

The Influence of Influencer Marketing, Price, and Customer Reviews on Purchasing Decisions for Skintific Products on Shopee (Case Study on Students of Universitas Nusantara PGRI Kediri Who Use Shopee)

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Article Information		Abstract
Submission date	4 January 2025	<p>Research aim: The purpose of this study is to ascertain whether, partially and simultaneously, the factors of pricing, customer reviews, and influencer marketing significantly affect consumers' decisions to buy Skintific products on Shopee..</p> <p>Design/Method/Approach: This inquiry employs a quantitative paradigm utilizing a survey methodology. The population in this study were all students of Universitas Nusantara PGRI Kediri who actively engage in shopping on Shopee. A total of 105 respondents were designated through a purposive sampling technique. Data acquisition was executed via questionnaires, whereas data evaluation was conducted through multiple linear regression analysis, facilitated by the SPSS software.</p> <p>Research Finding: The results of this study reveal that individually, influencer marketing and customer reviews strongly affect consumers' decisions to buy, while the price factor does not have a significant impact. However, when these three variables are examined together, They have a favorable and noteworthy influence on buying decisions..</p> <p>Theoretical contribution/Originality: This research contributes to the digital marketing literature by highlighting the important roles of influencer marketing and customer reviews as key factors in determining purchase decisions, especially on the Shopee platform.</p> <p>Practitioner/Policy implication: This research is expected to benefit the company, especially Skintific, by enhancing the effectiveness of marketing strategies through the selection of appropriate influencers and proactive management of customer reviews. In addition, the company is advised to continue offering competitive prices to strengthen its position in the market.</p> <p>Research limitation: This research is limited to the student population at Universitas Nusantara PGRI Kediri and Skintific products on Shopee, so the results may not be generalizable. Further research is recommended to expand the demographic scope and include other relevant variables, such as product quality or promotional strategies.</p> <p>Keywords : Influencer Marketing, Price, Customer Reviews, Purchase Decision</p>
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1. Introduction

The world of marketing continues to experience rapid development along with the advancement of digital technology, which encourages a shift in traditional marketing strategies towards a social media-based approach. One of the emerging trends is influencer marketing, a marketing strategy that utilizes public figures on social media to promote products. Influencer marketing is the first factor that influences purchasing decisions[1] . A purchase decision is the method by which a buyer differentiates problems, searches for, and assesses information related to a particular product or brand[2] . This strategy of working with influencers is

considered effective in building trust and influencing purchasing decisions, especially among the younger generation who tend to be more connected to digital platforms. However, the success of influencer marketing cannot be separated from other factors such as competitive product prices and customer reviews. Price is the value exchanged by consumers to get the benefits of the desired product or service[3] . Customers will be satisfied if the pricing is commensurate with the product's quality, thus influencing their decision to purchase the product[4] . Meanwhile, what acts as a trusted reference in e-commerce platforms are customer reviews, which are a simple way for consumers to obtain information from previous user experiences[5] . On platforms such as Shopee, potential buyers often look at positive or negative reviews as a basis for making decisions. Customer reviews submitted online serve as a form of electronic word of mouth (eWOM), where other users' personal experiences can greatly influence potential buyers[6] . However, not many studies have specifically examined the influence of these three factors, namely influencer marketing, price, and customer reviews on purchasing decisions for beauty products in Indonesia, especially on the Shopee platform. This fact is important to understand in order to comprehend how these three components influence consumer behavior in the digital era.

Previous research reveals that influencer promotion variables exert a substantial impact on consumer purchasing decisions. This strategy has proven to be effective in increasing consumer trust in products and driving purchase interest through recommendations that are considered credible[7] Moreover, consumer testimonials hold a crucial function in the decision-making paradigm, as they are frequently perceived as a more credible repository of information compared to official promotional materials. [8] On the other hand, although price is often considered a major factor in purchasing decisions, [6]However, most studies only examine each variable separately, so not many have explored the simultaneous influence between influencer marketing, price, and customer reviews on purchasing decisions, especially on beauty products marketed on e-commerce such as Shopee. This gap confirms the importance of further research to understand how the combination of these three factors affects consumer behavior holistically.

