

Skincare Consumer Purchasing Decisions: An Empirical Study on Somethinc Products

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ARTICLE INFO

Keywords: Influencer Marketing, Brand Image, Brand Trust, E-Wom, Purchase Decision

Received : 1, August

Revised : 15, August

Accepted: 16, September

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ABSTRACT

This study aims to analyze the influence of influencer marketing, brand trust, brand image, and e-wom on Somethinc's purchase decisions. This study uses a quantitative method. Sampling was carried out using non-probability sampling through the purposive sampling method, with a sample of 107 respondents. Data were collected through questionnaires measured on a 5-point likert scale, and analyzed using SEM-PLS. The results of the study show that influencer marketing has no effect on purchase decisions, brand trust and brand image have a positive and significant effect on purchase decisions, e-wom has no effect on purchase decisions.

INTRODUCTION

Currently, developments in the world of cosmetics are increasing. According to the Ministry of Communication and Digital, cosmetics growth in Indonesia is estimated to increase by 4.86% annually in the period 2024-2029 (*Ministry of Industry: Cosmetics Industry Grows and Is Global Competitive*, 2024). This is because more and more people are using skincare products, especially young people who are increasingly aware that appearance is important. This makes the competition in the beauty world even tighter. There are several local skincare brands in Indonesia such as scarlett, ms glow, originote, azarine, avoskin, glowlabs, facetology, wardah and somethinc.

According to the cantika.com website, somehtinc is the fourth best and best-selling local brand throughout 2024 (*10 Best and Best-Selling Skincare in Indonesia Throughout 2024*, 2024). Somethinc is a local brand that was established in May 2019, somethinc creates various kinds of skincare such as serums, moisturizers, face washes and others, which can overcome various types of skin problems for the Indonesian people (Kawilarang et al., 2022).

There is a phenomenon that has occurred in the last few months, namely there are various brands that overclaim their own products, the content of the content of their products is not in accordance with what is written (Purwanti, 2024). This causes anxiety for consumers, and reduces the level of consumer purchases of local brands including somethinc, even though not directly involved, as one of the largest brands in Indonesia, is still affected by this phenomenon, therefore somethinc is required to strengthen its marketing strategy, maintain trust, and build a positive image in order to maintain consumer purchasing decisions.

Somethinc must continue to pay attention to and maintain consumer purchasing decisions, so that it can become the number one best-selling skincare in Indonesia. According to Kotler & Keller, (2016) The purchase decision is the final stage of the consumer in choosing whether to buy a product or not after passing the alternative evaluation stage. According to Oktaviana, (2021), the purchase decision is made after consumers search for information related to a product or brand, then determine the choice that suits their needs. The search for information can be done through social media, how many people on social media use it, so that the brand can be trusted and has a good image, with which purchasing decisions can be influenced by influencer marketing, brand trust, brand image, and e-wom.

Somethinc needs to leverage influencers to market its products to build one's trust and preferences to make purchasing decisions (Gunawan et al., 2023). Influencer marketing is a digital marketing strategy that utilizes influential individuals to promote products (Wibowo, 2021). The selection of an influencer is very important, the influencer must have a good reputation, be known as an expert in their field, and be able to attract their followers to make purchases (Dewi, 2023). According to research Sahabuddin et al., (2024) and Rahma et al., (2024) that influencer marketing variables have a positive and significant effect on purchasing decisions, while according to research Thei et al., (2024),

Cahyaningtyas & Kusdiyanto, (2025), Arhofa & Andarini, (2023) Influencer marketing has no effect on purchasing decisions.

The trust of a brand is important to pay attention to, as it is a factor that can influence purchasing decisions (Apriany & Gendalasari, 2022). Because the higher the level of trust, it can affect purchasing decisions (Apriliani & Setyawati, 2023). Brand trust is when a brand is able to provide a positive experience and leave an imprint on the minds of consumers consistently in the long term, which is supported by brand integrity, honesty and politeness (Firmansyah, 2019). Brand trust can make consumers believe that the brand is reliable and reduce the perception of risk in purchasing decisions (Rahmadhana & Ekowati, 2022). According to research Afisa & Muhajirin, (2024) and Kuant & Erdiansyah, (2022) Brand trust has a positive and significant effect on purchasing decisions, while research Santoso et al., (2020) mentioning that brand trust has a negative effect on purchasing decisions.

