

THE INFLUENCE OF ONLINE CUSTOMER REVIEWS, BEAUTY INFLUENCERS AND CONTENT MARKETING ON SKINCARE PRODUCT PURCHASE DECISIONS**Faizana Putri Ardy¹⁾, Heny Sidanti²⁾**¹Department of Management, faculty of Economy and Business, PGRI Madiun University
email: faizana_2103102246@mhs.unipma.ac.id² Department of Mmanagement, faculty of Economy and Business, PGRI Madiun University
email: heny.sidanti@unipma.ac.id***Abstrak***

Tujuan dari penelitian ini adalah untuk mempelajari bagaimana review pelanggan, influencer kecantikan, dan konten promosi online memengaruhi keputusan pelanggan untuk membeli produk perawatan kulit di toko Skincare Mommy di Kota Madiun. Latar belakang utama penelitian ini adalah peningkatan aktivitas pemasaran digital melalui media sosial dan tingginya minat masyarakat terhadap produk perawatan kulit lokal. Untuk penelitian ini, metode survei kuantitatif digunakan. Responden, yang merupakan pelanggan Skincare Mommy, menerima kuesioner. Hasil penelitian menunjukkan bahwa ketiga variabel independen—content marketing, influencer kecantikan, dan review pelanggan online—berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Salah satu faktor paling penting yang memengaruhi keputusan pelanggan adalah ulasan pelanggan online. Hasil ini menunjukkan betapa pentingnya strategi pemasaran digital yang tepat untuk menarik minat dan mempertahankan pelanggan, terutama di tengah persaingan yang semakin ketat di industri kecantikan.

Kata kunci : *Online Customer Review, Beauty Influencer, Content Marketing dan Keputusan Pembelian*

Abstract

The purpose of this study is to analyze the effects of online customer reviews, beauty influencers, and content marketing on the purchasing decisions of skincare products at Skincare Mommy Kota Madiun. The main focus of this study is the phenomenon of the increase in digital marketing activities through social media and the general public's perception of local kulit products. This study uses a quantitative approach using the survey method and asks a question of a respondent who is a Skincare Mommy customer. The study's findings indicate that independent variables, such as online customer reviews, beauty influencers, and content marketing, have a positive and significant impact on consumers' purchasing decisions. Online customer reviews are the most important factor influencing consumers' decisions. This highlights the importance of

effective digital marketing strategies in fostering customer loyalty and boosting sales, particularly in the increasingly competitive kecantikan industry.

Keywords : Online Customer Review, Beauty Influencer, Content Marketing Purchase Decisions

A. INTRODUCTION

The rapid development of technology in this modern era has led to a shift in consumer behavior, particularly in shopping. The increasingly advanced and rapidly developing internet technology is now used not only for information seeking but has also begun to expand into the trade sector. With these technological advancements and the modern era, consumers no longer need to visit stores in person to purchase the products they need. In running a business, several factors can influence consumer purchasing decisions, including content marketing, customer reviews, customer ratings, and the role of beauty influencers (Darnis et al., 2024).

In recent years, the trend of social media and digital marketing has grown rapidly, including in the beauty industry. In today's digital era, more consumers, especially young people, are more trusting and interested in recommendations from beauty influencers, content marketing created by a product or brand, and product quality assessments from other consumers. The beauty industry, particularly in the skincare sector, is one of the fastest-growing sectors worldwide. Amidst globalization and technological advancements, many imported skincare products have entered Indonesia and gained a strong market share, while local skincare continues to thrive (Nawiyah et al., 2023).

The rapid growth of local skincare brands is becoming increasingly well-known and widely used. In Indonesia, there are now a multitude of local brands producing skincare products, with many companies competing to seize market share among the most well-known and best-selling brands. The growing demand for skincare has prompted local brands to strive to release high-quality products, ensuring they can compete with the established and highly sought-after brands from abroad.

Purchasing decisions are a crucial part of the decision-making process, where consumers actually decide to purchase a product. When purchasing beauty products like skincare, decisions are influenced not only by price and quality but also by the overall experience during the purchase process. Every consumer considers purchasing decisions (Cahyaningtyas & Wijaksana, 2021). Purchasing decisions are a process within an individual when they evaluate a product and then choose one from among many available options (Yohana Dian Puspita & Ginanjar Rahmawan, 2021). Considerations made before purchasing a product include, for example, reviewing reviews, ratings, marketing content, or recommendations from influencers.