While prior studies have explored the impact of influencer marketing, pricing, and consumer testimonials on purchasing determinations, the employed approach has predominantly been confined to partial variable analysis or the examination of merely two variables in conjunction. For instance, an inquiry conducted by Khairunnisa et al. [7] only highlights the influence of influencer marketing variables on beauty product purchase decisions, without considering other variables that may also influence, such as price or customer reviews. On the other hand, the study conducted by Devi et al[8] involving influencer marketing and customer reviews did not include the price variable, even though price is often a key factor in consumer purchasing decisions. Research by Rahmawaty[6] does include these three variables, but the objects used are other brands of skincare products and do not focus on the Shopee platform.

The novelty of this article lies in the complex approach of combining influencer marketing, price, and customer reviews in one analytical framework to understand consumer purchasing decisions. Unlike previous studies that tend to separate or ignore the interaction of these three variables, this article provides a simultaneous overview of how they contribute to the purchase decision of beauty products on the Shopee platform.

The objective of this research is to scrutinize the impact of influencer marketing, pricing, and consumer testimonials on the purchasing determinations of Skintific merchandise within the Shopee platform. Specifically, this study endeavors to delineate the individual influence of each independent variable alongside the collective effect of these three variables on the purchasing decision parameter. Consequently, this research aspires to furnish an academic contribution by augmenting the comprehension of consumer behavior in e-commerce, while also serving as a pragmatic reference for enterprises in formulating efficacious digital marketing strategies. This article is organized into several main sections. The introduction describes the background, urgency, and novelty of this research. The second section presents theoretical studies and previous research as a conceptual foundation to support the analysis conducted. The third section discusses the research methods, including the population, sample, data collection techniques, and the analysis methods used. Meanwhile, the research results and their discussion are explained in the fourth section, reviewing the main findings in relation to theory and previous research. This research culminates with a synthesis of the principal discoveries, pragmatic ramifications, and propositions for prospective scholarly inquiries.

1.1. Statement of Problem

Grounded in the previously delineated background, the problem identification in this study revolves around the critical necessity of comprehending how diverse marketing determinants shape consumer purchasing deliberations. In the digital era, especially through e-commerce platforms such as Shopee. Effective influencer marketing can drive consumer trust, but its success largely depends on the fit between the influencer and the target audience. On the other hand, while price is often a key indicator for consumers, in some cases of beauty products such as Skintific, purchasing decisions are influenced more by the perceived value and benefits of the product than the price itself. In addition, customer reviews, which are considered a trusted source of information, also have a huge impact, but their role and intensity in influencing specific product purchases on Shopee is still poorly understood. Hence, this investigation endeavors to bridge these gaps by analyzing the concurrent impact of influencer marketing, pricing, and consumer testimonials on consumer purchasing deliberations.

1.2. Research Objectives

The purpose of this study is to ascertain whether, partially and simultaneously, the factors of pricing, customer reviews, and influencer marketing significantly affect consumers' decisions to buy Skintific products on Shopee.

2. Method

This study uses a quantitative approach and is a type of causal research. Influencer marketing, price, and customer reviews are the variables analyzed in this study. Students of Universitas Nusantara PGRI Kediri who use the Shopee application for shopping are the subjects of the research. With computations based on the Hair et al. purposive sampling procedure.

formula. Secondary data comes from scientific journals, books, online articles, and other alternative sources related to the research topic. Primary data were obtained through questionnaires distributed to respondents using a Likert scale. This study makes use of the coefficient of determination, multiple linear regression analysis, descriptive statistical analysis,

conventional assumption tests, and hypothesis testing. The SPSS 25 software was used for each analysis.

3. Results and Discussion

Descriptive Analysis

Derived from the questionnaire disseminated by the researcher to students of Universitas Nusantara PGRI Kediri who have engaged in online transactions via Shopee, the following presents respondent data categorized by gender and age.

Table 1. Characteristics of Respondents Based on Gender

<u>Gender</u>	<u>Number of Respondents</u>	<u>Percentage</u>
<u>Women</u>	<u>98</u>	<u>93,3</u>
<u>Men</u>	<u>7</u>	<u>6,7</u>
<u>Total</u>	<u>105</u>	<u>100%</u>

Source: Primary data processed in 2024

From table 1. above, it is obtained that of the total number of respondents from this study, namely 105 respondents, 7 respondents were male (6.7%) while 98 respondents were female (93.3%). So it can be concluded that consumers of *Skintific* products are predominantly female.