Brand image is important for companies, to build and instill a good image for its consumers (Sari & Sudarwanto, 2022). Somethinc must maintain its image in the eyes of the public and prove that its products are free from overclaim problems. Brand image is perception and belief when remembering a brand (Kotler & Keller, 2016). When the image of a brand is embedded in the mind, consumers tend to include the brand in their purchase priorities (Shofia & Soebiantoro, 2023). According to research Khoiriah et al., (2023) and Septian & Firmially, (2023), brand image has a positive and significant effect on purchase decisions, while according to research Irbad et al., (2023), brand image has a negative and significant effect on purchase decisions.

Somethinc must pay attention to the e-wom activities that occur, because e-wom can influence a person's purchase decision. According to Kotler & Keller, (2016) e-WOM is a communication using internet technology to support business and marketing goals. Before making a purchase, one can interact on social media to get information related to the desired product, one will trust the reviews of other people who have used the product, this makes e-wom activities can influence a person's decision. According to research Kristyani, (2023) and Mariani et al., (2025) e-WOM has a positive and significant effect on purchase decisions, while according to research Sicily & Kowi, (2024) e-WOM has no effect on the purchase decision.

This research was carried out as a form of development from the previous article (Irawan, 2023), The Influence of Influencer Marketing, Brand Trust, Brand Image on Ms. Glow's skincare purchase decision, by adding one E-wom variable from the article Yulindasari, (2022). Based on the background and phenomena that have been described, this study aims to empirically explore how influencer marketing, brand trust, brand image, and e-wom interact with each other in influencing the purchase decision of somethinc skincare products.

LITERATURE REVIEW

Consumer behavior theory according to Schiffman & Kanuk, (2018), explaining that the consumer decision-making process is divided into three main stages, namely input, process, and output. Inputs explain the external influences

that provide information about a product, these stimuli can influence consumers to make a purchase decision. The second part is the process part, in this part consumers are influenced by psychological factors such as motivation, perception, and learning. In the output part, this stage is the final action of the consumer to make a purchase decision.

In this theory, it is explained how the relationship is related to influencer marketing, brand trust, brand image, and *E-WOM*. Marketing and e-wom influencers act as a source of social information that shapes the initial perception of consumers, content from influencers is considered more credible compared to conventional advertising, besides that consumers can add information by reading reviews of other consumers in the comment column (Dewi, 2023). Brand image is formed from consumer perception of information received from influencers or e-wom Triwibowo & Achmad, (2025), consumers judge the brand image according to their identity or self-worth or not, a positive brand image drives a person's preferences and purchasing decisions (Erawati et al., 2023). In addition, brand trust reduces the risk of perception when buying and makes it easier for someone to make a purchase decision (Sigar et al., 2021).

Purchase Decision (Y)

Purchasing decisions are an evaluative process that consumers carry out to determine preferences among other brands and make purchases against the most preferred brands (Kotler & Keller, 2016). A purchase decision is the action of a customer who makes a purchase of a product marketed by a company (Afif et al., 2021). Purchase decisions are based on consumer needs or desires for a product (Nurfajrina et al., 2021). According to Yulindasari, (2022) A purchase decision is when consumers are aware of their needs, then search for information related to the available options, and make a purchase. A purchase decision is when a consumer buys a product that suits his preferences (Alghifari & Rahayu, 2021). It can be concluded that purchasing decisions are a process when consumers realize the need for a product, then take action to buy products marketed by the company.

Indicators Purchasing decisions according to Ramandha et al., (2023) namely: steadiness towards a product, habit of buying products, giving recommendations to others, making repurchases, payment methods.

Influencer Marketing

Influencer marketing is a strategy by using influencers to market a product by sharing their opinions about the product, to increase consumer trust (Dewi, 2023). Influencer marketing is marketing that uses influential individuals to promote products digitally (Wibowo, 2021). According to Darmawan & Setiawan, (2024) Influencer marketing is a strategy by utilizing someone who has followers on social media to promote a product. From this explanation, it can be concluded that influencer marketing is marketing that uses a strategy by utilizing a person with a large number of followers on social media to promote products, so that his followers can be influenced to make purchases.

