

**THE INFLUENCE OF EXPERIENTIAL MARKETING AND INFLUENCER
MARKETING ON PURCHASE DECISION OF SKINTIFIC SKINCARE
PRODUCTS (STUDY ON STUDENTS OF UPN “VETERAN” EAST JAVA AT
ENVIO STORE SURABAYA)**

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Abstract

This study aims to examine and analyze the influence of Experiential Marketing and Influencer Marketing on the purchasing decisions of Skintific skincare products at Envio Store Surabaya. The research employs a quantitative approach with a descriptive quantitative method. The population consists of students from UPN "Veteran" East Java who have previously purchased Skintific skincare products at Envio Store Surabaya, totaling 22,976 individuals. The sample used in this study comprised 100 respondents. Data were collected through a questionnaire distributed via Google Form. Data analysis was conducted using SPSS version 27. The results indicate that Experiential Marketing and Influencer Marketing simultaneously have a positive and significant effect on the purchasing decisions of Skintific skincare products at Envio Store Surabaya. Furthermore, the findings reveal that both variables also have a positive and significant partial effect on purchasing decisions of Skintific skincare products at Envio Store Surabaya.

Keywords: Experiential Marketing, Influencer Marketing, Purchase Decision

INTRODUCTION

The beauty industry, particularly the skincare segment, has experienced rapid growth in response to increasing consumer awareness of self-care and appearance. In today's competitive global market, companies are required to continuously innovate in order to maintain their competitiveness, respond to increasingly complex consumer needs, and contribute meaningfully to economic development and societal well-being. In line with this trend, the demand for high-quality and innovative skincare products has risen significantly. Beyond basic functionality, skincare products are now expected to offer additional benefits such as enjoyable user experiences, attractive packaging, and promotional approaches that align with modern consumer lifestyles (Katamso & Sugianto, 2024).

One brand that stands out in meeting these challenges is Skintific, a skincare company established in 1957 in Oslo, Norway, which has become popular among young consumers in Indonesia. Through its innovative approach, Skintific consistently adapts to market trends and consumer demands by emphasizing product quality and engaging marketing strategies, particularly experiential marketing and influencer marketing (Lestiyani & Purwanto, 2024). These strategies have become essential in capturing consumer interest and fostering loyalty in a highly competitive landscape.

According to Mitchell (2008) as cited in Mranani & Lastianti (2019), businesses must create memorable experiences to build strong emotional connections with consumers. Experiential marketing focuses on direct and interactive experiences that enhance emotional engagement. This approach can be executed through various activities such as product demonstrations, free samples, and interactive events, which allow consumers to experience the product benefits firsthand (Pick, 2020; Suardana et al., 2024). On the other hand, influencer marketing leverages the credibility of social media figures to deliver brand messages and recommend products. Influencers can build trust and personal connections with their audience, making them more effective in shaping purchasing decisions than traditional advertising (Kusumawati & Susanto, 2020).

Research by Muttaqin et al. (2023) suggests that the combination of experiential marketing and influencer marketing can generate a strong synergy in enhancing customer loyalty, particularly in emotionally driven and personal industries such as skincare. In practice, Skintific implements this dual strategy by partnering with influencers and organizing marketing events with retail partners such as Envio Store Surabaya. For example, Envio Store frequently holds events like the "Skincare Class Envio Store X Skintific" and collaborates with local influencers to introduce Skintific products through both physical and digital platforms. These strategies not only increase brand awareness but also enhance the customer experience in evaluating product quality.

Behind these strategies lies a phenomenon worthy of deeper investigation. According to Kompas.co.id (2024), Skintific recorded sales of IDR 64 billion through its official store, making it the top-performing skincare brand on official platforms in the first quarter of 2024. This indicates that Skintific has successfully attracted consumers to purchase through official channels, which typically provide more comprehensive product information and direct brand experiences. In contrast, brands such as Ms Glow and Daviena performed better on unofficial platforms, suggesting differing consumer preferences regarding purchasing channels. This phenomenon implies that Skintific's experiential marketing approach particularly through official retail partnerships like Envio Store effectively builds added value and fosters consumer trust in the authenticity and quality of its products.