Table 2. Respondedn Characteristics Based on Age

<u>Age</u>	<u>Number of Respondents</u>	<u>Percentage</u>
<u>18-20</u>	<u>68</u>	<u>64,5</u>
<u>21-23</u>	<u>37</u>	<u>35,5</u>
<u>Total</u>	<u>105</u>	<u>100%</u>

Source: Primary data processed in 2024

From table 2. Above shows that the number of respondents aged 18-20 years has a percentage of 64.5% with 64 respondents, and respondents aged 21-23 years have a percentage of 35.5% with 37 respondents. The age range of the research results matches *Skintific*'s target market, which is teenagers to adults to market *Skintific* products.

Classical Assumption Test

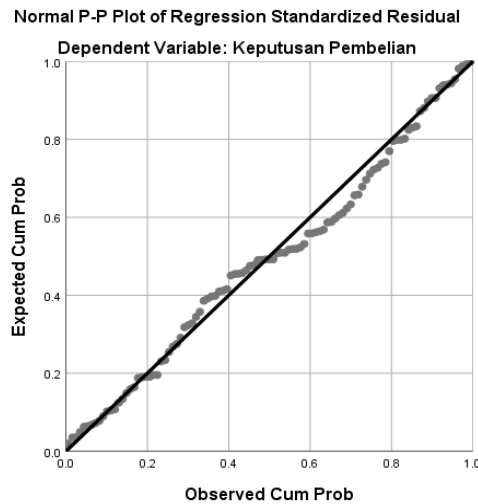


Figure 1. Normality Test
Source: SPSSv25 Output Data

The normality test results depicted in Figure 1 illustrate that the data points are dispersed in alignment with the diagonal line. Consequently, It can be deduced from the previously mentioned data that the variable data follows a normal distribution.

Table 3. Multicollinearity Test Results

Model		Collinearity Statistics	
1	(Constant)	Tolerance	VIF
	Influencer Marketing	0,966	1,035
	Price	0,858	1,165
	Customer Reviews	0,872	1,146

Source: SPSSv25 Output Data

According to the SPSS v25 test outcomes, the influencer marketing variable exhibits a tolerance value of $0.966 > 0.1$ and a VIF value of $1.035 < 10$. Similarly, the price variable presents a tolerance value of $0.858 > 0.1$ with a VIF value of $1.165 < 10$, while the customer review variable registers a tolerance value of $0.872 > 0.1$ alongside a VIF value of $1.146 < 10$. Consequently, no interdependence exists among the independent variables, thereby satisfying the multicollinearity assumption.

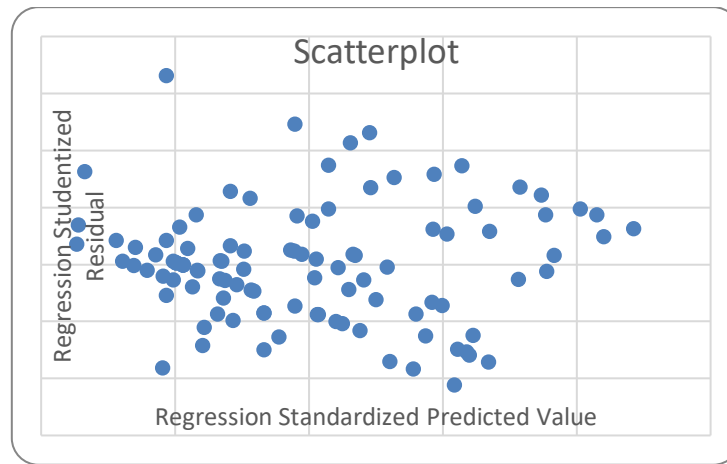


Figure 2. Normality Test

Source: SPSSv25 Output Data

According to Figure 2's heteroscedasticity test findings, the points on the Y-axis seem to be dispersed at random above and around zero. This indicates that this study does not experience heteroscedasticity.

Table 3. Autocorrelation Test Results

Model	Durbin-Watson
1	2,004

a. Predictors: (Constant), Customer Reviews, *Influencer Marketing*, Price

b. Dependent Variable: Purchase Decision

Source: SPSSv25 Output Data

The outcomes of the autocorrelation assessment indicate that the assumption of autocorrelation in this study has been satisfactorily met. The reason for this is that the Durbin Watson value, which falls between du and $4-du$, is 2.004. The $4-du$ value is $4-1.7411 = 2.2589$, and the du value $(3,105) = 1.7411$. Autocorrelation is fulfilled because the resulting Durbin Watson value of 2.004 lies between du and $4-du$.

