The Influence of Influencer Marketing and Product Quality on Glad2Glow Skincare Purchase Decisions

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Abstract

The purpose of the research was to find out and analyze the influence of influencer marketing and product quality on purchase decisions on Glad2Glow skincare products. This study was conducted on 91 respondents who used Glad2Glow skincare in Tanjung Redeb. Based on the results of the study, it can be seen that there is a significant influence both partially and simultaneously between influencer marketing and product quality on purchase decisions. This is shown by the results of the t-test which shows that the influencer marketing variable (X1) and the product quality variable (X2) partially have a positive and significant effect on the purchase decision (Y). In addition, based on the results of the F test, it is known that the variables of influencer marketing (X1) and product quality (X2) simultaneously have a significant effect on purchasing decisions (Y).

Keywords: *Influencer Marketing*, Product Quality, Purchase Decision, *Glad2Glow* Skincare.

INTRODUCTION

The rapid development of information and communication technology has brought significant changes in various aspects of life, including in the field of marketing. The advancement of the internet and the increasing use of social media have changed the pattern of interaction between companies and consumers. Social media is now not only used as a means of communication, but also as an effective promotional medium in influencing consumer behavior. Modern consumers tend to search for product information through digital platforms before making a purchase decision, so digital marketing strategies are very important for companies.

In recent years, the beauty industry, especially skincare products, has experienced very rapid growth. This is driven by the increasing public awareness of the importance of skin care, as well as the influence of beauty trends that are growing on social media. One of the skincare brands that is quite popular and talked about is Glad2Glow. This product is widely known through promotions carried out by various influencers on platforms such as TikTok and Instagram. Engaging content and testimonials from influencers are able to attract consumers' attention and form a positive perception of the product.

However, the high exposure of a product on social media does not always guarantee a purchase decision. Consumers not only consider the promotional factor, but also pay attention to the quality of the products offered. Product quality is one of the main factors influencing purchasing decisions, as it is directly related to the benefits felt by consumers. Products that have good quality will be able to meet the needs and expectations of consumers, thereby increasing satisfaction and trust in the product.

Purchasing decisions are a complex process that involves various considerations, ranging from the identification of needs, the search for information, the evaluation of alternatives, to the final decision to purchase a product. In this process, consumers are influenced by various factors, both internal and external. Influencers as part of external factors can provide information and recommendations that affect consumer perception, while product quality is a factor that determines whether consumers will actually make a purchase or not.

In the Tanjung Redeb area, the phenomenon of using Glad2Glow skincare

products is also starting to develop, especially among teenagers and college students. Although this product is quite popular on social media, the level of purchasing decision in the area still varies. This shows that there are certain factors that influence consumers' decision to buy the product. Therefore, it is important to conduct research to find out the extent of influencer influence and product quality on the purchase decision of Glad2Glow skincare in Tanjung Redeb.

RESEARCH METHODOLOGY

Influencer Marketing

Influencer marketing is a marketing strategy that involves the use of influencers, i.e. individuals who have influence over their followers, by utilizing social media as a promotional platform (Agustin & Amron, 2022). The focus of *influencer marketing* is generally to use *social media influencers* to spread brand messages and reach the intended target market (Jarrar et al., 2020).

According to Lie Shearent (2022:20), influencer marketing is a way of marketing by using a person or figure with a large number of followers through social media which has an impact on the behavior of their followers to increase brand sales. Lengkawati (2021:35) influencer marketing is a marketing strategy that features a person (individual) who has followers when promoting products so as to influence others/the environment to take a stance in an absolute decision, ultimately using the product.

Influencer marketing is a strategy in marketing activities by utilizing social media as a place for promotion by using someone who is believed to be influential for others who follow him. These influencers usually come from artists, celebrities, according to Agustin & Amron (2022:51), youtubers, and bloggers. The definition of influencer marketing according to Hariyanti et al (2018) is a method used to designate someone who is considered to have an influence on what they say on the behavior of their followers and can be the target of promotion for a brand.