Preliminary observations indicate that students at UPN “Veteran” Jawa Timur, the target population for this study, tend to prefer in-store purchases at locations such as Envio Store. This preference is driven by their desire to physically see and try products, consult with beauty advisors, and ensure that the skincare suits their specific skin type given the personal nature of skincare products. Additionally, their purchasing decisions are influenced by social media promotions from trusted influencers. These decisions are not only based on functional needs but are also shaped by emotional experiences and recommendations from credible online figures.

Generation Z, which constitutes the majority of today’s student population, is highly digitally connected, responsive to creative campaigns, and places great emphasis on product quality, authenticity, and effectiveness. With limited budgets, they tend to be more selective in choosing products that offer both functional value and affordability. Based on this background, this study aims to further explore how experiential marketing and influencer marketing influence purchasing decisions for Skintific skincare products among students of UPN “Veteran” Jawa Timur, with a case study at Envio Store Surabaya.

The objective of this research is to analyze both the partial and simultaneous influence of experiential marketing and influencer marketing on purchasing decisions for Skintific skincare products. The results of this study are expected to contribute theoretically to the development of marketing science, particularly in the field of consumer behavior in the digital era. Practically, the findings may serve as a reference for businesses especially Skintific and retail partners such as Envio Store in designing more effective and relevant marketing strategies tailored to the needs and preferences of today’s young consumers.

REVIEW OF LITERATURE

Experiential Marketing

Fitriani et al., (2023), in their study titled “*The Influence of Experiential Marketing, Product Quality, and Price on Purchase Decisions of Viva Handbody Lotion (Survey on Consumers in Cirebon)*,” used a quantitative method with a survey approach. A total sample of 100 respondents was obtained through non-probability sampling using the Lemeshow formula. The results of the study indicate that experiential marketing and product quality have a positive and significant effect on purchase decisions, while price has a negative effect. Simultaneously, all three variables have a significant influence on purchase decisions.

The study by Andarini et al., (2025), titled “*The Role of Experiential Marketing in the Purchase Decision of The Body Shop Cosmetic Products in Jember Regency*,” applied a quantitative method with an explanatory approach. A sample of 100 respondents was purposively selected from a population of 1,123 consumers of The Body Shop in Jember Regency. The findings reveal that all dimensions of experiential marketing: sense, feel, think, act, and relate have a positive and significant influence on purchase decisions. This indicates that experiences involving the five senses, emotions, thoughts, behavior, and social connections can enhance consumer purchase decisions.

Influencer Marketing

The study conducted by Uyuun and Dwijayanti (2022), titled “*The influence of Influencer Marketing and Brand Awareness on the Purchase Decision of Scarlett Whitening Products among FEB UNESA Students*,” employed a quantitative research method using purposive sampling. The population consisted of active students from the Faculty of Economics and Business at the State University of Surabaya (UNESA) from the 2018–2021

cohorts, with a total sample of 97 respondents. The research findings indicate that both influencer marketing and brand awareness have a positive and significant influence on purchase decisions. Additionally, the two variables simultaneously have a significant effect on the purchase decision of Scarlett Whitening products.

A study by Lestiyani and Purwanto (2024), entitled “*An Analysis of the Influence of Influencer Marketing and Brand Love on the Purchase Decision of Skintific Skincare Products,*” utilized a quantitative approach with Structural Equation Modeling (SEM) based on SmartPLS. The sample consisted of 100 respondents selected through purposive sampling. The results revealed that both influencer marketing and brand love have a positive and significant influence on purchase decisions. Furthermore, the two variables jointly contribute significantly to the increase in purchase decisions for Skintific skincare products.

