

The Influence of Beauty Vlogger, Viral Marketing and Self Congruity on Decisions to Purchase Skintific Beauty Products in Store (Case Study of Millennial Teenagers Using Skintific in Kembangbahu District)

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ABSTRACT

This research aims to explore, determine and describe the influence of Beauty Vlogger, Viral Marketing and Self Congruity on Purchasing Decisions for Skintific Beauty Products in Shoope by taking the research object, namely millennial teenagers who use Skintific products in Kembangbahu District, Lamongan Regency. The analysis method used in this study is a quantitative approach. Quantitative research is systematic scientific research into parts and phenomena as well as the cause and effect relationships of their relationships. The aim of quantitative research is to develop and use mathematical models, theories and/or hypotheses related to natural phenomena. The instrument used in analyzing the research was a questionnaire distributed to a sample of 397 respondents, with a sampling technique namely random sampling. The results of the analysis show that Beauty Blogger has a significant influence on purchasing decisions, with the results of the analysis being the value $t_{count} > t_{table}$ ($6.147 > 1.99714$), Marketing has a significant influence on purchasing decisions, with the analysis results being the value $t_{count} > t_{table}$ ($5.016 > 1.99714$) and Selfcongruity have a significant influence on purchasing decisions, with the results of the analysis of the value $t_{count} > t_{table}$ ($4.813 > 1.99714$), Beauty blogger, viral marketing and self-congruity together have a significant influence on purchasing decisions, with the results of the analysis of the value $F_{count} > F_{table}$ ($77.882 > 3.14$) and Beauty Blogger is the variable that has the dominant value influencing purchasing decisions with a beta coefficient value of 1.034.

INTRODUCTION

Shopee, one of the most popular e-commerce companies in Indonesia, was launched in 2015 and is an application that provides online shopping which makes it easier for sellers and buyers to make transactions easily, safely, practically and quickly for customers through strong payment and logistics support (Satya & Respati, 2022). Shopee is one of the marketplace applications that is currently widely used and is the largest in Indonesia and even in Southeast Asia. However, the development of Shopee does not mean that this online buying and selling shop does not have problems with purchasing decisions, based on (Panca, 2022) reporting several complaints from Shopee users who were disappointed with Shopee when transactions failed up to 3 times but the money was not returned to the user's balance. Another complaint is that shopee users purchase goods on the shopee application but the goods have not been received but there is a bill on shopee paylater.

The large amount of competition that exists between marketplaces has made each marketplace implement varied marketing strategies in order to influence consumer purchasing decisions. To attract public interest in purchasing decisions, producers must be able to create products that meet consumer expectations (Idrus, Al, 2019).

According to Kotler et al., (2021) explain that purchasing decisions are an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Consumer decisions are a problem-solving approach to human activities in purchasing goods or services to fulfill their wants and needs. One of the factors that influences purchasing decisions is Beauty Vlogger.

A beauty vlogger is someone who creates and uploads videos about beauty or can be called a beauty influencer who shares information that teaches certain skills and illustrates how to do something with content through videos which are then posted on the platform (Behm-Morawitz, 2020). This can also influence purchasing decisions because they are interested in the influencer model. Apart from that, viral marketing can also be something that influences purchasing decisions.

According to Hadijah (2019) viral marketing is a marketing technique that utilizes social networks, both through cyberspace and offline, with the aim of being able to convey messages and advertisements to consumers in the market. Usually business actors use endorsements or take existing subjects such as in the TikTok application. Apart from that, Self Congruity can also be a factor that causes purchasing decisions.

Self-congruity is the suitability of brand attributes with Solomon's (2019) consumer concept. The same statement about self-congruity was also expressed by Kim (2015) who stated that self-congruity is a match between the brand image and the consumer's self. In other words, self-congruity can show how consumers view a product based on their self-image. This view can of course be in the form of positive or negative perceptions of a product according to the level of match between the product's identity and the consumer's self-image. One of the beauty products that is much in demand by people from various circles is Skintific

products, this product is also the most popular in the district. Kembangbahu District. Lamongan.

