

The Effect Of Beauty Influencers And Brand Image On Skintific Purchase Decisions Through Shopee Among Generation Z In Padang City

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Abstract

This research analyzes how Beauty Influencers and Brand Image affect the Purchase Decisions of Generation Z consumers who buy Skintific products through Shopee in Padang City. The study examined the effects of both variables separately and simultaneously. This study used a quantitative approach with a causal research design. The respondents were 130 Generation Z consumers selected through purposive sampling. Respondents were required to live in Padang City and have previously purchased Skintific products on Shopee. We collected primary data through an online questionnaire using a five-point Likert scale and analyzed it using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS 4. The analysis found that Beauty Influencers significantly contribute to Purchase Decisions in a positive direction ($\beta = 0.292$; $t = 3.802$; $p < 0.001$). The study also found a positive, significant relationship between Brand Image and Purchase Decisions ($\beta = 0.413$; $t = 5.429$; $p < 0.001$). The higher coefficient for Brand Image indicates that it has a stronger influence than Beauty Influencers. The simultaneous analysis further confirms a significant positive effect of the two variables on Purchase Decisions ($\beta = 0.378$; $t = 6.760$; $p < 0.001$). An R^2 of 0.378 shows that Beauty Influencers and Brand Image explain 37.8% of the variation in consumers' Purchase Decisions. The results emphasize that credible Beauty Influencers, together with a positive Brand Image, are important considerations in encouraging Generation Z consumers to purchase skincare products through digital marketplaces.

Keywords: Beauty Influencer; Brand Image; Generation Z; Purchase Decision; Skintific.

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INTRODUCTION

The skincare industry in Indonesia has evolved as consumers have changed how they seek information and make purchases. Generation Z has grown up in a world where they vet products via social media, reading reviews, watching testimonials, and following advice from online influencers before deciding to make a purchase. Lou and Yuan (2019) explain that a message's value and an influencer's credibility can foster consumer trust in branded content. Liu and Zheng (2024) highlight how social media influencers can persuade consumers while simultaneously enhancing brand credibility and purchase intention. The literature reviewed in this thesis further indicates that identification, credibility, and the

perceived fit between a product and its endorser are integral components of the endorsement process (Schouten et al., 2020; Masuda et al., 2022).

Skintific is a skincare brand that employs marketing strategies across various platforms, including e-commerce marketplaces. Data shows that the Skintific_ID store on Shopee sold about 149,900 units, generating IDR 47.6 billion in sales revenue in the first quarter (Q1) of 2024. From January to March 2025, Skintific held a 7.6% market share within the beauty and personal care category on Shopee Indonesia (Compas.co.id, 2024–2025). Furthermore, the background of this thesis notes that Generation Z in the city of Padang demonstrates a strong interest in purchasing beauty products, as evidenced by consumer expenditure data on skincare items (Nurshahira, 2025; BPS Kota Padang, 2025). This trend provides a basis for examining the factors that influence purchasing decisions for Skintific products on Shopee. Beauty influencers provide information that can shape how consumers evaluate products. Factors such as expertise, trustworthiness, attractiveness, similarity, and the alignment between the influencer and the promoted product play a significant role. Garg and Bakshi (2024) indicate that credibility, parasocial interaction, and trust—cultivated through beauty vloggers—can enhance consumer purchase intentions. Belanche et al. (2021) also highlight how an influencer's credibility shapes followers' attitudes and actions. In this study, the effectiveness of a beauty influencer is measured based on expertise, trustworthiness, attractiveness, similarity, and the fit between the product and the endorser (Kumar & Tripathi, 2025).

Brand Brand image plays a crucial role in purchasing decisions, as it reflects how consumers recall and perceive a brand (Kotler & Keller, 2021). A positive brand image can reduce uncertainty and increase consumer confidence when comparing various skincare product options. Sa'adah and Mardhotillah (2023) found that brand image has a minor influence on the purchase intention for Avoskin products. Meanwhile, Putri, Listyorini, and Budiarmo (2023) discovered that both influencer marketing and brand image have a positive impact on purchasing decisions for Pond's products. In this study, brand image is defined as the beliefs, ideas, impressions, and associations consumers form from their perceptions and experiences (Torres et al., 2019).

There is also a gap regarding the variables measured and the research context. Many previous studies have focused more on purchase intention than on actual purchasing decisions (Garg & Bakshi, 2024; Liu & Zheng, 2024; Shojaei & Barbosa, 2026). Limited research examines the roles of beauty influencers and brand image simultaneously among Generation Z in Padang City who purchase products via the Shopee platform. The literature reviewed in this thesis indicates that influencer impact can vary by context (Motara et al., 2026). Therefore, this study investigates how beauty influencers and brand image influence product purchasing decisions on Shopee among Generation Z in Padang City.

