

**ANALYSIS OF PURCHASING DECISIONS BASED ON BEAUTY
INFLUENCER TASYA FARASYA, ELECTRONIC WORD OF MOUTH (E-
WOM), AND BRAND IMAGE ON CONSUMERS OF SKINTIFIC 5x
CERAMIDE BARRIER MOISTURIZER GEL SKINCARE PRODUCT IN
SURABAYA**



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Abstract

The purpose of this study was to analyze the influence of beauty influencer Tasya Farasya, Electronic Word of Mouth (E-WOM), and Brand Image on Purchasing Decisions for Skintific 5x Ceramide Barrier Moisturizer Gel products in Surabaya. The development of the care and beauty industry is currently growing rapidly and is followed by a digitalization strategy in marketing a product. In the digital era, the role of beauty influencers is considered increasingly significant in shaping consumer perceptions, while E-WOM is an important factor in disseminating information about a product. In addition, a good brand image helps increase consumer trust and can encourage purchasing decisions. The type of research used in this study is associative research with quantitative methods. The sampling technique in this study is nonprobability sampling with a purposive sampling method. The data in this study uses primary and secondary data. Primary data is obtained from questionnaires filled out by 100 respondents, while secondary data is based on sources relevant to the research topic. The results of this study based on the data analysis that has been carried out indicate that the existence of beauty influencer Tasya Farasya has a significant effect on purchasing decisions, E-WOM has a significant effect on purchasing decisions, and brand image also has a significant effect on purchasing decisions. In addition, these three factors simultaneously have a significant effect on the purchasing decision of Skintific 5x Ceramide Barrier Moisturizer Gel products in Surabaya. Therefore, this study confirms the importance of the role of beauty influencers, E-WOM, and brand image in implementing product marketing strategies.

Keywords: Beauty Influencer, Tasya Farasya, Electronic Word of Mouth (E-WOM), Brand Image, Purchase Decisions, Marketing Strategies

INTRODUCTION

The rapid development of the cosmetics industry in Indonesia will also have an impact on each brand in the cosmetics industry competing with each other by continuing to innovate, improve and maintain the quality of their products. They also implement various digital strategies to maintain their existence and reputation amidst the tight market competition (Fadhilla, 2024).

Social media has a crucial role in today's marketing strategy, because on social media there are many online product promotions and advertisements on various business accounts which are considered very effective. By utilizing this platform, companies can promote their product through in influencer marketing approach (Alfiana et al., 2023).

Beauty influencers are part of a digital marketing method through the concept of influencer marketing with a concentration on beauty and cosmetic products. With a many of followers, beauty influencers are able to have a strong influence on their audience. Therefore, this strategy has become an effective marketing method, especially among millennials and gen-z (Zukhrufani & Zakiy, 2019).

Beauty influencers are closely related to the concept of E-WOM because both have opinions from someone's experience with a product. E-WOM is a means for consumers to find out the description or reviews of previous users regarding a product, company services, and the manufacturer's efforts to attract potential buyers (Devi Pratiwi et al., 2024).

Tasya Farasya has become a very popular beauty influencer with a strong influence in the beauty industry. Apart from her very large Instagram social media followers, she is also known for her original and informative beauty content, and often provides reviews of skincare products with honest assessments, making Tasya Farasya considered to have great influence as a beauty influencer. With a many following in Instagram, the content created, especially related to skincare, has succeeded in attracting interest and influencing consumers.

E-WOM is a marketing strategy that utilizes the internet verbally, but through digital channels with the aim of maximizing the viral impact. According to (Abadi & Hawa, 2024), interactions in the form of reviews, comments, and feedback in cyberspace between customers are examples of communication via E-WOM.

The importance of the role of E-WOM in shaping consumer opinion cannot be ignored, especially since most consumers, especially those who makes purchases online, tend to trust testimonials or reviews from other users more than information conveyed through official advertisements.

According to (Abadi & Hawa, 2024), a positive brand image can influence positive perceptions of companies, products, and consumers. In general, consumers assume that companies with a good reputation will produce high-quality products so that consumers often choose products based on the impression of the brand they have and tend to trust brands that are known or liked. Therefore, companies need to prioritize product quality in order to strengthen the brand image in the minds of consumers.

Brand with a good image are often associated with high-quality, trustworthy, and more valuable products. Consumers choose skincare products with a strong brand image based on the appeal of the product which is considered safe, effective, and has high-quality standards.