This brand, which stands for Skin and Scientific, was originally founded by Kristen Tveit and Ann-Kristin Stokke and was first marketed in Oslo, Norway in 1957. Skintific is known as a brand that focuses on beauty products that can improve the skin barrier or outermost skin structure. Many people think that this Skintific product is a local product, in fact this product is a Chinese product. This product is widely used by people from various circles, many consumers buy this product using the Shopee application, but many consumers complain, one of which is a skintific consumer in the Kembangbahu area who states that the products purchased on Shopee are not all genuine, then the price What is offered also varies, making consumers hesitate to buy, apart from that, some items that have been purchased at Shopee do not arrive.

THEORETICAL REVIEW

Marketing Management

The concept of marketing encompasses all the activities of a company in planning marketing to achieve customer satisfaction. Marketing management, according to Alma et al. (2019), involves planning, pricing, promoting, and distributing ideas, goods, and services to meet organizational goals. Tjiptono (2019) added that marketing management is a total system of business activities designed to satisfy the target market and achieve organizational goals. Kotler & Keller (2018) describes marketing management as the art and science of choosing a target market, as well as acquiring, retaining, and growing customers through customer value creation and communication. From these three definitions, it can be concluded that marketing management is the art and science of planning, setting prices, and distributing products to achieve customer satisfaction and organizational goals.

The hypotheses proposed in accordance with the research conducted by Andi Irawan (2016) are:

H1: It is suspected that beauty vloggers influence the decision to buy skintific products.

Beauty Vlogger

According to Puspita et al. (2023), a beauty vlogger is someone who creates and uploads videos about beauty on social media platforms such as YouTube. They specialize in providing information regarding cosmetics and beauty, as well as sharing skills through tutorials and product reviews. Behm-Morawitz (2020) states that beauty vloggers teach certain skills and show how to use beauty products through videos. Beauty vloggers are competent in the field of make-up, skincare, and hair care, providing benefits to the audience on how to wear make-up and skincare. Their content usually includes reviews of make-up or skincare products, as well as information about their favorite products. The ability of beauty vloggers as endorsers increases consumer trust in the products they recommend (Nandasari & Suyanto, 2021).

The hypothesis proposed is in accordance with research conducted by Heny Diane Yusnita (2022)

H2: It is suspected that viral marketing has an effect on the purchase decision of skintific products.

Self Congruity

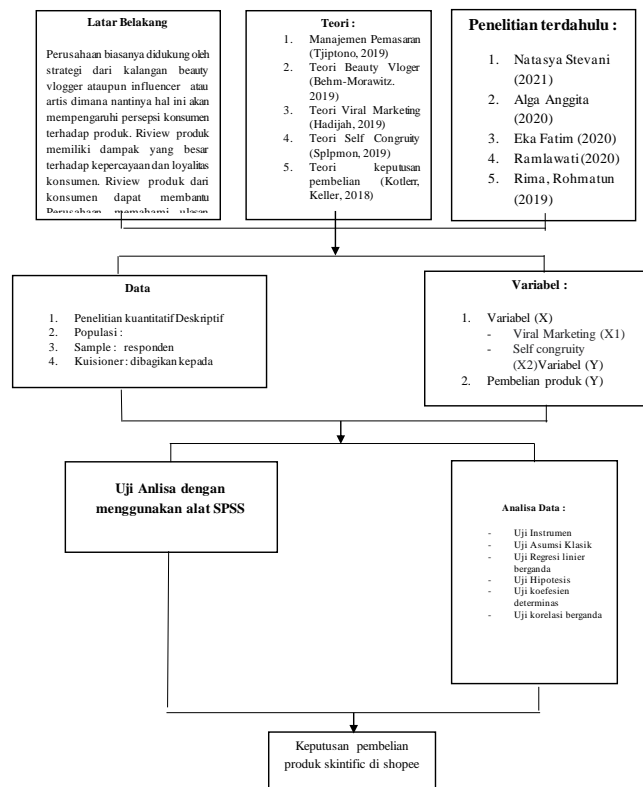
Self congruity is the conformity between brand attributes and the consumer's self-concept, as explained by Solomon (2019:76) and Sirgy et al. (2018:15), who state that self congruity reflects the compatibility between the brand image and the consumer's self. This shows how consumers perceive products based on their self-image, both positive and negative, depending on the degree of compatibility of the product's identity with the consumer's self-image. Consumers tend to choose products or services with an image that matches their self-image, as also stated by Sirgy et al. (2019:18), who stated that consumers prefer to shop at malls whose image matches their self-image.