When purchasing beauty products like skincare, decisions are influenced not only by price and quality but also by the overall experience during the purchase process. This research focused on consumers who had previously purchased or were considering a purchase to understand elements such as content marketing, beauty influencers, and internet customer reviews that may influence their interest in Mommy Skincare over competitors. With the right strategy, these factors can influence customer satisfaction, encourage product recommendations, and positively impact business growth and company value.

Before making a product purchase, especially online, consumers often seek information about the product they intend to purchase to avoid negative consequences. One easy and common way to obtain information is to consult product or store reviews (Ardianti & Widiartanto, 2020). The Skincare Mommy Shopee account itself has 12.3 thousand followers and received a rating of 4.8 out of 5 from 5.5 thousand users. The table below shows some of the ratings and reviews received by Skincare Mommy. Apart from the ratings and reviews of the Shopee application, there are also ratings from Google Reviews, with a rating of 4.5 from 331 people who rated it.

Beauty influencers can benefit companies and increase their awareness of their products. As beauty influencers, they must be able to convey information about the products they promote creatively, engaging consumers, and making them memorable. The role of beauty influencers on social media can help consumers find beauty content tailored to their needs and lifestyles

(Haerunnisa et al., 2021). The role of collaboration with beauty influencers will greatly help a business or product to be more widely known and recognized by the wider community, especially the social media followers of the beauty influencer.

Content marketing is another element that may affect consumers' decisions to buy. According to Pasaribu et al. (2023), content marketing is a marketing method that provides relevant content to attract people in order to drive lucrative action. Digital marketing provides insight into the latest marketing methods, notably on social media, one of which is content marketing (Satiawan et al., 2023)

Kajian Teori

Theory Of Planned Behavior (Teori Perilaku Terencana)

This theory focuses on beliefs that influence a person's decision-making. It considers three main factors: attitude toward the action, subjective norms (social influences), and perceived self-control over the behavior. If someone has a positive attitude, receives support from their environment, and perceives no obstacles, their intention to act will be strengthened (Cicilia Sriliasta Bangun, Toni Suhara, 2019).

Online Customer Review

Online Customer Reviews are a form of online assessment and contain information provided after purchasing a product and are very influential for potential consumers when making purchasing decisions (Satiawan et al., 2023).

Beauty Influencer

According to (Pakan & Purwanto, 2022), Beauty Influencer is defined as a marketing strategy where someone shares photos or videos of tutorials or reviews related to information about beauty or skincare products, which creates an attraction that can influence consumer purchasing decisions.

Content Marketing

Kotler in (Satiawan et al., 2023), said that Content Marketing is a marketing activity that contains interesting, relevant, and useful content for the public in order to create interaction with existing content.

Keputusan Pembelian

Decision, according to Kotler (in Shadrina & Sulistyanto, 2022), is the result of integrating information to assess multiple options and select one. person can make a choice if there are multiple options available to them, according to Schiffman & Kanuk (in Dewi & Siburian, 2017), who define a purchase decision as selecting among a number of alternative options.

B. METHOD

385 respondents were given questionnaires as part of the quantitative data gathering methods utilized in this study. Multiple linear regression analysis and purposive sampling are used in this investigation. A Likert scale will be used to calculate the responses to the questionnaires that were given out, and SPSS software version 25 will be used for data analysis, which will include descriptive analysis, multiple linear regression analysis, traditional assumption tests, and hypothesis testing.

C. RESULTS AND DISCUSSIONS

Uji Normalitas

Tabel 1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		385
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.79596617
Most Extreme Differences	Absolute	.024
	Positive	.019
	Negative	-.024
Test Statistic		.024
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data Primer Diolah (2025)

Based on the normality analysis in Table 1, The Asymp. Sig (2-tailed) value of 0.200 is known to be greater than 0.05 of 0.200 is known to be greater than 0.05. of 0.200 is greater than 0.05. This is distributed. This shows the regularly distributed nature of the data.