Purchase Decision

The study by Yasinta and Nainggolan (2023), titled “*The Influence of Influencer Marketing on Purchase Decision of Somethinc in Surabaya Mediated by Brand Image,*” employed a quantitative method using SEM-PLS analysis via SmartPLS software. A total of 130 respondents were purposively selected from consumers who had previously purchased Somethinc products in Surabaya. The findings indicate that influencer marketing has a positive and significant effect on both brand image and purchase decision. Moreover, brand image significantly influences purchase decisions and serves as a significant mediator in the relationship between influencer marketing and purchase decision.

The study conducted by Kasakeyan et al. (2021), entitled “*The Influence of Electronic Word of Mouth, Product Quality, and Experiential Marketing on the Purchase Decision of Street Boba Manado Products,*” used a quantitative approach with an associative method. The study population consisted of 6,017 consumers of Street Boba in Manado City, and the sample comprised 98 respondents selected through accidental sampling. The results showed that electronic word of mouth had a positive but not significant influence on purchase decisions. Conversely, product quality and experiential marketing had a positive and significant influence. Simultaneously, all three variables were found to have a significant effect on purchase decisions.

RESEARCH METHOD

This study adopts a quantitative approach with a descriptive method, aiming to objectively describe existing conditions using numerical data and to analyze the influence of Experiential Marketing and Influencer Marketing on Purchase Decisions. The target population comprises 22,976 active students of UPN "Veteran" East Java. A non-probability sampling technique with a purposive sampling approach was employed. The sample consisted of students who had purchased Skintific skincare products at Envio Store Surabaya at least once a month. Based on the sample size calculation, a total of 100 respondents were selected. Data were analyzed using SPSS version 27.

Questionnaire Structure

The questionnaire consists of a series of statements designed using a Likert scale (ranging from 1 to 5) to measure three main constructs: Experiential Marketing, Influencer Marketing, and Purchase Decision.

Hypothesis Testing

This study employs multiple linear regression analysis and hypothesis testing using both the t-test and F-test, with a significance level of < 0.05 . This significance threshold serves as the basis for determining whether there is a statistically significant relationship between the variables. Accordingly, the hypotheses in this study are tested and verified as follows:

1. H1: Experiential Marketing (X1) has a partial effect on Purchase Decision (Y) of Skintific skincare products among students of UPN "Veteran" East Java.
2. H2: Influencer Marketing (X2) has a partial effect on Purchase Decision (Y) of Skintific skincare products among students of UPN "Veteran" East Java.
3. H3: Experiential Marketing (X1) and Influencer Marketing (X2) simultaneously have a significant effect on Purchase Decision (Y) of Skintific skincare products among students of UPN "Veteran" East Java.

RESULTS AND DISCUSSION

Results of Respondent Characteristics

Table 1
Frequency Distribution Based on Gender

Gender	Frequency	Percentage
Female	89	89%
Male	11	11%
Total	100	100%

Source: Primary Data Processed by the Researcher, 2025

Based on the gender classification in Table 1, the majority of respondents who completed the questionnaire were female, totaling 89 individuals (89%), while male respondents accounted for 11 individuals (11%).

Table 2
Frequency Distribution Based on Age

Age	Frequency	Percentage
20 Years	6	6%
21 Years	21	21%
22 Years	73	73%
Total	100	100%

Source: Primary Data Processed by the Researcher, 2025

Based on Table 2, it is known that 6 respondents (6%) were 20 years old, 21 respondents (21%) were 21 years old, and 73 respondents (73%) were 22 years old. This data indicates that the majority of respondents in this study were 22 years old.

Table 3
Frequency Distribution of Respondents Based on Faculty

Faulty	Frequency	Percentage
FAD	5	5%
FEB	17	17%
FH	9	9%
FT	11	11%

FISIP	42	42%
FIK	10	10%
FP	6	6%
FK	0	0%
Total	100	100%

Source: Primary Data Processed by the Researcher, 2025

Based on Table 3, it is known that 5 respondents (5%) were from the Faculty of Design and Architecture (FAD), 17 respondents (17%) from the Faculty of Economics and Business (FEB), 9 respondents (9%) from the Faculty of Law (FH), 11 respondents (11%) from the Faculty of Engineering (FT), 42 respondents (42%) from the Faculty of Social and Political Sciences (FISIP), 10 respondents (10%) from the Faculty of Computer Science (FIK), 6 respondents (6%) from the Faculty of Agriculture (FP), and 0 respondents (0%) from the Faculty of Medicine (FK). Based on these data, it can be concluded that the majority of respondents in this study were from the Faculty of Social and Political Sciences (FISIP).