Before buying a product, prospective consumers generally go through a decision-making stage before making a transaction. This activity involves a stage where consumers determine the product that is considered the most appropriate and best form the various alternatives available, based on specific needs and interests. This selection begins with identifying the main problems related to the objectives, compiling, analyzing, and evaluating various options, until finally determining the decision that feels most appropriate (Kumbara, 2021).

Skintific is a skincare brand from Canada whose name is a combination of the words "Skin" and "Scientific". This product carries the concept of Trilogy Technology Effect (TTE) which utilizes active ingredients to overcome various skin problems while maintaining and strengthening the skin's immune system. Based on data on the top 3 sales values of beauty care brands in 2024 conducted by compas.co.id, Skintific led the market in the Care and Beauty category during the 2024 period. Skintific managed to maintain its brand from 2023 to 2024 to become the first rank, but in 2024 experienced a decline in market share from 5.5% to 4.5%.

Skincare Skintific 5x Ceramide Barrier Moisturizer Gel became the best-selling facial moisturizer product in 2024. The uniqueness of this product lies in its claim that focuses on repairing the skin barrier, an aspect that is now an important trend in skin care. The success of this product in attracting the attention of consumers in Indonesia cannot be separated from the benefits offered, namely intensive moisture formulated with five types of ceramide to strengthen the skin's protective layer. Amidst tight competition with various other moisturizer brands available on the market, the success of this product in gaining popularity is an interesting topic for further analysis.

Skintific's brand image helps increase customer loyalty to their products. Skintific is known as a high-quality and safe skincare and beauty brand. Through a strong brand image, consumers tend to be more confident and interested in choosing the product.

The relationship between beauty influencers, e-WOM, and brand image is an important aspect to study because the three complement each other in influencing consumer behavior, especially regarding purchasing decisions. By analyzing the impact of each of these factors, companies can gain deeper insights to design marketing tactics that are in line with market trends and preferences. These three elements are increasingly important in the digital marketing era, especially for premium products aimed at consumers who care about product quality.

REVIEW OF LITERATURE

Digital Marketing

Digital marketing is a promotional activity that utilizes various media platforms available to companies such as blogs, websites, email, paid advertising, and various other social media platforms. This process involves planning and implementing strategies related to product concepts, prices, promotions, and distribution. Digital marketing focuses on efforts to create, develop, and maintain mutually beneficial relationships between customers and producers (Pratama & Ayesha, 2022).

According to Kotler and Armstrong in (Az-Zahra & Sukmalengkawati, 2022) digital marketing includes various company efforts in conveying information, promoting, communicating, and selling products or services via the internet. This strategy is one method

that can be applied by companies to market products, in line with promotional and marketing activities carried out online.

Digital marketing aims to reach consumers and potential consumers efficiently and effectively. In the era of the industrial revolution 4.0 and society 5.0, society has shown extraordinary adaptability to digital technology. This condition encourages companies to make digital-based marketing and sales strategies a top priority.

Beauty Influencer

Beauty Influencer is one approach in digital marketing strategy that utilizes the concept of influencer marketing. They are tasked with directing consumer attention to beauty products, such as facial skin care and cosmetics (Jannah et al., 2023). The main task of beauty influencers is to introduce beauty products to their audience through various types of content, such as videos or writing, then share them on social media. With a large following, beauty influencers can effectively influence the views and purchasing decisions of their followers (Zukhrufani & Zakiy, 2019).

Using beauty influencers as advertisers is a promising strategy because it can attract the attention of many people. Through their good message delivery skills, they are able to increase people's buying interest (Pawestriningrum & Roostika, 2022). This is because beauty influencers have an appeal and similarity to their followers. Beauty influencers who have a good reputation and are considered the best in their field are mostly able to build consumer trust in the product.

The influence of these beauty influencers can encourage beauty product industry players to look at the potential of the beauty influencer strategy as one of the most powerful promotional media. Reviews and reviews from beauty influencers are indirectly able to stimulate consumer buying interest, so they help increase product presence and sales. Indicators in the beauty influencer variable involve various factors that influence followers and purchasing decisions, namely trust, expertise, attractiveness, involvement, suitability, and credibility.

Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) is a type of communication that has a major impact on consumer decisions in today's digital era. This concept refers to the delivery of information, opinions, or experiences related to products or services through various digital platforms, including social media.