Analisis Regresi Linear Berganda

Tabel 2. Analisis Regresi Linear Berganda

Model		Coefficients ^a		Standardized Coefficients	t	Sig.
		Unstandardized Coefficients				
		B	Std. Error			
1	(Constant)	1.107	.925		1.196	.232
	Online Customer Review	.369	.042	.419	8.802	.000
	Beauty Influencer	.221	.066	.135	3.320	.001
	Content Marketing	.399	.045	.407	8.870	.000

a. Dependent Variable: Keputusan Pembelian

Source : Data Primer Diolah (2025)

So from the regression results, a linear equation can be made as follows :

- $\alpha = 1.107$ shows that if the values of X1, X2 and X3 remain constant (do not change), then the constant value of Y is 1.107

- b. Online Customer Review (X1) has a positive coefficient of 0.369 with a sig value of $0.000 < 0.05$. This shows that the decision about what to buy is a very important one and favorably impacted by the Online Customer Review variable (Y). This indicates that Y will grow by 0.369 for every unit increase in Online Customer Review, presuming that the constant values of X2 and X3 remain same.
- c. The Beauty Influencer coefficient (X2) has a $0.001 < 0.05$ sig value and is positive at 0.221. This suggests that the beauty influencer variable (Y) has a large and positive influence on purchasing decisions. This means that, assuming that X1 and X3 stay unchanged, Y will increase by 0.221 for each unit increase in OCR.
- d. The Content Marketing coefficient (X3) is 0.399 with a sig value of $0.000 < 0.05$, is profitable. This shows that the decision to purchase is significantly and positively influenced by content marketing variables by content marketing variables (Y). This implies for that each one unit increase in OCR, assuming there is no increase in the constant values of X1 and X2, Y will experience an increase of 0.399.

Uji Hipotesis (Uji t)

Tabel 3. Uji t

		Coefficients ^a				
		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
Model		B	Std. Error	Beta		
1	(Constant)	1.107	.925		1.196	.232
	Online Customer Review	.369	.042	.419	8.802	.000
	Beauty Influencer	.221	.066	.135	3.320	.001
	Content Marketing	.399	.045	.407	8.870	.000

a. Dependent Variable: Keputusan Pembelian

Source : Data Primer Diolah (2025)

- a. Partial test findings are revealing significant value of X1 is 0.000, which is smaller than 0.05, hence hypothesis 1 is accepted and it is determined that X1 have a significant effect on Y.

- b. Hypothesis 2 is supported and it is determined that X2 significantly affects Y as according to partial test results significant value of X2 is 0.000, which is less than 0.05.
- c. Hypothesis 3 is supported and it is determined that X3 significantly affects Y as according to partial test results significant value of X3 is 0.000, which is less than 0.05.

Uji Koefisien Determinasi

Tabel 4. Uji Koefisien Determinasi

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.924 ^a	.853	.852	1.803

a. Predictors: (Constant), Content Marketing, Beauty Influencer, Online Customer Review

Source : Data Primer Diolah (2025)

It is possible to infer from the above table that the R Square is 0.853. This show that 85.3% of the purchasing decision variable (Y) can be influenced by the online customer review (X1), beauty influencer (X2), and content marketing (X3) variables, with the remaining 14.7% being influenced by variables not covered in this study.

D. CONCLUSIONS

Based on the research hypothesis test, the results of this study indicate that (1) online customer reviews have a positive and significant influence on the decision to purchase skin care products, (2) beauty influencers have a positive and significant influence on the decision to purchase skin care products, and (3) content marketing has a positive and significant influence on the decision to purchase skin care products.

E. SUGGESTIONS

In future research, researchers are expected to conduct more in-depth research and cover a wider range of subjects or regions, thereby generalizing the research. In future research, researchers hope to develop other variables that influence purchasing decisions.