Multiple Linear Analysis Test

Table 4. Multiple Linear Analysis Test Results

Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	4,603	5,099	
	Influencer Marketing	0,134	0,065	0,158
	Price	0,197	0,104	0,154
	Customer Reviews	0,819	0,121	0,542

a. Dependent Variable: Purchase Decision

Source: SPSSv25 Output Data

The value of Y stays at 4.603 if the pricing (X2), customer reviews (X3), and influencer marketing variable (X1) have no effect at all, according to the preceding table's constant value of 4.603. If the influencer marketing variable (X1) has a multiple linear regression coefficient of 0.134, which means that it influences the decision to buy by 0.134, the value will be different. With a regression coefficient of 0.197 for the price variable (X2), the price has a 0.197 impact on the decision to buy. In contrast, the multiple linear regression coefficient for the customer review variable (X3) is 0.819, suggesting that customer reviews had an impact of 0.819 on the decision to buy.

Coefficient of Determination Analysis

Table 5. Coefficient of Determination Analysis Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.656 ^a	0,431	0,414	3,14789	2,004

a. Predictors: (Constant), Customer Reviews, Influencer Marketing, Price

b. Dependent Variable: Purchase Decision

Source: SPSSv25 Output Data

The value of Y stays at 4.603 if the influencer marketing variable (X1), pricing (X2), and customer reviews (X3) have no effect at all, according to the preceding table's constant value of 4.603. However, if these variables have an impact, this value may alter. With a multiple

linear regression coefficient of 0.134, the influencer marketing variable (X1) shows a 0.134 contribution to the decision to buy. Furthermore, the regression coefficient for the price variable (X2) is 0.197, meaning that price has a 0.197 effect on the choice to buy. Customer reviews had the most impact on purchase decisions, according to the multiple linear regression value of 0.819 for the customer review variable (X3).

Partial Test

Table 6. Partial Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,603	5,099		0,903	0,369
Influencer Marketing	0,134	0,065	0,158	2,069	0,041
Price	0,197	0,104	0,154	1,895	0,061
Customer Reviews	0,819	0,121	0,542	6,748	0,000

Source: SPSSv25 Output Data

The analysis of the coefficient of determination indicates that the hypothesis test for the influencer marketing variable (X1) yielded a t-count value of 2.069, which exceeds the t-table value of 1.983. Since the t-count (2.069) is greater than the t-table (1.983) and the significance value (0.041) is below 0.05, H0 is rejected, and Ha is accepted. Thus, it can be concluded that influencer marketing has a partial influence on purchasing decisions.

With a significance level of 0.061, which is higher than 0.05, the price variable (X2) hypothesis test shows that the t-count value of 1.895 is less than the t-table value of 1.983 ($1.895 < 1.983$). These findings support the acceptance of H0 and the rejection of Ha. Consequently, it can be said that the price variable has no influence at all on decisions about what to buy.

The customer review variable (X3) has a t-count value of 6.748 and a t-table value of 1.983 according to the hypothesis test. Ha is accepted and H0 is rejected because the significance value of 0.000 is less than 0.05 and the t-count is bigger than the t-table ($6.748 > 1.983$). Consequently, it may be said that consumer reviews partially affect consumers' decisions to buy.

Simultaneous Test

Table 7. Simultaneous Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	756,560	3	252,187	25,450	.000 ^b
Residuals	1000,831	101	9,909		
Total	1757,390	104			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Customer Reviews, Influencer Marketing, Price

Source: SPSSv25 Output Data

Price, marketing influence, and customer evaluations all significantly affect employee performance (Y), according to the F-test results shown in the above table. According to the table, the significance value (0.000) is less than 0.05 and the computed F value (25.450) is greater than the F table value (3.23). The simultaneous influence of X1, X2, and X3 on Y is thus confirmed when H0 is rejected and H1 is accepted.

Discussion

The Impact of Influencer Marketing on Purchase Decisions. Based on the T-test findings, a value of $0.041 < 0.05$ was derived, signifying that the Influencer Marketing variable, in isolation, exerts a favorable and momentous influence on purchasing determinations via the Shopee e-commerce platform. This can be interpreted that the existence of Influencer Marketing is more convincing for customer purchasing decisions to buy Skintific Products. Because *influencers* play an important role in modern marketing strategies. They help companies to increase product awareness and appeal through trusted recommendations. Because they have a close relationship with their followers, recommendations from influencers greatly influence purchasing decisions and create consumer trust. By working with *influencers*, companies can reach the right audience, and increase the effectiveness of marketing campaigns, as well as accelerate the process of introducing new products in the market. This is further substantiated by a declaration from an inquiry undertaken by [1] Influencers exert an impact on the fluctuations of purchasing decisions. Accordingly, Influencer Marketing demonstrates a positive and significant influence on consumer purchase decisions.