Influencer marketing indicators according to Darmawan & Setiawan, (2024) namely visibility, credibility, attraction, power. Research results from Garut &

Purwanto, (2023), Riska et al., (2023), Dewi, (2023) Influencer marketing has a positive and significant effect on purchase decisions.

H1 : Influencer marketing has a positive and significant effect on purchase decisions.

Brand Trust

According to Saputra & Lucia, (2023) Brand trust is the consumer's perception of the product for the benefits and usefulness provided. Brand trust is that brands succeed in creating a sustainable consumer experience, based on integrity, honesty and brand politeness (Firmansyah, 2019). According to Amanda et al., (2022) Brand trust is the perception of the product that the product is in accordance with what is offered. According to Prabowo, (2024) brand trust is customer trust in a brand based on the fact that the product is in accordance with the quality standards given. It is concluded that brand trust is a consumer perception of products based on perceived benefits and uses, and is formed from a memorable and sustainable brand experience based on brand integrity, honesty, and politeness. In addition, brand trust is also understood as the belief that the product is in accordance with what is offered.

Brand trust indicators according to Ramandha et al., (2023) namely: brand credibility, reliable brand, honesty of a brand, safety of a brand, brand reputation.

The results of the research from Ali and Mislubi, (2023), Afisa and Muhajirin, (2024), Premesti and Sujana, (2022), Kuant and Erdiansyah, (2022) Brand trust has a positive and significant effect on purchase decisions.

H2 : Brand trust has a positive and significant effect on purchasing decisions.

Brand Image

According to Firmansyah, (2019) Brand image is a person's perception and emotional response when they see or hear a brand. Brand image is the perception and belief of consumers that is formed in the minds of consumers when remembering a brand (Kotler & Keller, 2016). According to Amanda et al., (2022) Brand image is an image that has been attached to the consumer's memory when buying a product. According to Amelia et al., (2023) Brand image is the perception of consumers when they interact with a product, through direct experience, promotion, or information from other parties. It is concluded that brand image is a consumer perception of a brand that is formed through various forms of interaction, and stored in the customer's memory.

According to Waworuntu & Hasan, (2021) Brand image indicators are brand identity, brand personality, brand association, brand attitudes and behaviors, brand benefits and advantages.

Research results from Khoiriah et al., (2023), Septian and Firmialy, (2023), Taufiqah and Sari, (2023) shows that the brand image variable has a significant positive effect on purchase decisions.

H3 : Brand image has a positive and significant effect on purchasing decisions.

Elektronik Word of Mouth

According to Kotler & Keller, (2016) e-WOM is a communication that utilizes technology to support marketing activities. According to Faithful, (2022) e-WOM is a positive or negative statement from previous consumers about a product that can be found on various social media. E-wom is an exchange of information between consumers, or with producers using electronic media (Lahindah and Sanjaya, 2023). According to Kristyani, (2023) e-WOM is a marketing method by providing information on social media to attract potential consumers to buy a product. It can be concluded that e-wom is an expression or information, both positive and negative, provided by the user of an item through social media platforms or other electronic media.

According to Darmawan & Setiawan, (2024) E-WOM indicators are: reading reviews before making a purchase, collecting information from reviews, consulting consumers through reviews, feeling worried if you don't read reviews before making a purchase.

Research results from Suryani & Suyaman, (2022), Ruhamak & Rahmadi, (2022), Sakha et al., (2024) shows that the e-WOM variable has a positive and significant effect on purchase decisions.

H4 : E-wom has a positive and significant effect on purchasing decisions.

