



---

**THE EFFECT OF PRODUCT QUALITY, BRAND IMAGE, AND  
INFLUENCER ENDORSEMENT ON PURCHASE DECISIONS FOR  
SKINTIFIC SKINCARE PRODUCTS**

**Natasya Amatul Firdausa <sup>1</sup>**  
Universitas Muhammadiyah Gresik, Gresik, Indonesia  
[natasyafirdausaa@gmail.com](mailto:natasyafirdausaa@gmail.com)

**Heru Baskoro <sup>2</sup>**  
Universitas Muhammadiyah Gresik, Gresik, Indonesia  
[herbas.gresik@umg.ac.id](mailto:herbas.gresik@umg.ac.id)

---

**Abstract**

The objective of this study is to analyze the partial and simultaneous effects of product quality, brand image, and influencer endorsement on purchasing decisions for Skintific products. The population for this research consists of all consumers who have used Skintific products at least once in the Gresik region. The analysis method involves primary data collected from 150 respondents using accidental sampling. The tests conducted include validity, reliability, normality, multicollinearity, heteroskedasticity, multiple linear regression, F-test, t-test, and coefficient of determination test. The study concludes that product quality, brand image, and influencer endorsement have a positive and significant impact on purchasing decisions when analyzed individually.

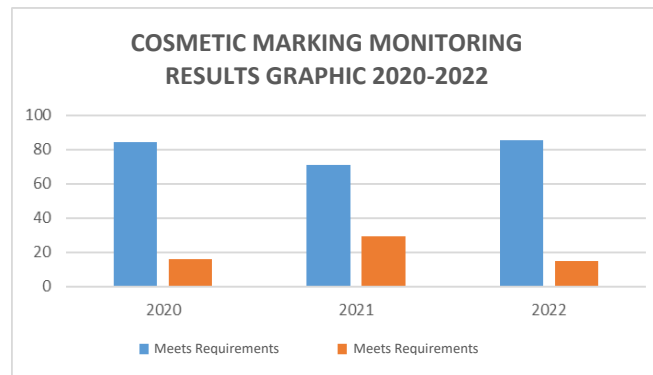
**Keywords:** Product Quality, Brand Image, Influencer Endorsement, Purchase Decision



## INTRODUCTION

The development of the skincare industry in Indonesia has shown a very positive trend in recent years, marked by market growth reaching 9.7% in 2022, and is expected to continue increasing. This growth is driven by the rising digital literacy and public awareness of the importance of skincare, as well as the growing popularity of healthy lifestyles, particularly among Millennials and Gen Z, who actively seek information about cosmetics through digital platforms. According to Kotler and Keller (2016), product quality reflects a product's ability to meet consumer needs and expectations. Isbet (Aliyatul et al., 2024) states that using high-quality products can help companies win market competition. The beauty product sector in Indonesia has experienced rapid and significant advancements.

However, amidst this progress, one issue that has garnered attention in the industry is the practice of overclaiming or making exaggerated claims by some skincare brands. Overclaiming occurs when product claims are overstated or not aligned with reality, such as promising unrealistic results or listing active ingredient concentrations that are lower than those registered with the BPOM (Indonesian Food and Drug Administration). According to data from the BPOM, in 2022, the most common cosmetic advertising violations were related to overclaimed advertisements, accounting for 26.51%, followed by unregistered cosmetics at 3.44%.



Source: Annual Report, Badan Pengawas Obat dan Makanan, 2022

Monitoring of cosmetic labeling over the past three years shows a fluctuating trend, where there was a decrease in non-compliant cosmetic labeling in 2022 but an increase in 2021. This could be attributed to improved compliance by businesses in meeting labeling requirements, as well as the success of BPOM efforts to guide and support businesses in creating compliant cosmetic labeling designs.

Consumers today face a dilemma between the need for skincare and the risk of being misled by unverified claims. Increased caution is reflected in more selective purchasing patterns, where consumers tend to conduct thorough research before deciding to purchase a product. Consumers now prioritize scientific evidence and real experiences from other users. Consumer purchasing decisions in the skincare industry are influenced by various factors, one of which is product quality. According to Kotler and Keller (2016), product quality reflects a product's ability to meet consumer needs and expectations. Product quality is a primary factor influencing purchasing decisions and plays a crucial role in the skincare industry, given that skin is highly sensitive to certain ingredients. Consumers today place greater emphasis on scientific evidence and real user experiences before deciding to buy a product.



