



## THE EFFECT OF INFLUENCERS IN DIGITAL MARKETING ON PURCHASE DECISIONS OF UNPRI STUDENTS USING SKINCARE PRODUCTS

Bella Tobing<sup>1)</sup>, Willy Mulia Panjaitan<sup>2)</sup>, Mohd. Nawi Purba\*<sup>3)</sup>

<sup>123</sup>Universitas Prima Indonesia

\* Corresponding Email: [nawipurba@unprimdn.ac.id](mailto:nawipurba@unprimdn.ac.id)

Vol. 17 No. 3 2023

### Abstract

**Submit :**  
13/15/2023

**accept :**  
26/07/2023

**Publish :**  
07/09/2023

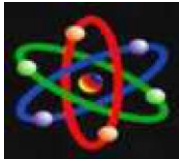
In today's era, there are more and more marketing technologies that make it easy to market the products you want to market. Influencers and digital marketing are currently popular and widely used. The context of this research is to find out how influencers in digital marketing influence purchasing decisions of UNPRI students who use skincare products using qualitative methods. Where to find , analyze , record and describe subject perspectives by observing and interviewing UNPRI students who use skincare. It can be concluded that influencers in digital marketing help UNPRI students to be able to find information, evaluate, choose and use the skincare products they want to use, but they must do research that is accurate about the skincare products used.

**Keywords:** Influencers, Digital Marketing, Skincare, Products

<http://publikasi.lldikti10.id/index.php/jit>

DOIs: <https://doi.org/10.22216/jit.v17i3.2383>

PAGE : 625-636



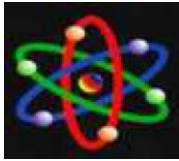
## INTRODUCTION

Current technological developments are developing rapidly, with the existence of technology, it is very easy for marketers to market the products they want to market through the digital world. In this era, the emergence of various social media has been very much, this has made companies interested in making advertisements on social media, but there is a new phenomenon that has emerged in advertising on social media, namely by using the services of influencers . The definition of influencer is as follows. An influencer is someone who posts on social media by receiving compensation (Campbell & Grimm, 2019). Content created by influencers in exchange for payment/products received and sponsored services is usually similar to advertorials , where they tell very personal stories and are written to represent their personal opinions, such as opinion editorials (Dhanesh & Duthler, 2019). Hence , social media influencers belong to a kind of opinion leader, who engages in self-presentation on social media to attract attention and other things from followers (Senft, 2013). Influencer marketing involves identifying and utilizing opinion leaders who may influence potential buyers and take part in brand/product marketing activities through sponsored content (Scott, 2015). With the rapid development of social media today, the important role of opinion leaders has also increased because more and more consumers are looking for the opinions of others in making purchasing decisions (Audrezed et al.,

2018). According to Sungadji and Sopiha (2013:24) there are three main factors that influence consumers to make. There are still many controversies over the results of research in the field of digital marketing , so researchers conducted this research with a focus on influencer marketing , which is still rarely done. Digital marketing has many threats and challenges in the competitive online market. The question is how digital marketing can influence online purchasing decisions . The need for beauty care is very important for women. The era that continues to develop makes Indonesian people increasingly aware of the importance of taking care of their bodies, especially their faces. This demand to improve physical appearance has had a big effect on the rapid development of the beauty industry in Indonesia, especially skincare . The popularity of the use of social media has also contributed greatly to the growth of the beauty market in Indonesia. Skicare or skin care is a series of activities that support skin health, improve appearance, and relieve skin conditions (tirto.id, 2019).

Marketing through social media is applied when companies target certain individuals as key marketing agents, commonly called influencers, who are aligned with brand values and are used by companies to find potential customers. In addition, influencers often contribute new information and have the ability to influence the attitudes and behavior of others, such as helping potential customers make buying decisions. An influencer must





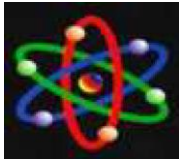
be trusted otherwise the brand risks losing its credibility. Influencer marketing exploded during 2016 to date. This trend has continued throughout 2017 and is listed as one of the biggest trends. According to some experts, influencer marketing is expected to continue to grow throughout 2018. Influencers marketing products on social media is a new phenomenon in the industry. In this modern era the market continues to experience development and change, this topic has been widely discussed by contemporary media, but not enough by scientific researchers.