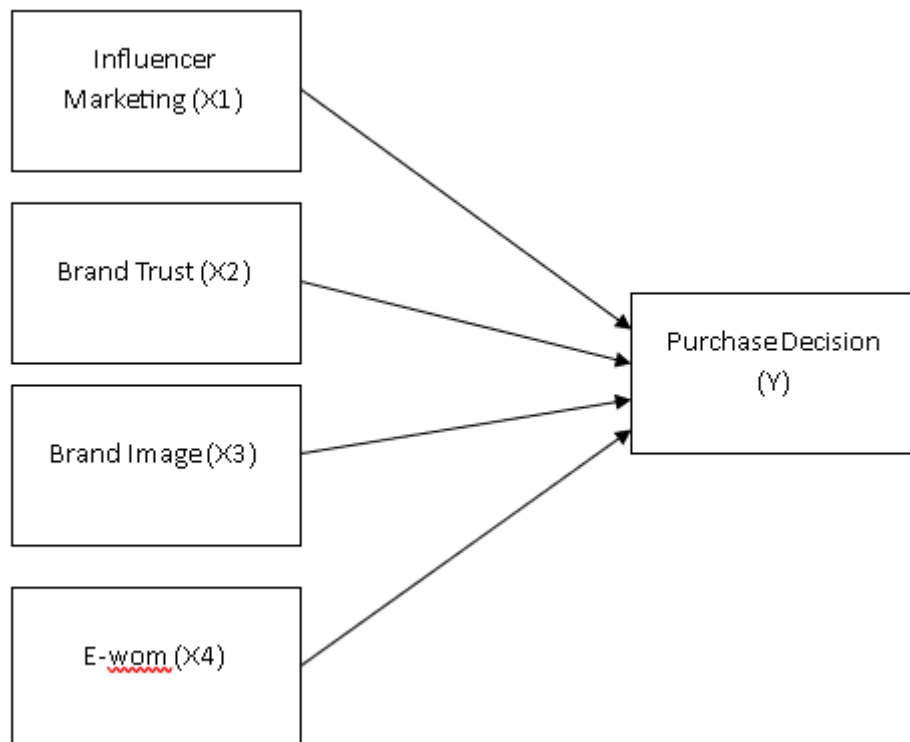


Figure 1. Hypothesis Framework

METHODOLOGY

This study uses a quantitative method, used to measure the influence between variables objectively through statistical analysis (Scott, 2022). The population of this study is all consumers of something whose number is unknown. Since the population is not known for sure, the Lemeshow formula is used to determine the number of samples required (Caniago & Rustanto, 2022).

$$n = \frac{Z^2 \cdot p(1-p)}{d^2}$$

Information:

- n = Number of samples
- Z = Normal standard value (1.96)
- p = Maximum estimate = 50% = 0.5
- d = Interval/deviation = 10% = 0.1
- q = 1- p

So the sample size can be calculated as follows:

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.1)^2} = 96.4$$

The minimum number of samples needed in this study is 97 respondents. To anticipate if there is damaged data, data is added 10% of the total sample taken, to as many as 107 respondents (Afisa & Muhajirin, 2024).

The method used to take samples is purposive sampling, which is sample selection based on certain criteria (Scott, 2022). The sample in this study is consumers who shop at least twice in the last two months. Data was obtained by distributing questionnaires online, using the Likert scale with a survey range of 1-5.

The analysis tool used is Smart PLS 3. In accordance with the hypothesis that has been designed, the use of Smart PLS in this study begins with measurements (outer model), model structure (inner model), and hypothesis testing (Pratiwi et al., 2022).

RESEARCH RESULT

Respondent Characteristics

A total of 107 respondents were successfully collected. Based on table 1, in determining the number of samples taken according to the lemeshow formula by determining the number of Somethinc consumers, there were 107 respondents.

Table 1. Respondent Description

Characteristics	Category	Sum	Presentase
Gender	Man	75	70,10%
	Woman	32	29,90%
Age	17-20 th	16	15%
	21-24 th	85	79,40%
	24 th keatas	6	5,60%
Work	Students	12	11,20%
	Student	79	72,80%
	Self employed	11	10,30%
	Freelance	1	0,90%
	Worker	1	0,90%
	IRT	1	0,90%
	Last Daily	1	0,90%
	Entrepreneurial	1	0,90%
Social media resources	Instragram	35	32,70%
	Tiktok	65	60,70%
	Twitter	6	5,60%
	friend	1	0,90%

Analysis of respondent characteristics showed that the majority of Somethinc consumers came from the student group aged 21-24 which had a percentage of 79 (72.80%) for the work group and (79.40%) for the age category. In addition, respondents are dominated by men as much as 70.10%, this shows that more and more adolescent boys are aware of the importance of using skincare. The most sources of social media information are obtained from TikTok as much as 60.70%.

Convergent Validity

Convergent validity is used to prove that each statement on each variable is accepted. A study is said to be reliable and valid if the outer loading value is >0.70 with an AVE value of ≥ 0.50 (Hair et al., 2019). Based on table 2 it is stated that the pass of all outer loading values is >0.70 and the result of all AVE is >0.50 , which means that each indicator is valid and the convergent validity test is met.