With numerous skincare brands emerging in Indonesia, both domestically and internationally, Skintific has positioned itself as a science-based skincare brand. Launched in Indonesia in August 2021, Skintific rose from fourth place in 2022 to become the market leader in 2023 (Compas Market Insight Dashboard, 2024), demonstrating that its strategy of transparency and realistic claims successfully attracted increasingly critical consumers. Skintific uses the slogan "We Repair Your Skin Barrier" as part of its marketing strategy to appeal to women seeking soft and smooth skin (Skintific, 2023). In a world filled with exaggerated claims, Skintific strives to highlight transparency as a core value, allowing consumers to clearly understand what is contained in each product they use.

Brand image is another critical factor influencing consumer purchasing decisions. According to Kotler and Keller (2018), brand image refers to how consumers perceive and trust a brand, as reflected in their memories and associations with the brand.

In addition to product quality and brand image, influencer endorsements also play a significant role in influencing modern consumers' purchasing decisions. Influencers are typically individuals or non-celebrities who build their careers online by creating and sharing content with their followers through social media platforms like Instagram or YouTube (Schouten et al., 2020, cited in Purwanto & Sahetapy, 2022). Skintific uses Tasya Farasya as one of its influencer endorsers, who has a strong reputation in the beauty industry. The influencers chosen by Skintific do not only promote products but also provide in-depth education about product ingredients, usage methods, and realistic expectations



of results. This approach creates meaningful and trustworthy content, helping consumers make more informed purchasing decisions.

## LITERATURE REVIEW

### Product Quality

According to Armstrong & Kotler (2018), product quality is defined as the ability of a product to perform its functions, including reliability, durability, accuracy, ease of use and repair, and other valuable attributes. Rosyidi Ririn (2020) states that overall product quality encompasses characteristics or qualities of a product that influence its ability to satisfy consumers or customers. The better the quality of a product, the more likely it is to attract consumers when introducing new variants.

Tjiptono, as cited in Achmad Cholil (2020), explains that product quality is influenced by three interrelated indicators. First, Conformance refers to how well a product meets specified requirements. Second, Durability relates to the longevity of a product's performance. Third, Style and Design involves human ideas or creations that add value and enhance the product itself.

### Brand Image

Kotler and Keller (2018) define brand image as the customer's perception of a brand, representing the relationship between the brand and the consumer. Building a successful brand relies on continuously improving consumer perceptions. Brand image plays a role in increasing purchases (Fachrudin and Taufiqurahman, 2022). It is closely related to consumer trust in the brand. The better the brand image, the stronger the consumer's confidence in making purchasing decisions and maintaining loyalty (Ferdiana Fasha et al., 2022).



According to Biel, as cited in Setyaningsih & Didit Darmawan (2021), brand image indicators consist of three main components. First, Corporate Image, which reflects the company's efforts to build a positive reputation that influences all aspects of its operations. Second, Product Image/Consumer Image, which represents consumer perceptions of a product and its impact on meeting consumer needs, desires, and expectations, thereby supporting the brand image. Third, User Image, which is shaped directly by user experiences and interactions with the brand, where the benefits are personal values placed on product attributes or services, reflecting what consumers expect to gain from them.

### **Influencer Endorsement**

Setiawan & Rabuanir (2019:5) define endorsers as individuals who convey messages in advertisements, often referred to as "advertising stars." Influencer endorsement is a popular form of digital promotion where business owners collaborate with well-known influencers (Soesatyo, 2013). Influencer endorsement is a significant marketing strategy for changing public opinion, particularly online consumers, and helps maintain and enhance brand image (Awobamise & Jarrar, 2018).

The indicators used in this study were developed based on research by Dwidienawati et al. (2020). First, Visibility refers to the exposure a brand gains through influencer endorsements, indicating how effectively the influencer makes the brand visible to their audience. Second, Credibility relates to the level of consumer trust in the information or recommendations provided by the influencer. Third, Attractiveness pertains to the influencer's appeal, which affects their ability to draw consumer attention to the promoted product. Fourth, Power



reflects the influencer's influence or ability to impact consumer behavior and purchasing decisions through their endorsements.