Table 4
Distribution of Respondents' Purchase Transactions (Within One Month)

Purchase Frequency	Frequency	Percentage
once	71	71%
2-3 times	29	29%
> 3 times	0	0%
Total	100	100%

Source: Primary Data Processed by the Researcher, 2025

Based on Table 4, it is known that 71 respondents (71%) made a purchase once within a month, 29 respondents (29%) made 2–3 purchases, and no respondents (0%) made more than 3 purchases. From these data, it can be concluded that the majority of respondents made only one purchase within the one-month period.

Descriptive Analysis of the Research Variables

Table 5
Descriptive Analysis of the Experiential Marketing Variable (X1)

Mean Indicator	Mean	Category
Sense Experience	4,34	Strongly Agree
Feel Experience	4,18	Agree
Tink Experience	4,27	Strongly Agree
Action Experience	4,45	Strongly Agree
Relate Experience	4,56	Strongly Agree
Grand Mean	4,36	Strongly Agree

Source: Primary Data Processed by the Researcher, 2025

Based on the table, it can be concluded that the indicator with the highest mean value is *relate experience* at 4.56, which falls into the "strongly agree" category. The grand mean of the *experiential marketing* variable is 4.36, which also falls within the strongly agree category.

Table 6
Descriptive Analysis of the Influencer Marketing Variable (X2)

Mean Indicator	Mean	Category
Trustworthiness	3,96	Agree
Expertise	4,38	Agree
Attractive	4,32	Strongly Agree
Grand Mean	4,22	Strongly Agree

Source: Primary Data Processed by the Researcher, 2025

Based on the table, it can be concluded that the indicator with the highest mean value is *Expertise*, with a score of 4.38, which falls into the "strongly agree" category. The grand mean of the *influencer marketing* variable is 4.22, which also falls within the strongly agree category.

Table 7
Descriptive Analysis of the Purchase Decision Variable (Y)

Mean Indicator	Mean	Category
Product Selection	4,61	Strongly Agree
Brand Selection	4,35	Strongly Agree
Purchase Channel Selection	4,45	Strongly Agree
Purchase Quantity	4,35	Strongly Agree
Purchase Timing	4,51	Strongly Agree
Grand Mean	4,45	Strongly Agree

Source: Primary Data Processed by the Researcher, 2025

Based on the table, it can be concluded that the indicator with the highest mean value is Product Selection, with a score of 4.61, which falls into the "strongly agree" category. The grand mean of the purchase decision variable is 4.45, which also falls within the strongly agree category.

Validity Test

1. All statement items in the experiential marketing variable are declared valid, as they have a corrected item-total correlation value > 0.1966
2. All statement items in the influencer marketing variable are declared valid, with corrected item-total correlation values > 0.1966
3. All statement items in the purchase decision variable are also declared valid, as the corrected item-total correlation values are > 0.1966

Reliability Test

Table 8
Reliability Test Results

Independent Variable	Cronbach's Alpha	Information
Experiential Marketing (X1)	0,833	Reliable
Influencer Marketing (X2)	0,837	Reliable
Purchasing Decision (Y)	0,831	Reliable

Source: Primary Data Processed by the Researcher, 2025

Based on the reliability test results, all research variables have Cronbach’s Alpha values above the minimum threshold of 0.60, indicating high internal consistency. Thus, the questionnaire is reliable and suitable for further analysis.

Classical Assumption Test
Normality Test

Table 9
Normality Test Result
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	,0000000	
	Std. Deviation	2,80430493	
Most Extreme Differences	Absolute	,085	
	Positive	,057	
	Negative	-,085	
Test Statistic		,085	
Asymp. Sig. (2-tailed) ^c		,073	
Monte Carlo Sig. (2-tailed) ^d	Sig.	,075	
	99% Confidence Interval	Lower Bound	,068
		Upper Bound	,081

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 221623949.