METHODOLOGY

This study uses a causal research design to examine how beauty influencers (X1) and brand image (X2) affect purchasing decisions (Y). The target population consists of Generation Z consumers in Padang City who have purchased products through Shopee. The study used a non-probability sampling method specifically purposive sampling to select

participants. Following sample size guidelines, the study collected data from 130 respondents (Hair et al., 2019).

The study collected primary data using an online questionnaire with a five-point Likert scale. The study evaluated beauty influencers based on five dimensions: expertise, trustworthiness, attractiveness, similarity, and fit between the influencer and the product. Brand image was assessed through three key attributes: the strength, favorability, and uniqueness of brand associations (Kotler & Keller, 2021; Torres et al., 2019). Purchase Decisions were measured through purchase purpose, information processing, confidence in product choice, recommendation, and repurchase. The quantitative procedures followed the approach used in the thesis (Sugiyono, 2019; Ginting, 2009), while the Purchase Decision construct is based on Kotler and Armstrong (2008) and Thamrin and Francis (2016).

Data analysis was performed using SmartPLS 4 with Partial Least Squares Structural Equation Modeling (PLS-SEM). We assessed the measurement model for construct validity and reliability. This assessment included outer loading values, Average Variance Extracted (AVE), cross-loadings, the Fornell-Larcker criterion, Cronbach's Alpha, and Composite Reliability. The structural model was then examined based on the R-square (R^2) value and the path coefficients generated through the bootstrapping procedure. The proposed relationships were considered statistically significant when the t-statistic was greater than 1.96, and the p-value was below 0.05.

RESULTS AND DISCUSSION

1. Respondent Characteristics

A total of 130 respondents met the research criteria. Female respondents accounted for 90 respondents (69.2%), while 40 respondents (30.8%) were male. The largest birth-year group was 2001–2004, with 67 respondents (51.5%), followed by 2005–2008 (31 respondents; 23.8%), 1997–2000 (27 respondents; 20.8%), and 2009–2012 (5 respondents; 3.8%). By occupation, most respondents were students, totaling 73 (56.2%).

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	40	30.8%
	Female	90	69.2%
Birth Year	1997-2000	27	20.8%
	2001-2004	67	51.5%
	2005-2008	31	23.8%
	2009-2012	5	3.8%
Occupation	Student	73	56.2%
	Civil Servant	13	10.0%
	Private Employee	32	24.6%
	Entrepreneur	11	8.5%
	Other	1	0.8%

Source: Primary data processed, 2026.

2. Description of Research Variables

Respondents' assessments indicate that all variables were in the strong category. Beauty Influencers obtained a mean score of 3.81 with a Respondent Achievement Level (TCR) of 76.21%. Brand Image had a mean score of 3.77 and a TCR of 75.79%, while Purchase Decisions had a mean score of 3.74 and a TCR of 74.81%.

Table 2. Description of Research Variables

Variable	Mean	TCR	Category
Beauty Influencer	3.81	76.21%	Strong
Brand Image	3.77	75.79%	Strong
Purchase Decision	3.74	74.81%	Strong

Source: Primary data processed, 2026.

Measurement Model Evaluation

The convergent validity assessment results indicate that the indicators meet the required validity criteria, with outer loadings generally reaching the recommended threshold of 0.70. Loading values for the Beauty Influencer construct range from 0.725 to 0.881, while those for the Brand Image construct range from 0.700 to 0.878. The Purchase Decision construct shows values between 0.703 and 0.873. The Average Variance Extracted (AVE) values for Beauty Influencer, Brand Image, and Purchase Decision are 0.664, 0.598, and 0.608, respectively. Since each AVE value exceeds 0.50, the constructs satisfy the requirements for convergent validity. Furthermore, the Fornell-Larcker criterion confirms that the constructs also meet the requirements for discriminant validity. convergent validity results indicate that all indicators have outer loading values above 0.70. Beauty Influencer indicators ranged from 0.725 to 0.881, Brand Image indicators ranged from 0.700 to 0.878, and Purchase Decision indicators ranged from 0.703 to 0.873. The AVE values were 0.664, 0.598, and 0.608, respectively, all exceeding 0.50. The Fornell-Larcker criterion was also satisfied.

Table 3. Convergent Validity and Construct Reliability

Construct	AVE	Cronbach's Alpha	Composite Reliability
Beauty Influencer	0.664	0.927	0.940
Brand Image	0.598	0.915	0.930
Purchase Decision	0.608	0.935	0.944

Source: Primary data processed, 2026.