### **Purchase Decision**

Kotler and Amstrong (2018) state that purchase decision refers to choosing to buy the most preferred brand among various available options. Factors influencing purchase decisions include stability in buying after obtaining product information, selecting a brand because it is the customer's favorite, purchasing due to consumer needs and desires, and buying based on recommendations from others.

Tjiptono (2016:184) identifies five indicators of purchase decision that can be used to measure purchasing behavior. First, Product Selection: Each customer has the freedom to decide whether to purchase a product or spend their money elsewhere. Second, Brand Selection: Customers have the option to choose which brand they will buy. Third, Distributor Selection: The choice of distributor depends on the buyer. Fourth, Timing of Purchase: Consumers make decisions about when to buy, which may vary. Fifth, Quantity Purchased: The number of items a consumer chooses to buy at one time depends on their decision.

### **RESEARCH METHOD**

The independent variables in this study are Product Quality (X1), Brand Image (X2), and Influencer Endorsement (X3), while the dependent variable is Purchase Decision (Y). The population in this study consists of all consumers who have used Skintific products at least once in the Gresik area. The sample of this research consists of 150 respondents, collected using primary data through an accidental sampling technique. Data collection was conducted by distributing



questionnaires via Google Forms. The data analysis method used in this study is a quantitative approach.

## RESULTS AND DISCUSSION

### Research Results

#### 1) Validity Test

The validity test results show that all statements provided to respondents for the variables Product Quality (X1), Brand Image (X2), Influencer Endorsement (X3), and Purchase Decision (Y) have r-count values > 0.159. This indicates that all indicators used to measure the variables in this study are valid.

**Table 1. Validity Test for the Variables: Product Quality, Brand Image, Influencer Endorsement, and Purchase Decision**

Variable	Question Item	r table	r count	Description
Product Quality	X1.1	0,159	0,663	Valid
	X1.2	0,159	0,839	Valid
	X1.3	0,159	0,787	Valid
Brand Image	X2.1	0,159	0,756	Valid
	X2.2	0,159	0,694	Valid
	X2.3	0,159	0,831	Valid
Influencer Endorsement	X3.1	0,159	0,707	Valid
	X3.2	0,159	0,771	Valid
	X3.3	0,159	0,720	Valid
	X3.4	0,159	0,708	Valid
Buying decision	Y1	0,159	0,711	Valid
	Y2	0,159	0,730	Valid
	Y3	0,159	0,691	Valid
	Y4	0,159	0,588	Valid
	Y5	0,159	0,718	Valid

Source: Processed primary data, 2025

#### 2) Reliability Test



Reliability test can be calculated by correlating the data of one instrument with the data of the instrument that is used as an equivalent, if the correlation results are stated as positive and significant, then the instrument can be declared reliable. Instruments with more than two answer choices are said to be reliable if the Cronbach's Alpha reliability coefficient is at least 0.6 (Sugiyono, 2022a).

**Table 2.  
Reliability Test**

Variable	Reliability Statistic	
	Cronbach's Alpha	N of items
Product Quality	0,646	3
Brand Image	0,639	3
Influencer Endorsement	0,790	5
Buying Decision	0,723	5

Source: Primary data processed 2025

Based on the table above, the Product Quality variable, Brand Image variable, Influencer Endorsement variable, and Purchase Decision variable have Cronbach's Alpha > 0.60. It can be concluded that the research variable instrument is stated as reliable and can be used as a research instrument.

### 3) Normality Test

The normality test aims to test whether an independent variable and a dependent variable have a normal distribution or not (Ghozali, 2011). In this test, the method used is the Kolmogorov-Smirnov test. The assumption used is that if the significant value of the Kolmogorov-Smirnov test results is > 0.05, then the normality assumption is met.