Source: Primary Data Processed by the Researcher, 2025

The results of the normality test indicate that the residuals are normally distributed, with an Asymp. Sig. value of 0.073 and a Monte Carlo Sig. value of 0.075, both exceeding the significance threshold of 0.05. Thus, the assumption of normality in regression is fulfilled.

Multicollinearity Test

Table 10
Multicollinearity Test Result

Independent Variable	Collinearity Statistics		Information
	Tolerance	VIF	
Experiential Marketing	0,902	1,108	Non-Multicollinearity
Influencer Marketing	0,902	1,108	Non-Multicollinearity

Source: Primary Data Processed by the Researcher, 2025

The results indicate that the VIF values for the variables *Experiential Marketing* (X1) and *Influencer Marketing* (X2) are both 1.108 (< 10), and the tolerance values are 0.902 (> 0.10). Therefore, it can be concluded that no multicollinearity is present. Accordingly, all variables in this study are free from multicollinearity issues.

Heteroscedasticity Test

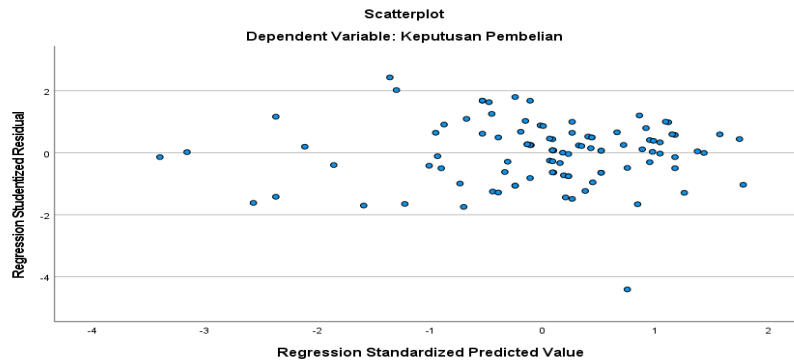


Figure 1
Heteroscedasticity Test Result

Source: Primary Data Processed by the Researcher, 2025

Based on the results of the heteroscedasticity test using the scatterplot graph, the data points are randomly dispersed around the zero line without forming a specific pattern. This indicates that the residual variance is constant (homoscedastic), thus it can be concluded that there is no indication of heteroscedasticity in the regression model.

Multiple Linear Regression Test

Table 11
Multiple Linear Regression Test Result

Variable	Unstandardized Coefficient B	t	Sig.
Constanta	16,749	5,055	<,001
Experiential Marketing	.480	7,050	<,001
Influencer Marketing	.140	2,258	.026

Source: Primary Data Processed by the Researcher, 2025

Based on the results, the following conclusions can be drawn:

1. The constant value (a) of 16.749 indicates the baseline of purchase decision when the variables of experiential marketing (X1) and influencer marketing (X2) are not present. This means that in the absence of the independent variables, the purchase decision remains at its initial state without any change.
2. The regression coefficient for experiential marketing (X1) is 0.480, indicating a positive influence on purchase decision. This implies that for every one-unit increase in experiential marketing, the purchase decision increases by 0.480, assuming other variables are held constant.
3. The regression coefficient for influencer marketing (X2) is 0.140, also indicating a positive influence on purchase decision. This suggests that for every one-unit increase in influencer marketing, the purchase decision increases by 0.140, assuming other variables are held constant.

Coefficient of Determination Test

It can be concluded that the coefficient of determination in this study is 0.425 or 42.5%. This indicates that the independent variables, experiential marketing (X1) and influencer marketing (X2), contribute 42.5% to the dependent variable, which is the purchase decision. Meanwhile, the remaining 57.5% is influenced by other factors not examined in this study.