Product Quality

Product quality is the condition of a product that is able to meet consumer expectations, including the stages and composition in the manufacturing process (Vidanada & Setiawan, 2021). In simple terms, product quality can be understood as the perception of potential buyers of the level of compatibility of the product with their wishes, namely the extent to which the product is considered suitable and able to meet consumer needs.

Product quality can be understood as the ability of a product to meet or even exceed customer expectations in terms of performance and reliability. According to Zeithaml et al. (2020), product quality encompasses various dimensions, including performance, durability, reliability, and additional attributes such as ease of use and maintenance. Quality also includes other aspects such as accuracy and consistency, which affect customer satisfaction and loyalty.

The company's ability to present various product innovations can reduce consumer saturation, so that they have more choices or considerations when making purchasing decisions or using the product (Revita et al., 2018). Good product quality can also influence purchase decisions.

Kumar and Shah (2022), who state that product quality is not only about durability and functionality, but also how well the product can meet consumer expectations in providing long-term value. Therefore, companies must ensure that each product offered not only has good physical characteristics, but can also provide an experience that suits what consumers want. High product quality will build a good brand reputation and increase customer trust, which ultimately contributes to increased sales and brand loyalty.

The research methods section should be written clearly and include technical information and a complete description of the methods used, particularly if the methods are novel. For methods that are already in common use, it is sufficient to cite the relevant references.

Purchase Decision

Purchase decisions are actions taken by customers after being influenced by various factors such as price, technology, culture, conditions, economy, location, politics, promotion, product characteristics, service processes, human resources, and physical evidence. The combination of these factors shapes the customer's attitude in drawing conclusions and processing information related to the product purchased (Efnita, 2017).

From a marketing perspective, purchasing decisions describe how individuals, groups, or communities choose, obtain, use, and utilize products or services in order to meet their needs and desires for services in order to meet their needs and desires (Isa et., al 2018).

Kotler (in Sari & Prihartono, 2021:5) argues that the purchase decision is to buy a brand that is in high demand, but two components can exist between the purchase objective and the purchase choice. Another view is that a purchase decision is a selection of two or more alternative options, in other words, an alternative choice should be available to a person when making a decision Schiffman & Kanuk (in Indrasari 2019:70).

A purchase decision is a decision due to the interest that a person feels in a product, and wants to buy, try, use, or own the product (in Marlius 2017: 57).

According to Arianty (in Arianty & Andira, 2021:41) states that purchasing decisions are actions taken to overcome problems that occur and must be faced or are steps taken to be able to achieve goals as quickly as possible at the most efficient cost possible.

RESEARCH METHODS

Population and Sample

Population is a generalist area consisting of objects/subjects that have certain qualities and characteristics that are determined by researchers to be studied and drawn conclusions (Sugiyono, 2018:80). The population in this study is respondents who use Glad2Glow skincare in the city of Berau is unknown, so sampling in this study uses purposive sampling.

The sample is a part of the population with only a few members (Sugiyono, 2018.82). Based on this, the nonprobability sampling technique is a technique to determine a sample from the population that has become a criterion in this study. The population criteria that can be used as a sample are respondents who have used Glad2Glow skincare and consumers who are 17 years old and older. Sample sizes were taken using the Hair et.al formula. The hair formula states that the minimum sample size guideline is 5-15 multiplied by the indicator variables (Fatma and Latiep, 2021). The number of indicators in this study was 13 times with 7 to 91 respondents. So the number of respondents who were drawn or taken in this study was 91 respondents

RESULTS AND DISCUSSION

Multiple Linear Regression Test Results

The T Test or Partial Test is used to determine the significance of the influence of independent variables (*Influencer Marketing*, product quality) on bound variables (purchase decisions) partially or individually. The results of the T test with the help of SPSS can be seen in the following table:

Table 1. Multiple Linear Regression Test Results

Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.617	1.286		.480	.632
	Influencer Marketing	.206	.065	.210	3.146	.002
	Product quality	.747	.068	.731	10.960	.000

Based on the results of the multiple linear regression test in the **Coefficients table**, the regression equation can be compiled as follows:

Y= 0.617+ 0.206 X1 + 0.747 X2

The regression equation has several meanings. The constant value of 0.617 indicates that if the variables of influencer marketing and product quality are considered to be equal to zero, then the purchase decision is at a value of 0.617. The *influencer marketing* coefficient (X1)

of 0.206 means that any increase in *influencer marketing*, assuming a fixed product quality variable, will increase the purchase decision by 0.206.