The reliability test is carried out to ensure that the indicators used can be measured with a contract, so that it can provide stable and consistent results. To assess reliability, Cronbatch's Alpha and Composite Reliability values exceeding 0.70 were used, indicating good reliability (Hair et al., 2019). As shown in Table 2, the results of all Cronbach's Alpha and Composite Reliability values > 0.70 , so it is concluded that the reliability test is met and the construct shows good reliability.

Table 2. Convergent Validity and Reliability

Items	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Influencer Marketing (IM)		0.903	0.923	
IM1	0.792			
IM2	0.793			
IM3	0.795			
IM4	0.773			
IM5	0.774			
IM6	0.787			
IM7	0.851			
Brand Trust (BT)		0.882	0.908	0.584
BT1	0.717			
BT2	0.820			
BT3	0.771			
BT4	0.768			
BT5	0.762			
BT6	0.754			
BT7	0.754			
Brand Image (BI)		0.865	0.896	0.553
BI1	0.741			
BI3	0.753			
BI4	0.714			
BI5	0.747			
BI6	0.740			
BI8	0.719			
BI9	0.789			
E-WOM (EWM)		0.850	0.892	0.623
EWM1	0.833			
EWM2	0.769			
EWM3	0.772			
EWM6	0.761			
EWM7	0.808			
Purchase Decision (KP)		0.920	0.934	0.611
KP1	0.804			
KP2	0.828			
KP3	0.752			
KP4	0.807			
KP5	0.756			
KP6	0.722			
KP7	0.791			
KP8	0.813			
KP9	0.754			

Discriminant Validity

Discriminant validity is a test that functions as a measure of a construct and an indicator with other constructs. Therefore, the determination of discriminant validity indicates that a construct is unique in capturing phenomena in an unrepresented model. The high value of discriminant validity shown by a construct and its indicators indicates the uniqueness that the construct has compared to other constructs. The value of discriminant validity can be observed from the value of the fornell-larcker criterion, that is, the root value of the AVE of each variable exceeds the AVE root in correlation with other variables, then it can be said to be valid (Hair et al., 2019). Table 3 shows that all AVE root values of each variable exceed their AVE root correlation with other variables, indicating that the discriminant validity is met or valid.

Tabel 3. Fornell-Larcker Criterion

	Brand Image	Brand Trust	E-wom	Influencer Marketing	Purchase Decision
Brand Image	0.744				
Brand Trust	0.527	0.764			
E-wom	0.539	0.473	0.789		
Influencer Marketing	0.594	0.580	0.502	0.795	
Purchase Decision	0.604	0.568	0.342	0.491	0.782

Determinant Coefficient (R-Square)

R Square (R²) aims to explain the influence of independent variables on dependent variables, showing substantive or non-substantive impacts. The R² test is declared good if the value is close to 1 and is able to explain the dependent variable (Hair et al., 2019). Table 4 shows the R Square Adjusted value of Purchase Decision of 0.437 or 43.7%, meaning that influencer marketing, brand trust, brand image, and e-wom are able to explain the Purchase Decision variable of 43.7 percent, the remaining 56.3 percent is explained by other variables.

Table 4. R-Square

	R Square	R Square Adjusted
Purchase Decision	0.459	0.437

Hypothesis Testing Results (Bootstrapping)

Hypothesis testers are carried out to test the significance of the statistical coefficients of paths or hypotheses obtained through the bootstrapping method. The hypothesis is considered significant if the P Value < 0.05 (Hair et al., 2019). The positive directional relationship has a positive original sample value (O) and the negatively directional hypothesis has a negative original sample value (O).

Table 5 shows that influencer marketing has an Original Sample of 0.093 and a p value of 0.482 which means that influencer marketing has no effect on purchase decisions. Brand trust has an original sample of 0.334 and p values of 0.042 which give brand trust a positive and significant effect on purchase decisions. The brand image has an original sample of 0.420 and p values of 0.014 which means that the brand image has a positive and significant effect on the purchase decision. E-wom has an original sample of -0.089 (negative) and a p value of 0.324 which means that e-wom has no effect on the purchase decision.