Electronic Word of Mouth (E-WOM) functions as a marketing tool for products and services that are communicated through word-of-mouth conversations on social media. E-WOM is an activity of sharing information by customers through online platforms to share their experiences about a brand, product, and service that has been used. This activity is based on the user's personal experience or information obtained from others, then used as a reference before making a decision to use the product or service (Kotler and Killer in Annisawati & Suarsa, 2023).

The conclusion is that E-WOM is an expression that includes short and clear opinions or reviews that are conveyed through the available assessment platform, both positive and negative about a product. This review is provided by consumers who have used the product. In addition, E-WOM is considered very significant because it can have an impact on brand image and can influence consumer purchasing decisions. According to (Annisawati &

Suarsa, 2023), Electronic Word of Mouth (E-WOM) can be analyzed through three main dimensions, namely intensity, opinion valence, and content.

Brand Image

Before deciding to buy a product, customers tend to pay attention to brand image as the main factor that influences their trust and preferences. Therefore, it is very important for companies to form a unique brand identity and have added value compared to their competitors, so that they can attract customers' attention and differentiate themselves in the market.

Brand image plays an important role in shaping how consumers assess and view a brand. This view is influenced by various aspects, such as product quality standards, the company's image in society, and the marketing approach applied (Rohmawati et al., 2024).

According to (Putri et al., 2023) brand image is defined as a collection of thoughts, beliefs, and initial perceptions formed in a person's mind about a particular product or brand. The indicators used to assess brand image are recognition, reputation, attraction, and loyalty.

Purchase Decision

The purchasing process occurs due to various reasons that influence consumers in choosing the product that best suits their needs. This decision-making stage involves a series of steps in which consumers consider the various product options and alternatives available. They will ultimately choose the product that they think best meets their needs and provides maximum benefits according to their priorities or specific interests.

According to Kotler and Armstrong in (Kumbara, 2021) the purchasing process involves various complex considerations, consumers must determine which brand they will choose. In many cases, this process includes making several important decisions, especially when there are two or more options available. At the purchasing stage, consumers tend to build an intention to choose the product that is most attractive to them. However, the final decision to buy, postpone, change choices, or even avoid buying is greatly influenced by their perception of the risks that may be faced.

The purchasing decision process taken by consumers consists of several stages. According to Kotler, Keller, Chernev (2021) in (Marcelia et al., 2024) the purchasing decision-making process is described through five stages, namely problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior.

RESEARCH METHOD

This study uses an associative research type with a quantitative approach. According to Sugiyono in (Ani et al., 2021) associative research aims to analyze the relationship or influence between two or more variables studied. The data collected is in the form of numbers and is analyzed using statistical techniques to test previously formulated hypotheses.

Sampling Strategy

This study used purposive sampling, a non-probability technique, to select respondents who met certain criteria. The target population consisted of consumers of the skintific 5x Ceramide Barrier Moisturizer Gel product who lived in Surabaya and had seen Tasya Farasya promoting the product on social media. The research data analysis used the SPSS 30 for Windows application guidelines. A total of 100 respondents who met the criteria participated in this study.

Questionnaire Structure

This study uses a measurement scale with a score range of 1 to 5 using the Likert scale weighting technique. According to Sugiyono in (Ani et al., 2021) the Likert scale is a tool used to assess the behavior, opinions, and perspectives of individuals or communities towards a particular social event. The Likert scale is used to assess the extent to which someone agrees or disagrees with a statement. Each respondent is asked to choose one of the five available options, and each choice is rated on a scale from 1 to 5.

Measurement Validity and Reliability

Validity testing is a process to determine whether a questionnaire in a study is reliable or not. The technique used to conduct validity testing is to relate the score of each question to the total score of the variable. Validity testing is done by comparing the calculated r value with the table r at a significance level of 5%. If the calculated r is greater than or equal to ($\geq$) r table, then the statement is considered valid.

Reliability testing is a tool to measure the extent to which a measurement instrument shows the consistency and stability of respondents' answers. If respondents provide answers that remain consistent over time, then the questionnaire is considered reliable. The reliability value obtained is usually indicated by the reliability coefficient number, which is often measured using Cronbach Alpha in data analysis. If the Cronbach Alpha value is greater than or equal to ($\geq$) 0.60 then the instrument is considered reliable.