Meanwhile, a product quality coefficient (X2) of 0.747 indicates that any increase in product quality, assuming influencer marketing remains, will increase purchasing decisions by 0.747.

Table 2. Partial Test Results (t)

Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.617	1.286		.480	.632
	Influencer Marketing	.206	.065	.210	3.146	.002
	Product quality	.747	.068	.731	10.960	.000

Based on the results of the tests that have been carried out, the t-value of the influencer marketing variable is 3.146 with a significance level of 0.002 < 0.05. The results show that H_0 is rejected and H_1 is accepted.

Thus, it can be concluded that influencer marketing has a positive and significant effect on the decision to purchase Glad2Glow skincare in Tanjung Redeb. This means that the better the use of influencers in promoting products, the better the consumer's purchasing decisions.

It is known that the t-value is calculated as 10.960 with a significance value of 0.000. Since the significance value

is less than 0.05 (0.000 < 0.05), H_0 is rejected

and H_2 accepted. This shows that product quality variables have a positive and significant effect on the purchase decision of Glad2Glow skincare in Tanjung Rede

Simultaneous Test Results (F Test)

The F test was used to test statistically significant the influence of work motivation (X1), work discipline (X2) and work

Table 3. Simultaneous Test Results (F)

Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	710.058	2	355.029	156.740	.000b
	Residual	199.327	88	2.265		
	Total	909.385	90			

environment (X3) simultaneously (together) on employee performance (Y). To perform the F test can be seen in the anova table below:
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This means that the higher the quality of the product that consumers feel, the more it will improve the purchase decision.

Correlation Coefficient Test (R)

The correlation coefficient is a statistical measure that describes the two-way strength of the relationship between two variables, for example the variables X and Y.

The F-test is used to test statistically significant the influence of *Influencers* and Product Quality simultaneously (together) against the Purchase Decision.

Table 4. Correlation Coefficient Test Results (R)

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884a	.781	.776	1.505

Based on The results of the correlation coefficient test in the summery model table obtained an R value of 0.884. These values show that there is a very strong and positive relationship effective the influencer marketing strategy used, the higher the purchase decision. Second, product quality has been proven to have a significant effect on the

CONCLUSION

purchase decision of Glad2Glow skincare.
This shows that product quality is the main factor that consumers consider in making

purchases. Third, influencer marketing and product quality simultaneously have been proven to have a positive and significant effect on the purchase decision of Glad2Glow skincare.

The conclusions that can be drawn from this study are as follows. First, influencer marketing has been proven to have a positive and significant effect on Glad2Glow skincare purchase decisions. This means that the more effective the influencer marketing strategy used, the higher the purchase decision. Second, product quality has been proven to have a The conclusions that can be drawn from this study are as follows. First, influencer marketing has been proven to have a positive and significant effect on Glad2Glow skincare purchase decisions. This means that the more effective the influencer marketing strategy used, the higher the purchase decision. Second, product quality has been proven to have a

arecommended that product quality continues to be maintained and improved, both in terms of safety, benefits, and suitability with consumer needs, so as to be able to provide satisfaction and encourage purchase decisions. Third, it is suggested that there is an alignment between influencer marketing and product quality that can influence consumer purchase decisions. The better the promotion carried out through influencers and the higher the quality of the product perceived, the greater the tendency of consumers to make purchases. These two variables support each other in shaping consumer perception, trust, and interest in the products offered.

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