**Table 3. Normality Test  
One-Sample Kolmogorov-Smirnov Test**



		Unstandardized Residual	
N		150	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	2.01077422	
Most Extreme Differences	Absolute	.056	
	Positive	.054	
	Negative	-.056	
Test Statistic		.056	
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>	
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.	.302	
	99% Confidence Interval	Lower Bound	.290
		Upper Bound	.314

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.
- e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Primary data processed 2025

Based on the table above, it shows that the normality test value for the Purchasing Decision variable is 0.200, which means it is greater than 0.05 (0.200 > 0.05), so it can be concluded that the data in this study is normally distributed.

#### 4) Classical Assumption Test

##### Multicollinearity Test

Multicollinearity Test is a test to show data testing between regression models that correlate with independent variables. Multicollinearity test is seen from the VIF (Variance Inflation Factor) value. If the VIF value <10 and the tolerance value > 0.10, then there is no multicollinearity.

Table 4. Multikolinearitas



Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.933	1.009		1.915	.057		
	Product Quality	.340	.077	.210	4.433	.000	.854	1.171
	Brand Image	.487	.079	.343	6.135	.000	.617	1.620
	Influencer Endorsement	.540	.065	.485	8.351	.000	.570	1.753

a. Dependent Variable: Buying decision  
 Source: Primary data processed 2025

Based on the results of the multicollinearity test, it can be seen that the tolerance results for the product quality variable (X1) are 0.854, while the VIF value is 1,171. The brand image variable (X2) has a tolerance value of 0.617 while the VIF value is 1,620, and the influencer endorsement variable (X3) has a tolerance value of 0.570 and a VIF value of 1,753. It can be concluded that the tolerance value of each variable has a value of  $\geq 0.01$  and a VIF value of  $\leq 10$ , so it can be said that in this study, there was no multicollinearity problem.

**Heteroscedasticity Test**

According to Ghozali (2021:178), the heteroscedasticity test aims to determine whether there is inequality of variance in the regression model, whether there is inequality of variance in the regression model from the residuals of one observation to another. If the variance from the residuals of one observation to another remains constant, it is called heteroscedasticity. A good regression model is homoscedastic or does not experience heteroscedasticity. This test can be done with the Glejser test as follows:

- a) If the significance value is  $> 0.05$ , then there is homoscedasticity or there is no heteroscedasticity.



b) If the significance value is <0.05, then there is heteroscedasticity or there is no homoscedasticity.

Table 5. Heteroskedastisitas Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.428	.125		3.432	.001
	Product Quality	.012	.010	.105	1.217	.225
	Brand Image	-.010	.009	-.109	-1.119	.265
	Influencer Endorsement	-.015	.008	-.195	-1.907	.058

a. Dependent Variable: Abs\_RES  
Source: Primary data processed 2025

Based on the results of the Glejser heteroscedasticity test on the product quality variable (X1) of 0.225, the brand image variable (X2) of 0.265, and the influencer endorsement variable (X3) of 0.058. It can be concluded that the results do not show heteroscedasticity because the significance value is > 0.05.

Determination Coefficient Test (Adjusted R Square)

Table 6. Determination Coefficient Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 <sup>a</sup>	.719	.713	2.031

a. Predictors: (Constant), Influencer Endorsement, Product Quality, Brand Image  
b. Dependent Variable: Buying decision  
Source: Primary data processed 2025

Based on these results, it shows that the R Square value is 0.719. This can be interpreted that there is an influence between product quality (X1), brand



image (X2) and influencer endorsement (X3) on purchasing decisions (Y) showing a percentage of 71.9%.

Multiple Linear Regression Coefficient Test

Table 7. Multiple Linear Regression Coefficients<sup>a</sup>

Table with 6 columns: Model, Unstandardized Coefficients (B, Std. Error), Standardized Coefficients (Beta), t, and Sig. It lists coefficients for a constant, product quality, brand image, and influencer endorsement.

a. Dependent Variable: Buying decision
Source: Primary data processed 2025

Based on the table, the following regression equation is obtained:

Y = 1.933 + 0.340X1 + 0.487X2 + 0.540X3

From the multiple linear regression equation above, it can be interpreted as follows:

- 1. The constant value of 1.933 indicates that the product quality variable (X1), brand image (X2), and influencer endorsement (X3) have a positive value on purchasing decisions of 1.933.
2. The magnitude of the regression coefficient value of 0.340 indicates that there is an influence between the Purchasing Decision (Y) and product quality (X1), which means that the purchasing decision increases by 0.340 units, then the product quality will also increase by 1 unit with the assumption that other independent variables are constant.



