

The Influence of Influencer Marketing and Brand Image on Skintific Skincare Product Purchasing Decisions among Generation Z in Surabaya

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Abstract: This study aims to analyze the influence of Influencer Marketing and Brand Image on purchasing decisions for Skintific skincare products among Generation Z in Surabaya. This research used a quantitative approach with data collection methods conducted through questionnaires distributed to Generation Z respondents aged 14–29 years who had used Skintific skincare products. The sampling technique used was non-probability sampling with a purposive sampling method. The total sample in this study consisted of 100 respondents obtained using the Slovin formula. The data analysis technique used multiple linear regression analysis with the assistance of SPSS (Statistical Package for the Social Sciences). The results showed that Influencer Marketing had a positive and significant effect on purchasing decisions with a t-count value of $6.432 > t\text{-table } 1.98472$ and a significant value of $0.000 < 0.05$. Brand Image also has a significant effect on purchasing decisions with a t-count value of $5.324 > t\text{-table } 1.98472$ and a significant value of $0.000 < 0.05$. In addition, the F-test results indicated that Influencer Marketing and Brand Image simultaneously had a significant effect on purchasing decisions with an f-count value of $60.165 > f\text{-table } 3.09$ and a significant value of $0.000 < 0.05$. Therefore, Influencer Marketing and Brand Image play an important role in increasing purchasing decisions for Skintific skincare products among Generation Z in Surabaya.

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Introduction

The skincare industry in Indonesia is experiencing rapid growth as public awareness of skin health and appearance increases. Skincare products are no longer viewed as secondary necessities but have become an integral part of people's lifestyles. This situation has driven increasingly fierce competition among brands such as Scarlett, Wardah, Somethinc, COSRX, Glad2Glow, and Skintific.

Therefore, companies are required to implement effective marketing strategies and build a strong brand image to win the market.

One brand that has successfully captured consumer attention is Skintific. This brand is known for its scientifically researched products, transparent ingredient lists, and active digital marketing strategy. This success is largely due to the company's efforts to utilize social media as a marketing communication tool for consumers, particularly Generation Z, one of the primary target markets for skincare products.

Generation Z is a group that grew up alongside the development of digital technology and uses social media as a primary source for information before making a purchase. The high level of social media use in Indonesia makes it easier for consumers to obtain product reviews, compare various brand alternatives, and shape product perceptions through digital content and influencer recommendations. These characteristics make Generation Z a potential and relevant segment for studying skincare purchasing behavior.

In the context of digital marketing, influencer marketing is considered an effective strategy because influencers have the ability to build trust and rapport with their followers through authentic content. Furthermore, brand image plays a crucial role in shaping consumer perceptions of a brand's quality and credibility. A positive brand image can boost consumer confidence, thus driving product purchasing decisions.

However, previous research on the influence of influencer marketing on purchasing decisions has yielded mixed results. Some studies found that influencer marketing has a positive and significant effect on purchasing decisions, while others showed insignificant results. This discrepancy indicates a significant research gap that requires further study, particularly regarding Skintific skincare products among Generation Z respondents in Surabaya.

Based on the phenomenon and research gap, this study aims to analyze the influence of Influencer Marketing on purchasing decisions, analyze the influence of Brand Image on purchasing decisions, and analyze the influence of Influencer Marketing and Brand Image simultaneously on purchasing decisions for Skintific skincare products among Generation Z in Surabaya. The results of this study are expected to contribute to the development of marketing science, especially related to consumer behavior in the digital era, as well as become a consideration for companies in designing effective marketing strategies through the use of influencers and strengthening Brand Image.

Research methods

Types and Methods of Research

This study uses a quantitative approach with an associative research design to analyze the influence of Influencer Marketing (X1) and Brand Image (X2) on Purchasing Decisions (Y) of Skintific skincare products among Generation Z in Surabaya. The quantitative approach focuses on testing theories through variable measurements using numerical data and statistical analysis. In this study, there are two independent variables, namely Influencer Marketing (X1) and Brand Image (X2), and one dependent variable, namely Purchasing Decisions (Y). The quantitative approach allows data to be analyzed statistically to produce objective and measurable findings.

The study population was Generation Z residents of Surabaya who had used Skintific skincare products. The sampling technique used non-probability sampling with a purposive sampling method. According to Sugiyono (in Farida Annassa, 2021), non-probability sampling is a sampling technique that does not provide an equal opportunity for every member of the population to be included in the research sample. Meanwhile, purposive sampling is a sampling technique based on specific criteria established by the researcher (Sugiyono in Pebian Syifa Andarwati, 2021).

The respondent criteria in this study included men and women, students, or workers, income or pocket money, aged 14–29 years, and experience using Skintific skincare products. Based on the 920,000 Generation Z population in Surabaya, the sample size was determined using the Slovin formula with a 10% error rate, resulting in 100 respondents as the research sample.