REFERENCES

- Adisti, P. T. (2024). Pengaruh Social Media Instagram, Beauty Influencer, Dan Brand Image Terhadap Keputusan Pembelian Produk Make Over di Jakarta Selatan . *UNIVERSITAS NASIONAL*.
- Asri Nugrahani Ardianti, W. (2019). Pengaruh Online Customer Review dan Online Customer Rating Terhadap Keputusan Pembelian melalui Marketplace Shopee (Studi Pada Mahasiswa Akti FISIP Undip). *Jurnal Ilmu Administrasi Bisnis* 8 (2), 55-66.
- Cicilia Sriliasta Bangun, Toni Suhara, H. (2019). Penerapan Teori Planned Behavior dan Perceived Value Pada Online Purchase Behavior. *Sustainability (Switzerland)*, 11(1), 1–14. http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484_SISTEM_PEMBETUNGAN_TERPUSAT_STRATEGI_MELESTARI
- Darnis, H., Hicmaed, S. H. T., & Akhmad, I. (2024). Pengaruh Content Marketing, Customer Review Dan Customer Rating Terhadap Keputusan Pembelian Online Pada Market Place Shopee (Studi Kasus Pada Universitas Muhammadiyah Riau). *Jurnal Ilmiah Mahasiswa Merdeka EMBA*, 3(2), 1272–1301.
- Fera Anggraini, & Mirzam Arqy Ahmadi. (2024). Pengaruh Influencer Marketing terhadap Keputusan Pembelian Produk Kecantikan di Kalangan Generasi Z : Literature Review. *Journal of Management and Creative Business*, 3(1), 62–73. <https://doi.org/10.30640/jmcbus.v3i1.3450>
- Ghozali, I., & Kusumadewi, K. A. (2023). Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris edisi 2. In *Badan Penerbit Universitas Diponegoro*.
- Graciafernandy, M. A., & Almayani, R. N. (2023). Pengaruh Online Customer Review, Online Customer Rating dan Online Promotion Terhadap Keputusan Pembelian Online Di Shopee. *POINT: Jurnal Ekonomi Dan Manajemen*, 5(1), 97–106. <https://doi.org/10.46918/point.v5i1.1800>

Haerunnisa, H., N, Z., & Yusuf, R. I. (2021). Beauty influencer di Instagram terhadap Gaya Hidup Mahasiswi Universitas Islam Makassar. *Jurnal Komunikasi Dan Organisasi (J-KO)*, 1(2), 46–54. <https://doi.org/10.26618/jko.v1i2.5242>

IUH Huda, A. J. (2021). Pengaruh Content Marketing dan Lifestyle Terhadap Keputusan Pembelian pada Usaha Kecil Menengah di Media Sosial. *Al-Kalam : Jurnal Komunikasi, Bisnis dan Manajemen* 8 (1), 32-40.

Latief, F., & Ayustira, N. (2020). Pengaruh Online Costumer Review dan Customer Rating terhadap Keputusan Pembelian Produk Kosmetik di Sociolla. *Jurnal Mirai Managemnt*, 6(1), 139–154. <https://journal.stieamkop.ac.id/index.php/mirai/article/view/696>

Limandono, J. A. (2017). Pengaruh Content Marketing dan Event Marketing Terhadap Customer Engagement dengan Sosial Media Marketing Sebagai Variabel Moderasi di Pakuwon City. *Jurnal Strategi Pemasaran* 5 (1), 11-11.

Listyowati, D., Raring, P. G., Hursepuny, J., Hermawan, F., & Santoso, H. (2023). Pengaruh Beauty Influencer Dan Brand Image Terhadap Keputusan Pembelian Produk Scarlett Whitening. *Jurnal WIIdya*, 4(2), 339–350. [file:///C:/Users/basti/Downloads/205-Article Text-598-1-10-20231107 \(1\).pdf](file:///C:/Users/basti/Downloads/205-Article%20Text-598-1-10-20231107%20(1).pdf)

Luluk Agustiningasih, R. H. (2023). Pengaruh Promosi, Online Customer Review, dan Online Customer Rating Terhadap Keputusan Pembelian Produk Makanan pada layanan Shopee Food di DI Yogyakarta. *Jurnal Ilmiah Mahasiswa*, 4 (2), 13.

MAK Septyadi, M. S. (2022). Literature Review Keputusan Pembelian dan Minat Beli Konsumen pada Smarthphone : Harga dan Promosi. *Jurnal Manajemen Pendidikan dan Ilmu Sosial* 3 (1), 301-313.

Mulyati, Y., & Gesitera, G. (2020). Pengaruh Online Customer Review terhadap Purchase Intention dengan Trust sebagai Intervening pada Toko Online Bukalapak di Kota Padang. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 9(2), 173. <https://doi.org/10.30588/jmp.v9i2.538>

Nadeak, J. M. F., Putri, D. D., Gunawan, A. A., Gunawan, A., Fauziah, S., Ziva, F. N., Afifah, L. K., & Sulistiobudi, R. A. (2023). Analisis Pentingnya Online Customer Review Dalam Mempengaruhi Keputusan Pembelian Produk Gadget. *Jurnal Nusantara Aplikasi Manajemen Bisnis*, 8(2), 251–267. <https://doi.org/10.29407/nusamba.v8i2.17553>