## METHODS

The analysis method used is qualitative analysis. A qualitative approach is one that makes knowledge claims based on constructivist perspectives (i.e., the various meanings of individual experiences that are socially and historically constructed, with the intention of developing theories or patterns) or in addition, explore strategies of inquiry such as narratives. Phenomenology, ethnography, grounded study theory, or case studies. Researchers collect open data, come up with the main goal of developing themes from the data (Cresswell, 2009). Review of literature / literature review and descriptive research is the approach that will be taken for this research. Literary goals focus on the body of theory that has been formed in relation to problems, principles, theories and phenomena. The literature review establishes what theories exist, the relationships between them, to what extent the existing theories have been finalized, and to develop new hypotheses to be tested

(Dudovskiy, 2018). In addition to using a literature review, this researcher also used an informal survey method called an interview using Instagram influencers as a research tool. In addition to indirect interviews with influencers, direct and indirect interviews were also conducted with UNPRI students. The purpose of this research is to find out whether a product (skincare) posted in the form of a photo or video will benefit their followers, namely UNPRI students. In this method, researchers make Prima Indonesia University students and influencers as research subjects, where researchers will see what role influencers play in digital marketing among UNPRI students. Data collection consisted of 2 main parts, namely a literature review and then supplemented by interviews. Literature review is a way to collect data from various sources related to research which can be obtained from scientific journals, books, and the internet (Setyorini & Irwansyah, 2018). The correct and effective use of literature review as research can become a solid basis for increasing knowledge and supporting theory development (Webster & Waston, 2002). Literature review is the right way to synthesize the findings of previous research, as well as being able to reveal parts that need further research (Snyder, 2019). Interviews were conducted by researchers to complement research with individual experiences in actual situations. This helps to understand more thoroughly the concepts developed by researchers, not only from a theoretical point of view but also practically in real life. After that the researcher began to compile interview questions to be

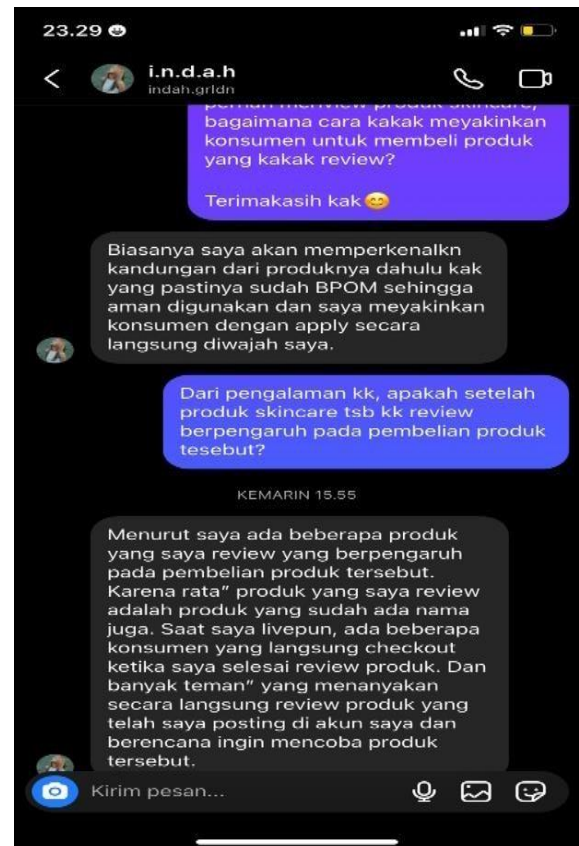




submitted to the informants. This interview is considered appropriate by the researcher to obtain more accurate information in the current clear situation, the researcher understands that theories and principles will not solidify theories and concepts so that they need to be supplemented with interviews, interviews are conducted with sources who are active on social media, and become a beauty influencers on a TikTok app. The informant chosen by the researcher is Indah Manalu. We select these influencers based on relevant criteria, to ensure that we investigate an influencer and not a celebrity.