The research instrument used a questionnaire compiled based on the indicators of each research variable and measured using a four-point Likert scale, namely Strongly Disagree (STS), Disagree (TS), Agree (S), and Strongly Agree (SS). The data obtained were then analyzed using IBM SPSS through validity tests, reliability tests, classical assumption tests (normality tests and multicollinearity tests), multiple linear regression analysis, t-tests, F-tests, and coefficients of determination (R^2) to test the influence of independent variables on the dependent variable.

Data Analysis Instruments and Techniques

The research instrument used was a closed questionnaire compiled based on the indicators of each variable, namely Influencer Marketing, Brand Image, and Purchasing Decisions in accordance with the operational definition of the research. Each indicator was measured using a four-point Likert scale, namely Strongly Disagree (STS), Disagree (TS), Agree (S), and Strongly Agree (SS), with a score of 1 to 4. The use of the Likert scale aims to measure respondents' perceptions and attitudes towards each statement submitted (Sugiyono, 2016).

Prior to data analysis, the research instruments were tested through validity and reliability tests. Validity tests were used to determine the ability of each statement item to measure the research variables, while reliability tests aimed to determine the level of consistency of the research instruments. Reliability testing was conducted using Cronbach's Alpha values, with the stipulation that a variable is considered reliable if its Cronbach's Alpha value is > 0.60 (Ghozali, 2018).

Next, the data was analyzed using IBM SPSS (Statistical Package for the Social Sciences). The analysis began with descriptive statistics to describe the characteristics of the respondents and the distribution of responses for each research variable. This was followed by classical assumption tests, including normality and multicollinearity tests, to ensure the regression model met the required assumptions.

Hypothesis testing was conducted using multiple linear regression analysis to determine the effect of Influencer Marketing and Brand Image on Purchasing Decisions. The effect of each independent variable was tested partially using the t-test, while the effect of both independent variables was tested simultaneously using the F-test. In addition, the coefficient of determination (R^2) was used to determine the extent of the ability of the Influencer Marketing and Brand Image variables to explain variations in Purchasing Decisions for Skintific skincare products among Generation Z in Surabaya.

Population and Sample

The population in this study was Generation Z who resided in Surabaya City and had used Skintific skincare products. Based on data from the Central Statistics Agency (BPS) of Surabaya City in 2023, the number of Generation Z residents in Surabaya City was 920,000. Due to the relatively large population, the sample size was determined using the Slovin formula with a margin of error of 10%, resulting in a sample size of 100 respondents. This number is considered representative of the population and can be used for statistical analysis (Sugiyono, 2016).

The sampling technique used was non-probability sampling with a purposive sampling method, which is a sampling determination technique based on certain considerations or criteria that are in accordance with the research objectives (Sugiyono in Pebian Syifa Andarwati, 2021). The respondent criteria in this study include: (1) aged 14–29 years who are included in the Generation Z category, (2) domiciled in the city of Surabaya, (3) male or female, (4) status as a student, university student, or worker who has income or pocket money, and (5) has used Skintific skincare products. By using these criteria, the selected respondents are expected to be able to provide relevant information in accordance with the research objectives.



Results and Discussion

Descriptive Results of Respondents

Table 1 Respondent Characteristics Based on Age

Age	Amount	Percentage
18-21 Years	36	36%
22-25 Years	55	55%
26-28 Years	9	9%
Total	100	100%

Based on the table of respondent characteristics by age, 36 respondents, or 36% of the sample, were between 18 and 21 years old, 55 respondents, or 55%, were between 22 and 25 years old, and 9 respondents, or 9%, were between 26 and 28 years old. Therefore, the total number of respondents in this study was 100 people. This shows that the respondents in this study were dominated by Generation Z in early adulthood, which is an age group with a high level of social media usage and actively seeking information about skincare products through various digital platforms before making a purchase decision.

Table 2 Distribution of Respondents by Gender

Gender	Amount	Percentage
Woman	79	79%
Man	21	21%
Total	100	100%

Based on the table above, the majority of respondents were female (79 people), while 21 respondents were male (21%). These results indicate that the respondents in this study were predominantly female. This indicates that women pay greater attention to skincare and are more active in using skincare products, making them the dominant consumer group in the study regarding Skintific product purchasing decisions.