Assumption Test

Classical assumption testing in research is conducted to ensure that the linear regression equation obtained has an accurate, unbiased, and consistent estimate. 1) Normality Test, in this study the normality test is conducted by looking at the normal probability plot which compares the cumulative distribution of the actual data with the cumulative distribution by normal data; 2) Multicollinearity Test, to prove whether the regression model has a correlation on the dependent variable and the independent variable that have been determined. If the VIF value ≤ 10 then there are no symptoms of multicollinearity; 3) Heteroscedasticity Test, to determine the regression model that experiences inequality of variance from the residual of one observation to another. The probability value > 0.05 is free from heteroscedasticity; 4) Autocorrelation Test aims to determine whether there is a relationship between the error term in period t and the error term in the previous period ($t-1$) in the linear regression model.

Multiple Linear Regressions Analysis

Multiple linear regression analysis in this research was used to determine the influence of the independent variables, namely Beauty Influencer Tasya Farasya (X_1), Electronic Word of Mouth (E-WOM) (X_2), and Brand Image (X_3) on the dependent variable, namely Purchase Decision (Y) for the Skintific 5x Ceramide Barrier Moisturizer Gel product. The multiple linear regression equation model used is:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3$$

Hypothesis Testing

Hypothesis testing in this research uses a simultaneous test (F) and partial test (t). The F test functions to measure the level of significance of the correlation between all independent variables and the dependent variable simultaneously. If the sig. value < 0.05 or $F_{\text{count}} > F_{\text{table}}$, then simultaneously the independent variables have a significant effect on the dependent variable.

The partial test or t test is a test that functions to prove whether or not there is an influence between the independent variable and the dependent variable partially. If the sig. value <0.05 or $t_{\text{count}} > t_{\text{table}}$, then the independent variable (X) partially has a significant effect on the dependent variable (Y).

RESULTS AND DISCUSSION

Respondent Profile

Table 1
Descriptive Analysis of Respondents and Variables

Category	Variable	Frequency	Percentage
Gender	Male	17	17%
	Female	83	83%
	Total	100	100%
Age	17-22	65	65%
	23-28	28	28%
	29-34	4	4%
	35-40	3	3%
	Total	100	100%
Job	Student	4	4%
	Collage student	69	69%
	PNS/TNI/POLRI	4	4%
	Employee	20	20%
	Housewife	3	3%
	Other	0	0%
	Total	100	100%
Domicile	North Surabaya	13	13%
	South Surabaya	20	20%
	East Surabaya	35	35%
	West Surabaya	17	17%
	Central Surabaya	15	15%
	Total	100	100%

Source: Primary Data, 2025

The majority of respondents in this study were female with 83 respondents (83%) compared to males with 17 respondents (17%). Based on the data, female respondents showed that brand involvement and purchasing behavior were more prominent among women in this sample. In the characteristics of respondents based on age, the age group of 17-22 years with 65 respondents (65%) was the most dominant in this study. Based on job, the majority group in this study were collage students with 69 respondents (69%), and most of the respondents in this study lived in East Surabaya with 35 respondents (35%).

Data Analysis

SPSS 30 for Windows is used in this study as a tool to process and analyze data obtained from 100 respondents. This software allows researchers to conduct various statistical tests, such as validity and reliability tests, regression analysis, and hypothesis testing, in order to obtain accurate and objective results. With the available features, SPSS 30 simplifies the data processing process, starting from data input, variable grouping, to presenting results in the form of tables and graphs that are easier to understand.

Validity Test

Table 2
Variable Validity Test Results

Variable	Code Item	Statistic Count		Description
		r count	r table	
Beauty Influencer Tasya Farasya (X1)	X1. 1	0,811	0,196	Valid
	X1. 2	0,799	0,196	Valid
	X1. 3	0,803	0,196	Valid
	X1. 4	0,817	0,196	Valid
	X1. 5	0,858	0,196	Valid
	X1. 6	0,811	0,196	Valid
Electronic Word of Mouth (X2)	X2. 1	0,796	0,196	Valid
	X2. 2	0,886	0,196	Valid
	X2. 3	0,803	0,196	Valid
Brand Image (X3)	X3. 1	0,913	0,196	Valid
	X3. 2	0,850	0,196	Valid
	X3. 3	0,801	0,196	Valid
	X3. 4	0,759	0,196	Valid
Purchase Decision (Y)	Y 1	0,815	0,196	Valid
	Y 2	0,841	0,196	Valid
	Y 3	0,839	0,196	Valid
	Y 4	0,796	0,196	Valid
	Y 5	0,695	0,196	Valid

Source: Primary Data, 2025

Validity testing plays a crucial role because it determines the extent to which each statement submitted to respondents has the appropriate weight. This process is carried out by comparing the r count and table r values at a significance level of 5% or 0.05. A statement in a variable is considered valid if the calculated r is greater than the table r and has a positive value. Conversely, if the r count is smaller than the table r, then it is declared invalid.