## RESULT

The interview was conducted on January 13-16 2023. The questions asked were related to how an influencer convinces his followers to buy a skincare product that has been reviewed on social media, and whether the product that has been reviewed and posted on social media has an effect on purchases a skincare product. Data collection was carried out by taking a sample of influencers , who represented their category, namely from 1 influencer, namely Indah Manalu, a beauty and lifestyle influencer who has 12.3k followers on TikTok, with 340 posts on TikTok. Here, it will be seen how much influence influencers have on their followers, especially UNPRI students on social media.

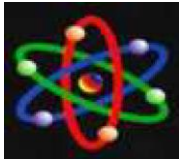


**Figure 1. Influencers Mention**

Finally, as previously mentioned, influencers are a source of admiration and aspiration for their followers (Boerman, 2020; Djarova & Trofimenko, 2019) as opinion leaders in our time, they must use their influence responsibly.

With these findings, this research contributes to the previous literature in three main ways. First, instead of focusing on celebrities who are famous for their non-social media activities, we investigate real influencers who earn their reputation solely through their presence on social media (Hu et al., 2020 ;Schouten et al., 2019).

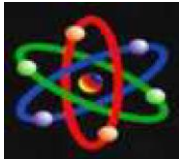




Influencers represent a new type of opinion leader, who forge apparently close relationships with their followers based on shared values, ideas, and preferences (Casalo et al., 2020). Their influence also depends on the credibility and trust they have, which is related to the recommendations they provide (Schouten et al., 2019). In this case, the relationship between the influencer and his followers, which provides greater insight into the influencer's lifestyle and interests than that of traditional celebrities, likely enhances the role of conformity. By knowing the type of content that influencers post, followers can make more informed evaluations of promotional actions and act accordingly. By studying real influencers, we increase the external validity of our findings. Second, to our knowledge, this study offers the first analysis of the combined effect of influencer-consumer product fit for influencer marketing campaigns. These agents (influencers, products/brands, and consumers) are the main actors involved in every influencer marketing campaign (Stubb, Nystro, & Colliander, 2019), so a comprehensive investigation is needed to get a complete picture of these promotional activities. Influencer marketing activities can effectively reach the target demographic. Fans of an influencer usually have behaviors or interests that match those of that influencer. The target audience will not always be aligned with a brand if an influencer has content related to a particular brand because that audience interacts with that influencer. For example, a skincare brand collaborates with a beauty influencer,

so the target number of followers will be met because the influencer concerned has an interest in beauty. The influencer's job is to provide reviews that can provide trust and interesting content to their followers. The level of trust or credibility in question will also be seen from the way we interact with each other through the comments column on the post in question. Engaging and extensive content can also be an advantage when using an influencer marketing strategy. Influencers often upload photos containing jokes, promotions, tutorials, or other content that shows their daily life. Conduct, record and seek observations and interviews as resource persons for students at Prima Indonesia University in Medan. Information from informants who used skincare products stated the use of skincare started to become a routine activity for them. Resource persons aged 20-24 years are beginning to realize that they need to provide facial and skin care and have a fresher appearance. Various kinds of skincare brands gave the interviewees confusion about buying products that were considered suitable for use. Research sources for informants before purchasing skincare stated that they were obtained from the delivery of Influencer content, then from internet technology based on digital marketing such as articles or websites, social media, digital advertising and E-commerce. The informants said the types of influencers they trusted in skincare products were beauty influencers, brand ambassadors of the skincare they were looking for, regional influencers, and beauty doctors. Influencers are considered to have influenced their purchasing