- 3. The value of the regression coefficient of 0.487 indicates that there is an influence between the Purchase Decision (Y) and brand image (X2), which means that the purchase decision increases by 0.487 units, then the brand image will also increase by 1 unit, assuming that other independent variables are constant.
- 4. The value of the regression coefficient of 0.540 indicates that there is an influence between the Purchase Decision (Y) and influencer endorsement (X3), which means that the purchase decision increases by 0.540 units, then the influencer endorsement will increase by 1 unit, assuming that other independent variables are constant.

**Individual or Partial Parameter Significance Test (T-Test)**

**Table 8.**  
**Partial Test or T-Test**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.933	1.009		1.915	.057
	Product Quality	.340	.077	.210	4.433	.000
	Brand Image	.487	.079	.343	6.135	.000
	Influencer	.540	.065	.485	8.351	.000
	Endorsement					

a. Dependent Variable: Buying decision  
Source: Primary data processed 2025

Based on the table above as follows:

- 1. Product Quality Variable (X1)

Based on a significant value of 0.000 which is less than 0.05 (0.000 < 0.05) means that there is an influence between product quality (X1) and purchasing decisions (Y). Based on the calculated t of 4.433 with a t table value of 1.976,



then  $4.433 > 1.976$  means that there is an influence between product quality (X1) and purchasing decisions (Y).

2. Brand Image Variable (X2)

Based on a significant value of 0.000 which is less than 0.05 ( $0.000 < 0.05$ ) means that there is an influence between brand image (X2) and purchasing decisions (Y). Based on the t count of 6.135 with a t table value of 1.976, then  $6.135 > 1.976$  means that there is an influence between brand image (X2) and purchasing decisions (Y).

3. Influencer Endorsement Variable (X3)

Based on the significant value of 0.000 which is less than 0.05 ( $0.000 < 0.05$ ) it means that there is an influence between influencer endorsement (X3) and purchasing decisions (Y). Based on the t count of 8.351 with a t table value of 1.976, then  $8.351 > 1.976$  means that there is an influence between influencer endorsement (X3) and purchasing decisions (Y).

F Test

Tabel 9. Uji F ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1540.501	3	513.500	124.446	.000 <sup>b</sup>
	Residual	602.439	146	4.126		
	Total	2142.940	149			

a. Dependent Variable: Buying decision

b. Predictors: (Constant), Influencer Endorsement, Product Quality, Brand Image

Source: Primary data processed 2025

Based on the table above, it is known that the sig value is 0.000, then  $0.000 < 0.005$  and the calculated F value is 124.446 and the F table value is 2.67, meaning that the calculated F value of  $124.446 > F$  table 2.67. It can be concluded that the



variables of product quality, brand image and influencer endorsement simultaneously influence purchasing decisions.

### **The Effect of Product Quality (X1) on Purchasing Decisions (Y) on Skintific Products**

Based on the results of processing for hypothesis test 1, the significance value for the influence of the Product Quality variable on Purchasing Decisions is  $0.000 < 0.05$  and the calculated t value is 4.433 with a t table value of 1.976 so that it can be concluded that there is a significant influence between the Product Quality variable and Purchasing Decisions.

So it can be concluded that Skintific products have superior quality with effective active ingredients and innovative formulations according to consumer skin needs. This proves that good product quality is a determining factor in purchasing decisions, where consumers tend to choose Skintific products that are proven to provide real results. The ability of Skintific products to overcome skin problems with leading skincare technology is a significant added value, so that consumers do not hesitate to make purchases and even tend to become loyal customers who continue to use Skintific products.

Thus, the results of the study are in accordance with the research conducted by (Desy et al., 2025) which states that product quality influences purchasing decisions on Azarine Sunscreen products. The results obtained are significant at  $0.001 < 0.05$  (Alpha value) therefore, the hypothesis is accepted. This result means that there is a significant influence of the product quality variable on purchasing decisions on Azarine Sunscreen products.