The effect of price on the procurement determination of Skintific merchandise on Shopee: The T-test findings reveal an acquired value of 0.061, surpassing the 0.05 threshold, signifying that the price variable does not exert a substantive influence on consumers' decisions to acquire Skintific products. This can be interpreted that these findings indicate that the price factor is not the main consideration for consumers in buying Skintific products. The insignificance of this price effect can be explained by several possibilities. First, consumers tend to focus more on product quality and benefits compared to price factors. Secondly, another more important factor that influences purchasing decisions is customer reviews and brand reputation, which are often more important than price. Additionally, research conducted by [9] Ascertained that price lacks a substantive and directly favorable influence on purchasing determinations.

The Influence of Customer Reviews on Purchasing Decisions, according to the T-test results, the obtained significance value of $0.000 < 0.05$ suggests that customer reviews have a statistically significant and positive impact on the purchasing decisions of Skintific products on the Shopee e-commerce platform. These findings indicate that consumers tend to use customer reviews as their primary reference in making their choices. The level of significance is consistent with consumer behavior theory, which emphasizes how crucial electronic word-of-mouth (e-WOM) in shaping consumer perceptions. Customer reviews provide a direct picture of other users' experiences, which are often considered more credible compared to official advertisements. In the context of e-commerce, Shopee provides a review feature that includes star ratings and product photos, which helps consumers evaluate a product before making a purchase. Thus, Consumer testimonials assume a pivotal role in shaping purchasing determinations, particularly within the realm of cosmetic merchandise. Consumers are more likely to purchase products with high positive reviews, as these reviews reflect the quality and reliability of the product. The findings of this investigation likewise corroborate the conclusions of antecedent scholarly inquiries [11], Which posited that the more favorable the consumer testimonials, the greater the probability of product acquisition, thereby affirming that customer reviews exert a beneficial influence on purchasing determinations.

The Impact of Influencer Marketing, Price, and Consumer Reviews on Purchasing Choices The F-test findings showed that $0.000 < 0.05$ was the value. Indicating that students from Universitas Nusantara PGRI Kediri made the decision to purchase Skintific products on Shopee with a positive and significant impact from influencer marketing, price, and customer reviews.

The significance of this simultaneous influence shows that purchasing decisions are not only influenced by one aspect, but a combination of integrated marketing strategies. Influencer marketing is an effective means of increasing brand awareness through reviews and personal experiences from public figures, while customer reviews provide additional validation of product benefits. Although the price variable is not partially significant, its existence is still important in maintaining competitiveness in the market.

4. Conclusion

This study unveils that influencer marketing and consumer testimonials exert a substantial and consequential influence on the procurement determinations of Skintific merchandise on Shopee. Individually, influencer marketing (X1) has a favorable and noteworthy effect, indicating that the presence of trusted influencers can encourage consumers to make purchases. Customer reviews (X3) also proved significant, showing that positive reviews are a major factor in making purchasing decisions. In contrast, price (X2) did not have a significant partial effect, although it remains important in the context of market competitiveness. Simultaneously, all three variables (influencer marketing, price, and customer reviews) have a big impact on what people decide to buy.

This research makes important contributions in both academic and non-academic fields. In the scientific field, the results of this study enrich the literature on consumer behavior in the digital era, particularly regarding the influence of influencer marketing and customer reviews on e-commerce platforms. In practice, this research provides guidance for companies like Skintific to optimize marketing strategies through collaboration with influencers and management of customer reviews. The uniqueness of this study stems from the concurrent examination of three variables, offering comprehensive insights into the primary determinants influencing the purchasing decisions of the younger generation in the e-commerce landscape.

The limitations of this study lie in its scope, which only includes students of Universitas Nusantara PGRI Kediri and focuses on Skintific products on Shopee. In addition, this study did not explore other variables such as product quality or promotional strategies that can also influence purchasing decisions. Future research is recommended to expand the scope of respondents, involve more diverse demographic groups, and consider additional variables to gain a more comprehensive understanding. A qualitative approach can also be used to dig deeper into consumers' reasons for choosing products based on influencer recommendations and customer reviews.

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