decisions based on the influencers' ways of recommending skincare products, but several sources expressed their disappointment with the influencers, sometimes the influencers only conveyed positive things about the skincare being reviewed in order to enhance the image of the influencer's content, lack of mastery of the product to be delivered, the use of grammar that is sometimes difficult to understand and Influencers convey information that is not always objective. Digital marketing in the skincare business has a big influence, all sources always bring it Gadgets are everywhere and this is one of the ways for the informants to find information on the skincare products they want. The informants said that they often see skincare information from social media, viral digital content, websites or articles and E-commerce. Opinions from sources with digital marketing, consumers can transact widely, make budget savings, ease of access, can get the brand information they are looking for quickly and increase consumer confidence. but in the use of digital, the resource person gave several complaints such as not being able to try skincare products directly, conveying that skincare products were less relevant, there was no direct consultation and direct feedback about inaccurate and inaccurate products. Based on observations and interview data that have been carried out in accordance with the explanation above providing the answers of the informants, the factors that influence the decision to buy skincare for students at Prima Indonesia

University in Medan can be conveyed as follows:

#### **skincare products among the informants**

skincare business has occurred in recent years, including for skincare students, an important part of maintaining healthy skin and face, increasing self-confidence, and glowing. And always look fresh. The skincare business itself includes various types of products such as facial cleansers, moisturizers, serums, facial masks, and others. There are many well-known and proven quality skincare product brands on the market, but there are also opportunities for others to enter this business. Consumer desire for the use of skincare has made the skincare business have a significant expansion because the demand for safe and effective skincare products is always high. However, competition in this industry is also quite tight, so it needs the right marketing strategy to win over consumers and seize a sizeable market share. With the development of technology, this business is also shifting towards online shopping for beauty products so that it is easier for products to reach customers. Interest in buying skincare user sources can be very high from influencers who promote skincare products.



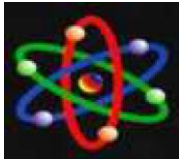


Figure 2. Figure of Influencer's

### **Influencer's way of offering skincare business to interviewees**

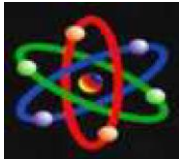
Influencers are part of a digital marketing strategy that is currently popular and widely used. In the context of influencer influence can influence the purchase decision of the informants, they are considered as experts and experienced in using skincare products. By recommending skincare products, influencers can help increase awareness and responses to buy skincare products. They can provide personal views and convincing reviews about the quality and benefits of the products they use. In addition, influencers can also help increase consumer confidence in skincare brands. If an influencer who is trusted recommends a particular product, consumers can feel more confident and confident that the product is truly of high quality and safe to use. In this case, the role of influencers can help increase sales of skincare products and also help brands become better known in the market. Therefore, the involvement of

influencers in colonizing skincare marketing can be a good strategic move for skincare companies. Yonatan Nugroho, CEO and Founder of Trinity Entertainment Group, stated that influencers are indeed very effective for product campaigns. Generally, they are able to promote products in a planned concept which results are also good. The resource persons expressed their trust in Influencers to influence purchasing decisions for students due to:

- Influencers convey credible information and recommendations for skincare products that are being sought or desired. College students trust influencers because they are seen as experts in their fields and have large followings on social media.
- Influencers often show their use of skin care products on social media, which can create social proof among college students. When they see their favorite influencer using a certain product, they'll probably try it for themselves.

Influencers always leave detailed reviews of skin care products, which can help college students make informed decisions about which products to buy. They may discuss the advantages and disadvantages of a product, as well as how it works for different skin types. like, being able to provide a review of the ingredients in the product, how to use it, and the results on the skin. Thanks to this information, students can understand more





about the product and can help them make the right decision about their purchase.

- Influencers offer exclusive promotions or discounts for skincare products to their followers, which can make followers who see them feel that the prices given are more economical so they are interested in making purchases.
- Influencers can also influence student purchasing decisions through word of mouth. When an influencer recommends a product to their followers, those followers can then recommend it to their friends and colleagues.

Other sources also said that influencer influence can be a dilemma. The cause is :

- There have been many influencers who have endorsed with the aim of making money and not focusing on product safety or suitability for skin care users , causing a loss of trust in influencers.
- Influencers convey information that is not always objective in recommending skincare products that are reviewed , such as the ingredients used, product safety, and deficiencies in skincare. This can make students buy skincare products that are actually unsuitable or even unsafe for users.
- Influencers often do excessive reviews of the products submitted with the aim of followers becoming interested and making purchases.