Hypothesis Test

F-Test

Table 12
F-Test Result

Model	Sum Of Squares	Df	Mean Square	F-count	F-table	Sig.
Regression	576,092	2	288,046	35,888	3,09	<,001
1 Residual	778,548	97	8,026			
Total	1354,640	99	.183			

Source: Primary Data Processed by the Researcher, 2025

The results indicate that the F-count value of 35.888 is greater than the F-table value of 3.09, with a significance level of <0.001, which is less than 0.05. Therefore, it can be concluded that simultaneously, the variables experiential marketing and influencer marketing have a significant effect on purchase decisions.

T-Test

Table 13
T-Test Result

Independent Variable	t-count	t-table	Sig.	Information
Experiential Marketing	7,050	1,984	<,001	significant
Influencer Marketing	2,258	1,984	.026	significant

Source: Primary Data Processed by the Researcher, 2025

Table 13 indicates that each variable in this study exerts a partial effect. The results of the statistical tests are detailed as follows:

1. The results of the t-test show that the t-value for the Experiential Marketing variable is 7.050, which is greater than the critical t-value of 1.984, with a significance level of 0.001 (< 0.05). This indicates that Hypothesis H1 is accepted, meaning that Experiential Marketing (X1) has a statistically significant partial effect on Purchase Decision (Y).
2. The t-value for the Influencer Marketing variable is 2.258, which is also greater than the critical t-value of 1.984, with a significance level of 0.026 (< 0.05). Therefore, Hypothesis H2 is accepted, indicating that Influencer Marketing (X2) also has a statistically significant partial effect on Purchase Decision (Y).

The Influence of Experiential Marketing and Influencer Marketing Simultaneously on Purchase Decisions of Skintific Skincare Products at Envio Store Surabaya

Based on the hypothesis testing, it was found that H3 is accepted. The results of the F-test showed that the calculated F-value is greater than the critical F-value (F-calculated = 35.888 > F-table = 3.09) and the significance value is less than 0.001 (p < 0.05). It can be concluded that in this study, there is a significant simultaneous effect of experiential

marketing and influencer marketing on the purchase decision of Skintific skincare products at Envio Store Surabaya.

Based on the descriptive analysis results of the purchase decision variable, which was measured through five indicators: product selection, brand choice, purchase channel, purchase quantity, and purchase timing, the category falls into the Very Good category with a grand mean of 4.45. The experiential marketing variable had a grand mean of 4.36, also categorized as Very Good. Meanwhile, the influencer marketing variable had a grand mean of 4.22, which is likewise categorized as Very Good. The presence of experiential marketing (through direct experience, product testers, and store services) and influencer marketing (through content, image, and product reviews), both of which are well-executed and mutually supportive, influences the purchase decision of Skintific skincare products at Envio Store Surabaya.

This study is supported by Karuniatama et al. (2020), who state that purchase decision is a process involving consumer evaluation of information, experience, and perception before deciding to buy a product. Consumers tend to make purchases when experiential marketing such as opportunities to try products, services from beauty advisors, and influencer recommendations is perceived as relevant, trustworthy, and exceeding expectations. Conversely, experiences that are unsatisfactory or below expectations may result in disappointment and hinder purchase decisions.

These findings indicate that both independent variables simultaneously have a significant effect on the purchase decision of Skintific skincare products at Envio Store Surabaya. Activities such as directly trying the product (tester) and receiving recommendations from influencers through content or reviews have been proven to encourage purchase interest and decision-making. Therefore, improvements in either or both variables can tangibly influence consumer behavior. Consequently, marketing strategies that emphasize product trial experiences and authentic, relevant influencer recommendations become key differentiators in an increasingly competitive market.

Partial Influence of Experiential Marketing on the Purchase Decision of Skintific Skincare Products at Envio Store Surabaya

Based on the hypothesis testing results, H1 is accepted. The t-test showed that the calculated t-value was greater than the critical t-value, specifically $7.050 > 1.98472$, with a significance level of $0.001 < 0.05$. This indicates a significant influence of experiential marketing on purchase decisions. Thus, the direct experience of trying Skintific skincare product samples at Envio Store Surabaya effectively attracts consumers' interest to use the products.