All indicators that form each variable show a calculated r count than r table ($r \text{ count} > r \text{ table}$). Thus, it can be concluded that all statement items in the variable have met the validity criteria and are suitable for use in the next analysis stage.

Reliability Test

Table 3
Reliability Test Results

Variable	Total Items	Cronbach Alpha (α)	Standard Value	Description
Beauty Influencer Tasya Farasya (X1)	6	0,900	0,60	Reliable
Electronic Word of Mouth (X2)	3	0,771	0,60	Reliable
Brand Image (X3)	4	0,852	0,60	Reliable
Purchase Decision (Y)	5	0,854	0,60	Reliable

Source: Primary Data, 2025

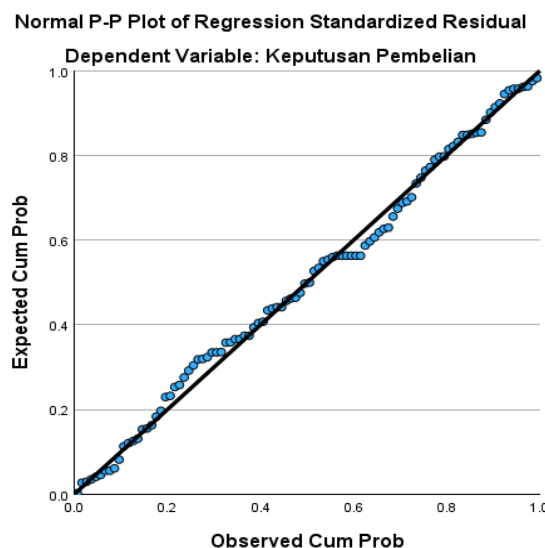
A questionnaire is considered to have a good level of reliability if the respondent's answers to each statement remain consistent and stable. This reliability is usually measured through the reliability coefficient, which is calculated using the Cronbach Alpha method in data analysis. If the Cronbach Alpha value is more than 0.60, then the instrument is declared reliable. Conversely, if the value is less than 0.60, then the instrument is considered unreliable.

Based on the results of the reliability test presented in table 3, all variables in this study have Cronbach Alpha values that exceed the minimum limit of 0.60. Thus, these variables have met fairly good reliability standards and can be used for further data analysis stages.

Normality Test

The normality test aims to test whether the data in the regression analysis, both independent variables, dependent variables, or both, have a normal distribution or not. In this study, normality testing was carried out using the graphical method through the Probability Plot (P-Plot) and histogram. The following are the results of the normality analysis using both methods:

Figure 1
Normality Test P-Plot



Source: Primary Data, 2025

Based on the graphic analysis in Figure 1, the P-Plot shows that the residuals are evenly distributed and follow a diagonal line pattern. It can be concluded that the residuals in the regression model used have a relatively normal distribution based on the P-Plot graphic test.

Multicollinearity Test

Multicollinearity test is a method used to identify whether there is a relationship between variables in a regression model, especially between the independent and dependent variables that have been determined. Multicollinearity test can be done by looking at the Variance Inflation Factor (VIF) and tolerance values. If the VIF value is less than 10 or the

tolerance value is more than 0.10, it can be concluded that there is no indication of multicollinearity. However, if the VIF value exceeds 10 or the tolerance value is less than 0.10, then there are symptoms of multicollinearity.

Based on the analysis carried out using SPSS 30 software, the results of calculating the VIF and tolerance values for each variable were obtained, as shown in the following table:

