the brand will be. The same thing happened to Yogyakarta students, who are active users of social media and are very responsive to cosmetic information that appears on the timeline or influencer recommendations. When they recognize the MS Glow brand and feel familiar with the products offered, purchase decisions tend to appear faster because consumers no longer need to search for additional information. Significant t-test scores also show that Brand Awareness plays a strategic role as a psychological factor that strengthens students' confidence in the quality and safety of MS Glow skincare products. Strong brand awareness can reduce consumers' risk perception, especially in skincare product categories that are highly sensitive and require a high level of trust before a purchase is made. With high brand awareness, consumers feel more confident that the product is safe, tested, and widely used by others.

Overall, the results of this study confirm that Brand Awareness is one of the main determinants in the purchase decision process, especially in the beauty product category which is dominated by young consumers and strongly influenced by popular brands on social media. Therefore, increasing brand awareness through digital marketing strategies, influencer collaboration, and visual branding consistency is a very important effort for MS Glow to maintain and expand market share among students.

Brand Awareness mediates the influence of Influencer Marketing on Purchase Decisions

The results of the study show that Brand Awareness plays a role as a partial mediator in the relationship between Influencer Marketing and the Purchase Decision of MS Glow skincare products in Yogyakarta students. This mediation role can be seen from the change in the value of the regression coefficient when the Brand Awareness variable is included in

the model. In the initial model, the influence of Influencer Marketing on Purchase Decisions had a coefficient of 0.531. However, after the Brand Awareness variable was included in the mediation regression model (MRA), the value of the Influencer Marketing coefficient decreased to 0.416, with a fixed significance value of 0.000. This decrease in coefficient is a strong indicator that part of Influencer Marketing's influence on Purchase Decisions flows through Brand Awareness.

In addition, Brand Awareness itself has been proven to have a positive and significant influence on Purchase Decisions. This is shown by a t-count value of 2.809 with a significance of 0.007, which shows that Brand Awareness makes a real contribution in improving purchasing decisions. Thus, two mediation conditions are met: (1) Influencer Marketing has a significant effect on Brand Awareness, and (2) Brand Awareness has a significant effect on Purchase Decisions.

The role of this mediation can be explained conceptually. Influencer Marketing basically functions to build exposure and closeness between consumers and MS Glow products through interesting, credible, and communicative content. This content not only encourages direct interest, but also strengthens consumer awareness of brands, both in the form of brand recognition and brand recall. When students become more familiar with the MS Glow brand due to influencer exposure, their probability of buying products is also higher.In the skincare industry, purchasing decisions are not only influenced by recommendations, but also by the level of trust in the brand. This is where Brand Awareness comes into play. Consumers who are already familiar with the brand tend to feel more comfortable, safe, and confident in the quality of the product. The research population, namely Yogyakarta students who are very active in using social media, easily accepts information built through influencers. When influencers introduce MS Glow products consistently, the level of brand awareness increases, which ultimately reinforces influencer marketing's influence on purchase decisions.

The partial mediation found in this study means that Influencer Marketing still has a direct influence on purchase decisions, but the effect becomes stronger as Brand Awareness increases. In other words, influencer marketing strategies not only encourage direct purchases, but also shape consumers' perception and memory of the brand, thus strengthening purchasing decisions at a later stage.

These findings are in line with previous theories and research, such as Wati & Setiawan (2022) and Salsabila et al. (2023), who explain that brand awareness is an important bridge in the process of forming buying interest. Consumers who have a high awareness of a brand will be more likely to make a purchase because they already have a positive image and familiarity with the product.

Overall, this study confirms that Brand Awareness plays an important role as a partial mediator in the relationship between Influencer Marketing and Purchase Decisions. Increasing brand awareness through influencer promotion will increase the chances of purchases, so that long-term and consistent collaboration with influencers is a key strategy in strengthening MS Glow's brand position in the student market.

CONCLUSION

Based on the results of research on the influence of influencer marketing on brand awareness and the decision to purchase MS Glow skincare products in Yogyakarta students,

it can be concluded that marketing strategies through influencers have proven to be very effective in influencing the behavior of young consumers. The content submitted by influencers, both in the form of reviews, testimonials, and demonstrations of product use, is able to build closeness and trust, thereby increasing students' recognition and memory of the MS Glow brand. The high brand awareness then encourages students to consider and finally decide to buy products. Influencer marketing not only has a direct effect on purchase decisions, but also has an indirect effect through increasing brand awareness. This shows that consumers' knowledge and familiarity with brands is an important bridge in strengthening purchase intentions and actions. The stronger the brand's exposure through trusted influencers, the greater the tendency of students to choose MS Glow products over other brands.

Overall, this study confirms that for young consumers, influencers are a very influential source of information in shaping perceptions and beliefs about a product. Thus, strategic collaboration between brands and influencers is one of the important keys in increasing visibility, competitiveness, and skincare product purchase decisions in the current digital marketing era.

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