Descriptive analysis of the experiential marketing variable, measured through five indicators: sense, feel, think, act, and relate showed a Very Good category with a grand mean of 4.36. The experiential marketing indicator with the highest mean value was 4.56. Meanwhile, the purchase decision variable, which includes five indicators product selection, brand choice, purchase channel, purchase quantity, and purchase timing also falls into the Very Good category with a grand mean of 4.45. This demonstrates that experience-based marketing, such as direct product trials and friendly service from beauty advisors, can influence consumers' decisions to purchase Skintific skincare products at Envio Store Surabaya.

This study supports the assertion by Mranani and Lastiani (2019), who stated that experiential marketing is a strategy that creates unique and memorable consumer experiences

to enhance engagement and influence purchase decisions. This strategy builds an emotional bond through direct interaction between consumers and products, which drives interest and involvement in the purchasing process. This is further reinforced by Pick (2020), who noted that when consumers have the opportunity to try a product first, their trust in the product increases because the direct experience reduces uncertainty and fosters an emotional connection with the brand, ultimately encouraging the decision to buy.

These findings are also consistent with research conducted by Fitriani et al. (2023), Mranani and Lastiani (2019), and Walukow and Alexandrina (2022), which demonstrated that experiential marketing significantly affects purchase decisions. Therefore, this study aligns with previous research concluding that experiential marketing partially contributes significantly to consumer purchase decisions.

Partial Influence of Influencer Marketing on the Purchase Decision of Skintific Skincare Products at Envio Store Surabaya

Based on the hypothesis testing results, H2 is accepted. The t-test showed that the calculated t-value was greater than the critical t-value, specifically $2.258 > 1.98472$, with a significance level of $0.026 < 0.05$. This indicates a significant influence of influencer marketing on the purchase decision of Skintific skincare products at Envio Store Surabaya. Thus, influencers not only serve as information disseminators but also as opinion leaders capable of affecting consumers' interest and purchasing decisions, particularly among university students.

Descriptive analysis of the influencer marketing variable, measured through three indicators trustworthiness, expertise, and attractiveness showed a Very Good category with a grand mean of 4.22. The influencer marketing indicator with the highest mean value was 4.38. Meanwhile, the purchase decision variable, which includes five indicators, also falls into the Very Good category with a grand mean of 4.45. This demonstrates that the presence of influencers in marketing strategies plays a crucial role in shaping consumers' trust and perceptions of the brand. Therefore, influencer marketing becomes a strategic element that can be leveraged to enhance the purchase decision of Skintific skincare products at Envio Store Surabaya.

This study reinforces the findings of Lestiyani and Purwanto (2024), who stated that influencer marketing is a rapidly growing industry strategy where influential individuals on social media are utilized to disseminate promotional content. In a competitive digital era, influencers build trust through closeness and authentic content, becoming a powerful source of recommendations that affect consumer purchase decisions. This aligns with Kotler and Keller (2020), who argue that influencer marketing strategies can drive sales growth by attracting audience interest through relevant and engaging content.

These findings are also consistent with research conducted by Uyuun and Dwijayanti (2022), Liu and Ling (2019), and Arhofa and Andarini (2024), which demonstrate that influencer marketing significantly influences purchase decisions. Therefore, this study is consistent with previous research concluding that influencer marketing partially and significantly contributes to consumer purchase decisions.

CONCLUSION

1. The results of the simultaneous test (F test) indicate that the variables of Experiential Marketing and Influencer Marketing jointly have a significant effect on the purchase decision of Skintific skincare products at Envio Store Surabaya.

2. The results of the partial test (T Test) indicate that the variables of Experiential Marketing individually have a significant impact on the purchase decision of Skintific skincare products at Envio Store Surabaya.
3. The results of the partial test (T Test) indicate that the variables of Influencer Marketing individually have a significant impact on the purchase decision of Skintific skincare products at Envio Store Surabaya.

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