Table 4
Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
	(Constant)		
	Beauty Influencer Tasya Farasya	.459	2.180
	Electronic Word of Mouth (E-WOM)	.405	2.472
	Citra Merek	.495	2.020

a. Dependent Variable: Keputusan Pembelian

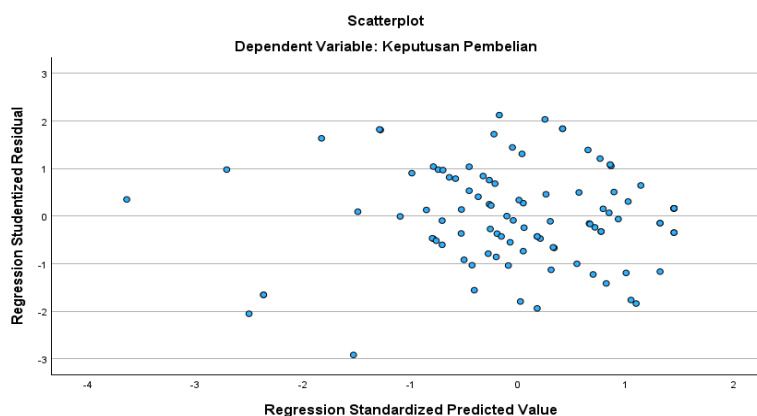
Source: Primary Data, 2025

From the test results, it is known that all independent variables have VIF values below 10 ($VIF < 10$) and tolerance values above 0.10 (tolerance > 0.10). Therefore, it can be concluded that there is no multicollinearity problem among the independent variables in this study.

Heteroscedasticity Test

Heteroscedasticity analysis aims to evaluate whether there are differences in residual variations between observations in a regression model. One method used to detect heteroscedasticity is by scatter plot, where the pattern of point distribution between SPREID (studentized residual) and ZPRED (standardized predicted value) variables is observed. The results of the heteroscedasticity test are shown in the figure below:

Figure 2
Heteroscedasticity Test Results with Scatter Plot



Source: Primary Data, 2025

From the analysis results, it can be seen that the points are randomly spread above and below the horizontal line on the Y axis, without forming a particular pattern. This indicates that there is no heteroscedasticity in the regression model being tested. In addition to using scatter plots, decision making can also be done through the Glejser Test. If the significance value is more than 0.05, then the regression model does not experience heteroscedasticity. Conversely, if the significance value is less than 0.05, then there is an indication of heteroscedasticity in the data. In this study, the Glejser test was carried out using SPSS 30 software.

Table 5
Heteroscedasticity Test Results with Glejser Test

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.019	.598		5.046	<.001
Beauty Influencer Tasya Farasya	-.027	.032	-.121	-.845	.400
Electronic Word of Mouth (E-WOM)	.077	.072	.162	1.064	.290
Brand Image	-.113	.047	-.330	-2.400	.018
a. Dependent Variable: ABS					

Source: Data Primary, 2025

The results of the analysis presented in table 5 show that all variables have a significance value greater than 0.05 ($\text{sig} > 0.05$). Therefore, it can be concluded that the regression model used does not experience heteroscedasticity.

Autocorrelation Test

Autocorrelation testing aims to determine whether there is a relationship between residual errors in the linear regression model in period t and the previous period ($t-1$). In this study, the method used is Durbin Watson (DW), where if the value of $dU < DW < 4-dU$, then there is no indication of autocorrelation. The results of the autocorrelation test are shown in the following table:

Table 6
Autocorrelation Test Results

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.838 ^a	.702	.692	1.996	1.995
a. Predictors: (Constant), Beauty Influencer Tasya Farasya, Electronic Word of Mouth (E-WOM), dan Citra Merek					
b. Dependent Variable: Keputusan Pembelian					

Source: Primary Data, 2025

Based on the results listed in the table, the dU value is 1.736, DW is 1.995, and 4-dU is 2.263. Because it meets the criteria of $1.736 < 1.995 < 2.263$, it can be concluded that there is no autocorrelation in this study.

Multiple Linear Regression Analysis

The multiple linear regression analysis method is applied to analyze the extent to which independent variables affect dependent variables. The results of the regression test can be presented in the following table:

Table 7
Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.525	1.016		5.435	<.001
	Beauty Influencer Tasya Farasya (X1)	.224	.054	.340	4.128	<.001
	Electronic Word of Mouth (E-WOM) (X2)	.310	.123	.222	2.530	.013
	Citra Merek (X3)	.390	.080	.386	4.876	< .001

a. Dependent Variable: Keputusan Pembelian

Source: Data Primary, 2025

Based on the results of the analysis that has been carried out, the following regression equation was obtained:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon$$

$$Y = 5,255 + 0,224X_1 + 0,310X_2 + 0,390X_3 + \epsilon$$

Coefficient Determination (R²)

To measure the extent to which the independent variable can explain its influence on the dependent variable, the coefficient of determination analysis is used. The values obtained from this test are presented in the following table:

Table 8
Coefficient Determination (R²) Result

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.838 ^a	.702	.692	1.996
a. Predictors: (Constant), Citra Merek, Beauty Influencer Tasya Farasya, E-WOM				
b. Dependent Variable: Purchasing Decision				

Source: Primary Data, 2025

From the table presented, it can be seen that the R Square value reaches 0.702. This shows that the three independent variables, Beauty Influencer Tasya Farasya, Electronic Word of Mouth (E-WOM), and Brand Image are able to explain variations in purchasing

decisions with a proportion of 70.2%, while the remaining 29.8% is influenced by other factors not included in this study.