### **The Influence of Brand Image (X2) on Purchasing Decisions (Y) on Skintific Products**



Based on the results of processing for hypothesis test 2, the significance value for the influence of the Brand Image variable on Purchasing Decisions is  $0.000 < 0.05$  and the calculated t value is 6.135 with a t table value of 1.976, so it can be concluded that there is a significant influence between the Brand Image variable and Purchasing Decisions.

So it can be concluded that consumer perception of the brand as a skin care product whose formulation is based on Trilogy Triangle Effect (TTE) Technology which ensures that the product is produced safely, uses quality active ingredients, and has been dermatologically tested can increase trust and purchasing interest. With a strong brand image, consumers tend to view Skintific products as an effective solution to skin problems, thus encouraging Skintific users to choose the product and will have a positive impact on the company and can influence consumers in making purchasing decisions for a product.

Thus, the results of the study are in accordance with research conducted by (Mukhayati et al., 2023) which states that brand image influences purchasing decisions on Madame Gie Cosmetic products. The results obtained are significant at  $0.000 < 0.05$  (Alpha value) therefore, the hypothesis is accepted. These results mean that there is a significant influence of the brand image variable on purchasing decisions on Madame Gie Cosmetic products.

### **The Influence of Influencer Endorsement (X3) on Purchasing Decisions (Y) at Skintific**

Based on the results of processing for hypothesis test 3, the significance value for the influence of the Product Quality variable on Purchasing Decisions is  $0.000 < 0.05$  and the calculated t value is 8.351 with a t table value of 1.976, so it



can be concluded that there is a significant influence between the Influencer Endorsement variable on Purchasing Decisions

So, it can be concluded that influencers who have many followers and are influential on social media can create a strong impact in increasing consumer interest and desire to buy Skintific products. When influencers share their experiences and real results of using Skintific products, it builds trust and reduces consumer doubts about product claims. Honest reviews from influencers and direct demonstrations of product use provide a clearer picture of the benefits to be obtained. The collaboration between the Skintific brand and influencers not only increases product visibility but also contributes to a significant increase in consumer purchasing decisions, as evidenced by the results of statistical testing in this study.

Thus, the results of the study are in accordance with the research conducted by (Febi & Nora., 2023), which states that influencer endorsement influences purchasing decisions at G - Coffee. The results obtained are significant at  $0.000 < 0.05$  (Alpha value); therefore, the hypothesis is accepted. This result means that there is a significant influence of the influencer endorsement variable on purchasing decisions at G - Coffee.

## CONCLUSION

Based on the results of research and analysis related to the influence of Product Quality (X1), Brand Image (X2), and Influencer Endorsement (X3) on Purchasing Decisions (Y) on Skintific products, the following conclusions can be drawn:



Product quality has a significant effect on purchasing decisions on skintific products, and it is stated that Hypothesis 1 is accepted. Consumers who are satisfied with product quality tend to have high loyalty and will make repeat purchases.

Brand image has a significant effect on purchasing decisions on skintific products, and it is stated that Hypothesis 1 is accepted. A positive and strong brand image can increase consumer trust and influence purchasing decisions.

Influencer endorsement has a significant effect on purchasing decisions on skintific products, and it is stated that Hypothesis 1 is accepted. By using relevant and credible influencers, the Skintific company can increase consumer awareness and trust in its products, thereby influencing purchasing decisions.

Based on the conclusions that have been obtained, several suggestions can be given to the skintific company to improve purchasing decisions, as follows:

Skintific needs to continue to improve product quality in terms of ingredients, effectiveness, packaging, and safety. Communication of quality through social media and customer testimonials is also important to build consumer confidence. Consistent quality will strengthen loyalty and competitiveness.

Need to strengthen brand image through consistent marketing strategies, utilization of social media, and collaboration with trusted influencers. A positive brand image increases consumer trust and encourages purchasing decisions.

Skintific must be selective in choosing influencers who are credible, relevant, and have high engagement. Authentic and informative endorsements can build consumer trust and encourage purchasing interest.