Table 5. Hypothesis Testing Results

	Original Sample (O)	P Values	Interpretasi
Influencer Marketing -> Purchase Decisions	0.093	0.482	Positive and insignificant effects
Brand Trust -> Purchase Decision	0.334	0.042	Positive and significant effect
Brand Image -> Purchase Decision	0.420	0.014	Positive and significant effect
E-wom -> Purchase Decision	-0.089	0.324	Negative and insignificant effects

DISCUSSION

Influencer Marketing (X1) vs. Purchase Decision (Y)

From the results of the tests carried out, influencer marketing had no effect on the purchase decision, so H1 was rejected. This finding is not in line with the theory of consumer behavior, this shows that not all external influences can affect purchase decisions, consumers do not consider some influencers as credible people, so they do not influence purchasing decisions. This means that something influencers cannot create stimuli to consumers, to make a purchase decision. These results are supported by research Arhofa & Andarini, (2023), Cahyaningtyas & Kusdiyanto, (2025) which shows that influencer marketing has no effect on purchasing decisions.

Brand Trust (X2) against Purchase Decision (Y)

The test results on the second hypothesis show that brand trust has a positive and significant effect on the purchase decision, which means that the second hypothesis is accepted. These findings strengthen the theory of consumer behavior that brand trust helps consumers to reduce risk perception when buying, increase confidence in product quality and reliability, and make it easier for consumers to make purchases. The results of this study are supported by previous research, Ali and Mislubi, (2023), Afisa and Muhajirin, (2024), which shows that brand trust has a positive and significant effect on purchasing decisions.

Brand Image (X3) to Purchase Decision (Y)

The results of the third hypothesis test show that brand image has a positive and significant effect on the purchase decision, which means that the third hypothesis is accepted. This finding is in accordance with the theory of consumer behavior which states that a positive brand image can encourage consumers to trust products, so that it can influence consumer preferences, then encourage consumers to make purchase decisions. The results of the study are supported by research Khoiriah et al., (2023), Septian and Firmialy, (2023), which shows that brand image has a positive and significant influence on purchasing decisions.

Electronic Word of Mouth (X4) on Purchase Decision (Y)

The test results on the fourth hypothesis showed that e-wom had no effect on the purchase decision, which means H4 was rejected. These results are not in accordance with consumer behavior theory, which shows that not all external influences can affect consumers, consumers do not consider e-wom as credible and relevant information, so the influence is not strong enough to encourage consumers to make a purchase decision. The results of this study are supported by research Agustina et al., (2023) and Rohman & Pramesti, (2022) which suggests that e-WOM has a negative and significant effect on purchase decisions.

CONCLUSIONS AND RECOMMENDATIONS

In this study, the most influential variable is brand image, this shows that Somethinc's positive image as a quality, modern, and trend-following local product is able to attract consumers to buy its products, therefore, Somethinc must always display excellence and continue to innovate by always following trends so as to always attract consumers to make purchase decisions.

Brand trust has a positive and unique effect on purchasing decisions, this shows that consumers believe that somethinc is a reliable brand for skin care, therefore somethinc must continue to convey information honestly and openly about the content and safety of the product, somethinc must also continue to maintain the consistency of the quality of its products.

E-wom and influencer marketing have no effect on purchase decisions, this can be caused by a lot of negative reviews, mismatch expectations, and misinformation, somethinc must respond professionally and use feedback as a improvement, the appearance of influencers who promote somethinc is also considered less attractive, so it cannot encourage purchase decisions.

ADVANCED RESEARCH

This study has limitations in its preparation, because it was carried out in a certain time frame, so it cannot reflect changes in skincare phenomena and trends that are always changing rapidly, this study also does not specifically mention the influencers who are used as a reference, so there may be differences in perception among consumers, locations or research areas are also not explained in detail, so the findings have limitations in terms of generalization. to the wider population.

The next study is suggested to conduct a more in-depth study on the reasons behind the ineffectual influence of influencer marketing and e-wom,

besides that the research is also expected to add other variables that affect purchase decisions such as brand reputation, consumer perceived risk and so on.

ACKNOWLEDGMENT

The author would like to thank himself for the dedication, perseverance, and commitment that has been poured out during the process of compiling this article. This research would also not have been possible without the guidance and support of many parties. Therefore, the author would like to express his gratitude to all parties who have helped in the preparation of this article.

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