The Reliability analysis indicates that Cronbach's Alpha and Composite Reliability values for all constructs exceed 0.70, indicating that all constructs meet the reliability criteria in this study.

Structural Model Evaluation and Hypothesis Testing

The R² value for Purchase Decision is 0.378, with an adjusted R² value of 0.368. This indicates that Beauty Influencers and Brand Image contribute 37.8% to the variance in Purchase Decision, while factors outside the model account for the remaining 62.2%. The bootstrapping results support all of the research hypotheses.

Table 4. Hypothesis Testing Results

Hypothesis	Relationship	Original Sample	T-statistic	P-value	Decision
H1	Beauty Influencer → Purchase Decision	0.292	3.802	0.000	Supported
H2	Brand Image → Purchase Decision	0.413	5.429	0.000	Supported
H3	Beauty Influencer & Brand Image → Purchase Decision	0.378	6.760	0.000	Supported

Source: Primary data processed, 2026.

The Effect of Beauty Influencers on Purchase Decisions

Beauty influencers have a positive and significant impact on purchasing decisions ($\beta = 0.292$; $t = 3.802$; $p < 0.001$). This indicates that the more positive a consumer's perception is regarding an influencer's expertise, credibility, attractiveness, similarity, and suitability for a given product, the stronger their inclination to purchase Skintific products via Shopee. These findings align with the literature cited in this thesis, which emphasizes that credibility and endorsement congruence are the primary mechanisms driving consumer response (Belanche et al., 2021; Schouten et al., 2020; Masuda et al., 2022). These findings are consistent with Garg and Bakshi (2024), who found that attributes such as credibility, parasocial interaction, and trust in beauty vloggers drive purchase intentions. These results also align with Kuswati et al. (2024), who highlight the role of parasocial interaction with Indonesian beauty vloggers in purchasing behavior.

The Effect of Brand Image on Purchase Decisions

The findings show that Brand Image has a positive, statistically significant effect on Purchase Decisions ($\beta = 0.413$; $t = 5.429$; $p < 0.001$). Compared with Beauty Influencer, Brand Image has a higher path coefficient, suggesting that consumers' perceptions of the Skintific brand's strength, favorability, and uniqueness play a greater role in influencing their purchasing decisions. In other words, when consumers develop strong and positive associations with a brand, they are more likely to evaluate its products favorably and consider purchasing them (Kotler & Keller, 2021; Torres et al., 2019). These findings align with Tafolli et al. (2025), who emphasize the crucial role of brand image in linking electronic word-of-mouth to consumer purchase intentions. However, Sa'adah and Mardhotillah (2023) report different results, finding that brand image does not have a significant influence on consumers' intentions to purchase Avoskin products. These contrasting findings may reflect differences in the brands examined, respondent profiles, research settings, and other contextual factors shaping consumer purchasing behavior.

The Effect of Beauty Influencers and Brand Image on Purchase Decisions

The simultaneous test indicates that Beauty Influencers and Brand Image collectively have a positive and significant influence on Purchase Decisions ($\beta = 0.378$; $t = 6.760$; $p < 0.001$). This

result aligns with Putri, Listyorini, and Budiatmo (2023), who reported that Influencer Marketing and Brand Image jointly contribute to consumers' decisions to purchase Pond's products. The R^2 value of 0.378 further shows that Beauty Influencers and Brand Image account for 37.8% of the variation in Generation Z's Purchase Decisions. Although this percentage indicates that both variables contribute to purchasing behavior, other factors not included in the research model account for a larger proportion, namely 62.2%. Based on the discussion in this study, these factors may include price, product quality, promotional activities, electronic word-of-mouth, consumer trust, service quality, and customer experience.

CONCLUSION

Based on responses from 130 Generation Z consumers in Padang City, the study found that Beauty Influencers significantly and positively affect consumers' decisions to purchase Skintific products on Shopee. Brand Image also had a significant positive effect on Purchase Decisions. However, its stronger path coefficient suggests that consumers' perceptions of the Skintific brand play a greater role in their purchasing decisions than Beauty Influencers. Together, Beauty Influencers and Brand Image explain 37.8% of the variation in Purchase Decisions.

These results suggest that Generation Z's purchasing decisions are influenced by both external information sources and their overall perception of a brand. Therefore, Skintific should collaborate carefully with credible Beauty Influencers whose image and audience align with its products. At the same time, maintaining and developing favorable brand associations remains important for strengthening consumers' purchasing decisions. Because factors beyond those examined in this study explain a considerable portion of purchasing decisions, future researchers should explore other relevant factors, including price, product quality, promotional activities, electronic word-of-mouth, consumer trust, and customer experience.

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