**REFERENCES**

- Afandi, A., Samudra, J. P., Sherley, S., Veren, V., & Liang, W. (2021). Pengaruh Endorsement Influencer Instagram Terhadap Keputusan Pembelian pada Generasi Z. *Komunikologi: Jurnal Pengembangan Ilmu Komunikasi Dan Sosial*, 5(1), 15. <https://doi.org/10.30829/komunikologi.v5i1.9272>
- Aprilia, M., & Angestika Wilandari. (2023). Pengaruh Brand Experience dan Kualitas Produk Terhadap Keputusan Pembelian Produk Skin Game di Jabodetabek. *Jurnal Ilmiah Ekonomi Global Masa Kini*, 14(2), 75–81. <https://doi.org/10.36982/jiegm.v14i2.3440>
- Dhiraj Kelly Sawlani, *Digital Marketing: Brand Images*, (Surabaya: Penerbit Scopindo Media Pustaka, 2021), h. 24
- Direktorat Pengawasan Kosmetik. (2022). *LAPORAN TAHUNAN 2022*.
- Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., Gandasari, D., & Munawaroh. (2020). *Customer Review or Influencer Endorsement: Which One Influences Purchase Intention More? Heliyon*, 6(11), e05543.
- Fachrudin, F. M., & Taufiqurahman, E. (2022). Pengaruh Brand Ambassador dan Brand Image terhadap Keputusan Pembelian Kosmetik MS GLOW di Distributor Karawang tahun 2021. *YUME: Journal of Management*, 5(2), 508–524. <https://doi.org/10.37531/yume.vxix.456>
- Ferdiana Fasha, A., Rezqi Robi, M., & Windasari, S. (2022). Determinasi Keputusan Pembelian Melalui Minat Beli: Brand Ambassador Dan Brand Image (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 30–42. <https://doi.org/10.38035/jmpis.v3i1.840>
- Maro'ah, A., & Rosyidi, S. (2024). Pengaruh Celebrity Endorser, Brand Image Dan Kualitas Produk Terhadap Keputusan Pembelian Skincare Ms Glow Di Rembang Kota. *Jesyra*, 7(1), 434–442. <https://doi.org/10.36778/jesyra.v7i1.1429>
- Purwanto, Y., Sahetapy, L., Management, P. B., Manajemen, P. S., Bisnis, F., & Siwalankerto, J. (2022). Pengaruh Content Marketing Pada Brand Skincare Somethinc. *Agora*, 10(1), 1–6.
- Rosyadi, Z. A., & Istiyanto, B. (2022). Pengaruh Kualitas Produk, Citra Merk Dan Harga Terhadap Keputusan Pembelian. *Mabha Jurnal*, 3(2), 60–69.



<https://doi.org/10.70018/mb.v3i2.43>

- Rusmianita, Roswaty, & Emilda. (2023). Pengaruh Harga, Kualitas Produk dan Desain Produk Terhadap Keputusan Pembelian Kain Jumputan Rumah Produksi Cahaya Jumputan Tuan Kentang Palembang. *Jurnal Ilmiah Ekonomi Global Masa Kini*, 14(1), 20–27. <https://doi.org/10.36982/jiegmk.v14i1.2987>
- Salvara Tyara Aruna, Misti Hariasih, A. P. (2024). Pengaruh Brand Ambassador, Brand Image Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Garnier Sakura Glow. *Jurnal Ilmiah MEA*, 8(2), 228–245.
- Sari, T. L., & Elpanso, E. (2022). Pengaruh Promosi dan Kualitas Pelayanan Terhadap Keputusan Pembelian Mobil Avanza Pada PT Astra International Tbk Cabang Auto2000 Veteran Palembang. *Jurnal Ilmiah Ekonomi Global Masa Kini*, 13(2), 102–108. <https://doi.org/10.36982/jiegmk.v13i2.2362>
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), 258–281. <https://doi.org/10.1080/02650487.2019.1634898>
- Soetanto, J. P., Septina, F., & Febry, T. (2020). Pengaruh Kualitas Produk Dan Keragaman Produk Terhadap Keputusan Pembelian Produk Amondeu. *Performa*, 5(1), 63–71. <https://doi.org/10.37715/jp.v5i1.1303>
- Sugiyono (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2022a). *Metode Penelitian & Pengembangan Research and Development* (S. Y. Suryandari (ed.); 5 ed.). Bandung: ALFABETA
- Tjiptono & Achmad Cholil. 2020. *Strategi Pemasaran*. Yogyakarta: Andi Offsey.