Influencers lack knowledge of the product to be delivered and some influencers have language that is not easy to understand.



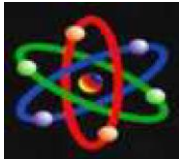
Figure 3. Influence's Followers

Types of Influencers for informants who influence skincare buying decisions :

- A. The beauty and skincare influencer is to explain skin care products and guide the selection of skincare needed for the interviewees. They have a large following and are known for their expertise in the skincare field. Some popular Indonesian beauty and skin care influencers include Tasya Farasya, Rachel Goddard, Abel Cantika and others.
- B. Brand Ambassadors , they are usually celebrities or public figures who endorse a brand or skincare product . They played a big role in making skincare products popular.
- C. Micro-influencers are social media users with fewer followers ,. They may not have the same reach as larger influencers , as they often have a more active and







more reachable audience to work with. For example regional celebgram, selebtiktok with others.

- D. Skin care experts such as dermatologists who help review skincare for various types of faces. They have credibility and expertise in skincare products, further increasing consumers' sense of trust in the skincare they use. Such as: Dr. Richard Lee, Dr. Kamila Jaidi, and so on.

#### **The use of Digital Marketing felt by the sources**

Digital marketing has a positive impact on skincare purchasing decisions for college students. This is because students currently spend a lot of their time on social media and use the internet to find information about skincare products before buying them. Digital marketing platforms such as Instagram, Facebook or Google AdWords can provide information about targeted skincare products to college students. Social media also provides space for skincare brands to build brand awareness and make relationships with consumers more personal.

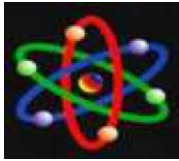
In addition, digital marketing content such as influencer reviews and testimonials on using skincare products can also influence student purchasing decisions. College students are more likely to trust reviews from other users than promotions from the brand itself. This information is supplemented by recommendations from

known users ( influencers they follow) or their friends. Digital advertising also allows skincare brands to target consumers more effectively. Brands can target specific users based on their geographic location, preferences, age and lifestyle. This can help skincare companies market their products to students who show interest in using their products.

Digital progress continues and the increase in users connected to the internet, including students, means that the skincare business must enter digital marketing due to:

- Can reach a wider market  
By opening a business online, sellers can reach consumers all over the world, not just in local areas. Consumers can buy from domestic or foreign online stores.
- Cost savings  
Compared to building a physical business that requires rent and equipment costs, building a skincare business online is far more cost-effective and efficient. Consumers can adjust the purchase of the desired product with the cost budget that is budgeted by consumers for purchasing skincare.
- Increase consumer confidence  
By having a website or online store, consumers will have more confidence in the skincare business . This platform displays previous consumer testimonials, proves product quality, and shares information about businesses that make consumers feel more





confident about the skincare products being marketed.

- **Ease of access**  
Consumers can access online stores anytime and anywhere. consumers will not be disturbed by operating hours or the distance from the location of purchasing skincare.
- **Easy to promote about the brand**  
skincare businesses can easily promote skincare products to various online platforms . Consumers more quickly know the skincare products they want to use before making a purchase.

Various types of digital marketing are used in promoting skincare products:

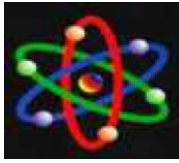
- **How to brand through Influencers**  
This type of marketing uses influencers to build awareness and recognition of skincare products among potential consumers. This can include various strategies such as creating a unique brand identity, developing a brand voice and building a brand presence on social media.
- **Social media use**  
Involves using social media platforms like Instagram, TikTok, facebook and so on to promote skin care products and engage with potential customers. Strategies can include influencer partnerships, sponsored posts, and influencer-generated content campaigns.