Nawiyah, N., Kaemong, R. C., Ilham, M. A., & Muhammad, F. (2023). Penyebab Pengaruhnya Pertumbuhan Pasar Indonesia Terhadap Produk Skin Care Lokal Pada Tahun 2022. *ARMADA : Jurnal Penelitian Multidisiplin*, 1(12), 1390–1396. <https://doi.org/10.55681/armada.v1i12.1060>

- Pakan, E. D., & Purwanto, S. (2022). Pengaruh Beauty Influencer Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Facial Wash Garnier Di Surabaya. *SCIENTIFIC JOURNAL OF REFLECTION: Economic, Accounting, Management and Business*, 5(3), 764–772. <https://doi.org/10.37481/sjr.v5i3.535>
- Pasaribu, A. F., Fadhila Rahma, T. I., & Dharma, B. (2023). Pengaruh Content Marketing , Viral Marketing Dan Influencer Terhadap Minat Beli Produk Skincare Pada Mahasiswa. *Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen)*, 10(2), 81–93. <https://doi.org/10.36987/ecobi.v10i2.4432>
- Rahmawati, A. I. (2022). Pengaruh Online Customer Review, Online Customer Rating dan Kepercayaan Terhadap Keputusan Pembelian Online (Studi Kasus Pada Mahasiswa FEB Universitas PGRI Semarang). *Jurnal Ilmiah Manajemen Bisnis dan Ekonomi Kreatif 1 (1)*, 18-23.
- Revi Maikel Karinda, A. F. (2024). Pengaruh Influencer, dan Online Customer Review Terhadap Keputusan Pembelian Pada Produk Skincare Skintific di Tiktok. *Journal of Information System*, 815-823.
- Reza Shadrina, Y. Y. (2022). Analisis Pengaruh Content Marketing, Influencer, dan Media Sosial Terhadap Keputusan Pembelian Konsumen (Studi Pada Pengguna Instagram dan Tiktok di Kota Magelang). *Diponegoro Journal Of Management 11 (2)*.
- Riska Cahyaningtyas, T. I. (2021). Pengaruh Review Produk dan Konten Marketing pada Tiktok Terhadap Keputusan Pembelian Scarlett Whitening By Felicya Angelista. *eProceedings of Management 8 (5)*.
- Salas Fatkur Rohman Afif, H. S. (2024). Pengaruh Harga, Kualitas Pelayanan, Content Marketing, Electronic Word Of Mouth (E-WOM) Terhadap Keputusan Pembelian Pelanggan Prabu Motor Ponorogo. *Universitas PGRI Madiun*.
- Satiawan, A., Hamid, R. S., & Maszudi, E. (2023). Pengaruh Content Marketing, Influencer Marketing, Online Customer Review Terhadap Keputusan Pembelian dan Kepuasan Konsumen Di Tiktok. *Jurnal Manajemen Dan Bisnis Indonesia*, 9(1), 1–14. <https://doi.org/10.32528/jmbi.v9i1.238>
- Thania, G. S. K., & Anggarini, Y. (2022). Pengaruh Gaya Hidup, Online Festival, dan Beauty Influencer terhadap Keputusan Pembelian Produk di Masa Pandemi Covid - 19. *Cakrawangsa Bisnis: Jurnal Ilmiah Mahasiswa*, 2(2), 275. <https://doi.org/10.35917/cb.v2i2.266>
- Yohana Dian Puspita, & Ginanjar Rahmawan. (2021). Pengaruh Harga, Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian Produk Garnier. *Jurnal Sinar Manajemen*, 8(2), 98–104.

<https://doi.org/10.56338/jsm.v8i2.1644>

Zubaidah Hanum, S. H. (2017). Faktor-faktor Yang Mempengaruhi Perilaku Konsumen dalam Keputusan Pembelian Sepatu Merek Nike di Kota Medan. *Jurnal Bisnis Administrasi 6 (1)*, 37-43.

Zukhrufani, A., & Zakiy, M. (2019). the Effect of Beauty Influencer, Lifestyle, Brand Image and Halal Labelization Towards Halal Cosmetical Purchasing Decisions. *Jurnal Ekonomi Dan Bisnis Islam (Journal of Islamic Economics and Business)*, 5(2), 168. <https://doi.org/10.20473/jebis.v5i2.14704>