Hypothesis Test

Simultaneous Test (F Test)

Table 9
F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	899.373	3	299.791	75.264	<.001 ^b
	Residual	382.387	96	3.983		
	Total	1281.760	99			
a. Dependent Variable: Purchasing Decision						
b. Predictors: (Constant), Brand Image, Beauty Influencer Tasya Farasya, E-WOM						

Source: Primary Data, 2025

Based on the analysis results presented in table 4.16, the Fcount value is 75.264 which is greater than Ftable which is 2.7, and the significance value is 0.001 which is smaller than 0.05. Thus, H1 is accepted and H0 is rejected, which indicates that beauty influencer Tasya Farasya, E-WOM, and Brand Image have a significant influence on purchasing decisions simultaneously.

Partial Test (t Test)

Table 10
t Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.525	1.016		5.435	<.001
	Beauty Influencer Tasya Farasya (X1)	.224	.054	.340	4.128	<.001
	Electronic Word of Mouth (E-WOM) (X2)	.310	.123	.222	2.530	.013
	Citra Merek (X3)	.390	.080	.386	4.876	<.001
a. Dependent Variable: Purchasing Decision						

Source: Primary Data, 2025

Based on table 10, it is found that all t count > t table and sig. value < 0.05 for each independent variable. The conclusion is that the beauty influencer Tasya Farasya variable has a partial significant effect on purchasing decisions, the E-WOM variable has a partial significant effect on purchasing decisions, and the brand image variable has a partial significant effect on purchasing decisions.

The Influence of Beauty Influencer Tasya Farasya, Electronic Word of Mouth (E-WOM), and Brand Image on Purchasing Decisions

The results of the analysis and hypothesis testing using the F test in this study indicate that simultaneously, the variables of beauty influencer Tasya Farasya (X1), E-WOM (X2), and brand image (X3) have a significant influence on purchasing decisions (Y).

Evidence of this finding is shown by a significance value of 0.001 which is smaller than ($<$) 0.05, and a comparison between the Fcount value (75.264) which is greater than Ftable (2.7). Thus, the hypothesis (H1) is accepted, which means that simultaneously, the three variables contribute positively and significantly to consumer decisions in purchasing the Skintific 5x Ceramide Barrier Moisturizer Gel product in Surabaya.

It can be concluded that the existence and recommendations of a beauty influencer play a role in increasing consumer interest and decisions in purchasing the reviewed product, especially beauty influencers who have credibility and good communication skills such as Tasya Farasya (Marcelia et al., 2024). In addition, information and reviews disseminated through social media can strengthen consumer trust, and a good brand image also contributes to building consumer trust and preference for a product, so that the combination of the influence of these three variables is more optimal in driving purchasing decisions.

The Influence of Beauty Influencer Tasya Farasya on Purchasing Decisions

The results of the hypothesis testing in this study using the t-test showed that the beauty influencer Tasya Farasya variable (X1) has a positive and significant impact on purchasing decisions (Y). Evidence of this finding is shown through a significance value of 0.001 which is smaller ($<$) than 0.05 and a t-count value (4.128) which is greater than the t-table (1.984). In addition, the positive regression value of 0.224 further strengthens these results. Thus, it can be concluded that the H2 hypothesis is accepted, which means that partially the beauty influencer Tasya Farasya variable (X1) has a positive and significant effect on purchasing decisions (Y) of the Skintific 5x Ceramide Barrier Moisturizer Gel product in Surabaya.

Beauty influencer Tasya Farasya is known as a figure who is closely related to the beauty industry because she is considered to have high credibility by her followers. In addition, she has also collaborated with various well-known brands in the field to market their products, one of which is Skintific 5x Ceramide Barrier Moisturizer Gel. Her presence on social media is often the center of attention for cosmetic enthusiasts in Indonesia. As a beauty influencer, she has a major impact in determining consumer trends and preferences, especially in terms of beauty and skin care (Marcelia et al., 2024).