Quantitative Analysis

Table 6 Validity Test Results

Variables	Code	Correlation (r count)	r Table	Description
<i>Influencer Marketing(X1)</i>	X1.1	5,70025	0.1966	Valid
	X1.2	6,58764	0.1966	Valid
	X1.3	7,700803	0.1966	Valid
	X1.4	5,505013	0.1966	Valid
	X1.5	5.213884	0.1966	Valid
	X1.6	4.960635	0.1966	Valid
<i>Brand Image(X2)</i>	X2.1	5,609525	0.1966	Valid
	X2.2	5,199604	0.1966	Valid
	X2.3	8.983121	0.1966	Valid
	X2.4	7,36686	0.1966	Valid
	X2.5	6.69133	0.1966	Valid
Purchase Decision (Y)	Y1	9.23147	0.1966	Valid
	Y2	10.66749	0.1966	Valid
	Y3	9,333479	0.1966	Valid
	Y4	7.252768	0.1966	Valid
	Y5	10,00942	0.1966	Valid
	Y6	8.934549	0.1966	Valid
	Y7	8.983121	0.1966	Valid
	Y8	9.411032	0.1966	Valid

Based on the results of the validity test with 100 respondents and a correlation value greater than or equal to 0.1966, as shown in the table above, we confirm the validity of each item in the instrument.

Table 10 Reliability Test Results

Variables	Number of Statements	Cronbach's Alpha Value	Critical Point	Results
X1	6	0.765	> 0.6	Reliable
X2	5	0.781	> 0.6	Reliable
Y	8	0.896	> 0.6	Reliable

The reliability test in this study was conducted using the Cronbach's Alpha method with a reliability criterion of 0.70. The test results show that each of the three variables X1, X2, and Y has a Cronbach's Alpha value between 0.765 and 0.789. This statistic indicates a very high level of reliability, exceeding the 0.60 criterion. Therefore, it can be concluded that all instrument variables are reliable.

Assumption Test Analysis

Table 9 Results of the One Sample Kolmogorov-Smirnov Test
One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters^{a,b}	Mean	.0000000
	Standard Deviation	2.54909675
Most Extreme Differences	Absolute	.078
	Positive	.063
	Negative	-.078
Test Statistics		.078
Asymp. Sig. (2-tailed)		.139c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

The results of the normality test using the One-Sample Kolmogorov–Smirnov method on the significance level of Asymp. Sig. (2-tailed) is 0.139. If Asymp. Sig. (2-tailed) is greater than 0.05, as indicated by this value, then the data in this study follows a normal distribution. This study has confirmed the assumption of normality.

Table 10 Multicollinearity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
		B	Std. Error	Beta	t		Tolerance	VIF
1	(Constant)	-75,116	10,145		-7,404	.000		
	<i>Influencer Marketing</i>	32,603	5,069	.482	6,432	.000	.820	1,219
	<i>Brand Image</i>	38,798	7,288	.399	5,324	.000	.820	1,219

The multicollinearity test results, as seen from the variable tolerance value, are 0.820 (> 0.10) and the VIF value is 1.219 (< 10), according to the table provided. These findings rule out the possibility of multicollinearity in the independent variables of the regression model used.

Multiple Linear Regression Test

Table 11 Results of multiple linear analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-75,116	10,145		-7,404	.000
	Influencer Marketing	32,603	5,069	.482	6,432	.000
	Brand Image	38,798	7,288	.399	5,324	.000

The constant value of -75.116 with a significance level of 0.000 indicates that if the Influencer Marketing and Brand Image variables are considered constant or zero, then the Purchase Decision value is -75.116. Although the constant is negative, the main interpretation of the regression model is more focused on the direction and magnitude of the influence of the independent variable on the dependent variable. The Influencer Marketing variable has a regression coefficient of 32.603 with a significance value of 0.000, which indicates that every one unit increase in Influencer Marketing will increase the Purchase Decision by 32.603, assuming the Brand Image variable remains constant. The Brand Image variable has a regression coefficient of 38.798 with a significance value of 0.000, which means that every one unit increase in Brand Image will increase the Purchase Decision by 38.798, assuming the Influence Marketing variable remains constant. Compared to Influencer Marketing, Brand Image has a larger regression coefficient value, so it can be said that Brand Image is a variable that has a more dominant influence on the Purchase Decision of Skintific skincare products on Generation Z in Surabaya.

Hypothesis Testing (F Test and t Test)

**Table 12 ANOVA Test Results
Statistical Test Results f**

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	798,018	2	399,009	60,165	.000b
	Residual	643,292	97	6,632		
	Total	1441,310	99			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Brand Image, Influencer Marketing

Based on the table above, if the estimated F value is greater than the F table value or the significance value is less than or equal to 0.05, the regression model is considered to be in accordance with the testing requirements. The significance value is $0.000 < 0.05$, and the calculated F value of 60.165 is higher than the F table value of 3.09 in this study. For the F table value, we need to know the number of independent variables (df1), which is 2 ($k - 1$), and the number of degrees of freedom (df2), which is 97 ($n - k$) ($100 - 3$), after eliminating the research variables. Thus, it is reasonable to use a regression model, and it can be concluded that consumers are strongly influenced by *Influencer Marketing* and Brand Image.