- **Digital advertising**  
Using online advertising to reach potential skincare consumers. Strategies can include display advertising, search engine marketing and social media advertising.
- **Content marketing**  
Creation of valuable content such as blog posts, videos, and infographics to attract potential customers and build skincare product authority.
- **Search engine optimization (SEO)**  
Optimization of website content and structure to increase clarity on search engine results pages. Strategies can include keyword research, on-page optimization and link building.
- **E-commerce**  
Make it easy for potential customers to find the desired product efficiently and precisely. Meet digitally between sellers and potential buyers.

Complaints felt by informants when purchasing skincare through digital marketing are :

- a) Cannot try skincare products directly  
Purchasing skincare products digitally makes the informants unable to try the products directly before making a purchase, this causes





disappointment for the informants because the skincare they buy sometimes does not meet consumer expectations.

- b) skincare products is not quite right

Digital marketing can be tempting with exaggerated promises and claims about skincare products. However, students may not have sufficient understanding of the ingredients and the scientific reasons behind these products, so they become more easily swayed by untrue claims and promises.

- c) No direct consultation

Students buy skincare online, they cannot consult directly with a beautician who can assist in determining suitable products for their skin and provide advice on effective and safe skin care measures.

- d) feedback about products is inaccurate and imprecise

Students see reviews regarding comments and product ratings that do not change frequently, causing uncertainty between consumers and the brands and products used.

## CONCLUSION

Influencers are influential in marketing skincare products, play an important role in increasing consumer confidence in the brand image and skincare products are more quickly recognized by potential

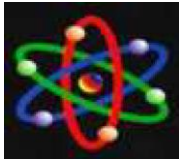
users who lead to purchasing decisions for skincare for UNPRI students in Medan. Digital Marketing has an impact related to skincare purchasing decisions for UNPRI students, shown from the role of digital marketing, the benefits of using digital marketing felt by sources, as well as complaints submitted by sources. Stating that by increasing the digital marketing system implemented by the company, it will increase consumer purchasing decisions for skincare. The influence of influencers in digital marketing on purchasing decisions of UNPRI students is very significant, based on the results of research that has been submitted the company's strategy of using influencers and digital marketing helps to increase sales quickly, product branding is increasingly popular, makes it easier to buy and increases UNPRI student buying interest in products skincare.

## BIBLIOGRAPHY

Cahyono, US (2016). The influence of social media on social change in society in Indonesia. *Publiciana*, 9 (1), 140-157.

Wiliana, E., Purnaningsih, N., & Muksin, NH (2021). The Influence of Instagram Influencers and Social Media on Purchase Decisions of Fried Taichan Sate in Serpong. *Multidisciplinary National Symposium (SinaMu)*, 2.





- Hanindharputri, MA, & Putra, IKAM (2019, September). The Role of Influencers in the Strategy to Increase the Promotion of a Brand. In Sandyakala: Proceedings of the National Seminar on Art, Craft and Design (Vol. 1, pp. 335-343).
- Zaki, M. (2018). The Effect of Influencer Marketing as a Modern Era Digital Marketing Strategy. Journal of Management and Innovation (MANOVA), 1(2), 14-23.
- Dotulung, MT, Areros, WA, & Tamengkel, LF (2023). The Influence of Digital Marketing and Product Innovation on Purchase Decisions for Scarlett Whitening Products for Students of the Unsrat Faculty of Social and Political Sciences. Productivity, 4(3), 371382.
- Adianto, TE, & Sari, DK (2023). The Influence of Digital Marketing, Brand Equity, and Brand Ambassadors on Interest in Buying Skincare. Indonesian Journal of Innovation Studies , 21 , 10-21070.
- Sari, CR, & Hidayat, AM (2021). The Effect of Influencer Marketing and Product Quality on Purchase Decisions at Uniqlo. eProceedings of Management, 8(2).
- Anjani, ER, & Simamora, V. (2022). THE EFFECT OF INFLUENCERS, PRICE AND QUALITY OF SCARLETT WHITENING SKINCARE PRODUCTS ON BUYER DECISIONS, GENERATION Z, DKI JAKARTA. MEA Scientific Journal (Management, Economics, & Accounting) , 6 (3), 1293-1308.