This study is related to a study conducted by (Jannah et al., 2023) entitled "The Influence of Beauty Influencer Tasya Farasya on Cosmetic Product Purchase Decisions at PT. Paragon Technology Innovation (Study of Business Administration Students)". The results of the study revealed that Tasya Farasya's presence as a beauty influencer has a significant impact on consumer decisions in purchasing cosmetic products.

The Influence of Electronic Word of Mouth (E-WOM) on Purchasing Decisions

Based on hypothesis testing using the t-test in this study, it was found that the E-WOM variable (X2) has a positive and significant effect on purchasing decisions (Y). This is evidenced by a significance value of 0.013 which is smaller than 0.05 and a calculated t value (2.530) which is greater than t table (1.984) with a positive regression coefficient of 0.310. Thus, it can be concluded that the H3 hypothesis is accepted, which means that

partially E-WOM (X2) has a significant and positive effect on purchasing decisions (Y) of the Skintific 5x Ceramide Barrier Moisturizer Gel product in Surabaya.

The majority of consumers usually look for information first before deciding to buy a product or service. They obtain this information through various sources, such as social media, the internet, reviews from other individuals, and the experience of product users. With E-WOM applied on social media, business actors can achieve the benefits obtained efficiently with fairly affordable expenses but have a significant impact (Nurasmi & Andriana, 2024). The influence of E-WOM shows that consumers can use it as a guideline in determining product choices before purchasing, so that companies are able to create a positive image through E-WOM related to the products they offer.

The findings in this study are in accordance with a study conducted by (Nurasmi & Andriana, 2024) entitled "The Influence of the Role of Beauty Vloggers, Electronic Word of Mouth (E-WOM), and Brand Image on Purchasing Decisions for Skintific Skincare Products in Samarinda" which shows that the existence of E-WOM can have a positive and substantial influence on determining purchasing decisions.

The Influence of Brand Image on Purchasing Decisions

The results of the hypothesis test using the t-test in this study indicate that the brand image variable (X3) has a positive and significant influence on purchasing decisions (Y). This is evidenced by a significance value of 0.001 which is smaller than ($<$) 0.05 and a calculated t value (4.876) which is greater than t table (1.984), with a positive regression coefficient of 0.390. Based on these findings, it can be concluded that H4 is accepted, which means that partially brand image (X3) has a positive and significant effect on purchasing decisions (Y) of the Skintific 5x Ceramide Barrier Moisturizer Gel product in Surabaya.

Cosmetic and facial skin care products are products that have a risk of use, because the chemical content can give different reactions to each individual. Brand image plays an important role in the sustainability of a product. If a brand has a good reputation and a strong image, this can drive increased sales by influencing consumer preferences in choosing products from that brand (Annisawati & Suarsa, 2023).

The findings in this study are in accordance with a study conducted by (Annisawati & Suarsa, 2023) entitled "The Influence of Electronic Word of Mouth (E-WOM) and Brand Image on Millennial Consumer Purchasing Decisions in Bandung during the Covid-19 Pandemic Era" which indicates that perceptions of a product brand have a positive and significant impact on consumer decisions in making purchases.

CONCLUSION

The results of this research conclude that there is a significant influence from beauty influencer Tasya Farasya, electronic word of mouth, and brand image simultaneously on purchasing decisions for Skintific 5x Ceramide Barrier Moisturizer Gel products in Surabaya.

The presence of beauty influencer Tasya Farasya has a significant role partially in influencing consumer purchasing decisions. Interaction between consumers and beauty influencers through Instagram social media can encourage increased interest in buying the promoted products. Therefore, the Skintific company continues to collaborate with beauty influencers who have a positive image and increase high engagement to expand audience reach and increase customer loyalty.

This study also revealed that electronic word of mouth (E-WOM) plays a significant role partially, so it has an important influence in influencing product purchasing decisions. Interaction in consumer social networks can increase the effectiveness of word-of-mouth information dissemination in determining product choices. So, customers must be more active in sharing professional and informative reviews through various social media platforms.

In this study, a strong and positive brand image has a significant impact partially on consumer decisions in purchasing products. Interaction with customers can encourage consumer impulsive purchases, which can then influence how consumers view the product. Therefore, companies can optimize marketing strategies by collaborating with beauty influencers, strengthening digital engagement to support E-WOM, and maintaining a positive brand reputation to increase customer interest and loyalty.

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