Table 13 Table of t-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-75,116	10,145		-7,404	.000
Influencer Marketing	32,603	5,069	.482	6,432	.000
Brand Image	38,798	7,288	.399	5,324	.000

Based on the results of the t-test (partial), both variables have a significant effect on the Purchasing Decision of Skintific skincare products in Generation Z Surabaya. The Influencer Marketing variable (X1) has a significance value <0.05 , so it has a significant effect on Purchasing Decisions. The Brand Image variable (X2) also has a significance value <0.05 , indicating that the better the brand image built, the Purchasing Decision will increase.

Coefficient of Determination Test

Table 14 Results of the Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.744a	.554	.544	2,575

a. Predictors: (Constant), Brand Image, Influencer Marketing

b. Dependent Variable: Purchasing Decision

Based on the Model Summary Table, a determination coefficient (R^2) of 0.544 was found in the study of independent factors against the dependent variable, as shown in the table above. Therefore, it can be concluded that there is a moderate relationship between Influencer Marketing (X1), Brand Image (X2), and purchasing decisions (Y).

Hypothesis Discussion

1. First Hypothesis

Based on the t-test results, the Influencer Marketing variable has a significance value of 0.000 (<0.05) with a positive regression coefficient of 32.603. This indicates that Influencer Marketing has a positive and significant effect on the Purchasing Decision of Skintific skincare products among Generation Z in Surabaya. This means that the higher the credibility, attractiveness, and quality of information conveyed by influencers, the higher the tendency of consumers to make purchasing decisions. Influencers are able to build trust and provide recommendations that are considered more authentic so that they can influence consumer purchasing behavior. The results of this study are in line with the research of Stefany Bangun, et al. (2025) which stated that Influencer Marketing and Brand Image have a positive and significant effect on purchasing decisions for Glad2Glow skincare products. In addition, the results of this study are also supported by the research of Dewi Serlina M. Omba, et al. (2024) which proved that Influencer Marketing has a positive and significant effect on purchasing decisions for Skintific products on TikTok Shop. Thus, the first hypothesis (H1) is accepted.

2. Second Hypothesis

Based on the t-test results, the Brand Image variable has a significance value of 0.000 (<0.05) with a regression coefficient of 38.798. This indicates that Brand Image has a significant effect on Purchasing Decisions for Skintific skincare products among Generation Z in Surabaya. This means that the better the brand image that Skintific has in the eyes of consumers, the higher the purchasing decision for the product. A positive brand image can increase consumer confidence in product quality, thus encouraging consumers to choose and purchase Skintific products compared to other brands. The results of this study are in line with the research of Stefany Bangun, et al. (2025) which states that Brand Image has a positive and significant effect on purchasing decisions for Glad2Glow skincare products. This study is also supported by Dewi



Serlina M. Omba, et al. (2024) who proved that Brand Image has a positive and significant effect on purchasing decisions for Skintific products on TikTok Shop. Thus, the second hypothesis (H2) is accepted.

3. Third Hypothesis

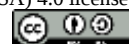
Based on the results of the F test, a significance value of 0.000 (<0.05) was obtained, indicating that the variables Influencer Marketing and Brand Image simultaneously have a significant effect on the Purchase Decision of Skintific skincare products among Generation Z in Surabaya. This means that the combination of marketing strategies through influencers and a positive brand image can increase consumer purchasing decisions. Consumers are not only influenced by influencer recommendations, but also by positive perceptions of the quality and reputation of the Skintific brand. The results of this study are in line with the research of Stefany Bangun, et al. (2025) which stated that Influencer Marketing and Brand Image together have a positive and significant effect on the purchase decision of Glad2Glow skincare products. In addition, research by Dewi Serlina M. Omba, et al. (2024) also showed that Influencer Marketing and Brand Image simultaneously have a positive and significant effect on the purchase decision of Skintific products on TikTok Shop. Thus, the third hypothesis (H3) is accepted.

Conclusion

Based on the results of the study on the influence of Influencer Marketing and Brand Image on Purchasing Decisions for Skintific skincare products among Generation Z in Surabaya, it can be concluded that Influencer Marketing has a significant influence on purchasing decisions, so the first hypothesis (H1) is accepted. These results indicate that the more effective influencers are in conveying information and providing product recommendations, the higher the consumer's tendency to make a purchase. In addition, Brand Image also has a significant influence on purchasing decisions, so the second hypothesis (H2) is accepted. This shows that a good brand image can increase consumer trust and confidence in choosing and purchasing Skintific products. Furthermore, Influencer Marketing and Brand Image simultaneously have a significant influence on purchasing decisions, so the third hypothesis (H3) is accepted. These findings indicate that the combination of marketing strategies through effective influencers and a positive brand image can increase purchasing decisions for Skintific skincare products among Generation Z in Surabaya.

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