The hypotheses proposed are in accordance with the research conducted by Kamaruddin (2022):

H3: It is suspected that beauty vloggers have the most dominant influence on the purchase decision of skintific products.

H4: It is suspected that beauty vloggers, viral marketing and self congruity have a simultaneous effect on the purchase decision of skintific products.

H5 : It is suspected that beauty vloggers have the most dominant influence on the purchase decision of skintific products.



Gambar 2.1 Kerangka Konseptual

METHODOLOGY

Descriptive research. Data was obtained through quantitative techniques from respondents' information obtained through surveys.

Research Design

The type of research in this research uses quantitative research. Quantitative research is systematic scientific research into parts and phenomena and the causality of their relationships. The aim of quantitative research is to develop and use mathematical models, theories and/or hypotheses related to natural phenomena (Sudaryana, 2022).

Participants

The sample used in this research was 397 respondents who were buyers of synthetic products at Shopee with the sampling technique being purposive sampling or using sample criteria. The following are the sample criteria used in this research:

1. Residents of the District. Kembangbahu with teenagers aged 17-25 years
2. Shopee account user
3. Make purchases for Skintific products at Shopee at least 5 times.

Research Instrument

The variables studied were determined by the researcher after going through the preliminary research stages. The variables studied include: X1 Beauty Blogger, X2 Viral Marketing, X3 Self Congruity,; towards Y Purchase Decision.

The basis for selecting these variables is:

- a. Researchers confirm that there are competency problems among nutmeg business actors from upstream to downstream, almost all of whom do not have mastery of knowledge in the agricultural sector. This is reinforced by the empirical fact that the community's nutmeg trees are a legacy that has been passed down from generation to generation;
- b. Researchers obtained information that nutmeg gardening and nutmeg processing are activities that were also passed down from our ancestors. There are several efforts to improve gardening techniques and nutmeg processing which are still carried out by limited groups and are not yet widely known;
- c. Researchers also experienced problems in the form of not being able to sell nutmeg other than selling it to middlemen in the city of Fakfak. Attempts to sell nutmeg directly to buyers outside the city of Fakfak actually experienced losses;
- d. Researchers also feel together with nutmeg business actors to try to make various breakthroughs to be able to do good gardening, increase nutmeg productivity, process nutmeg, and market nutmeg; However, it still faces various obstacles.

Researchers, through in-depth discussions with nutmeg business actors, also established several criteria that could help nutmeg business actors to improve their performance. The performance in question includes: nutmeg harvest productivity, nutmeg quality, post-harvest handling, processing, product manufacture and marketing.

Procedures

Research data was obtained from interviews using a questionnaire. The interview results are given a weighting value in the form of numbers on a scale of 1-10. Considering that the origin of the data is information obtained from the interview results; then the validity of the data was tested using triangulation techniques. According to (Alfansyur & Mariyani, 2020), (Bachri, 2010), and (Sa'adah, Rahmayati, & Prasetyo, 2022) stated that the triangulation technique is the most effective way to test the validity of the data. With the help of this technique, researchers can convince themselves that the data obtained comes from honest statements or answers.

The results of data weighting can be analyzed using statistical tools to find a regression equation model. Through this regression equation, researchers can describe research results and draw conclusions.

RESULTS

The results of the correlation analysis below show that high motivation is not supported by competence, innovation and market recognition. This shows that building downstream must start with improving competence, innovation, and providing real provisions to the Papuan nutmeg business community with knowledge of the market.

Multiple Linear Regression Test

Table 1
Uji Multiple Linear Regression Test

Model		Coefficients ^a	
		Unstandardized Coefficients B	Standardized Coefficients Beta
1	Constant	3.800	
	X1	1.012	1.034
	X2	0.179	0.112
	X3	0.134	0.107

Based on table 5.1.5, the following multiple regression equation is obtained: $Y = 3.800 + 1.012 X1 + 0.179 X2 + 0.134 X3$

The regression equation has the following meaning:

- a. Constant a = 3,800
If the constant value increases by one point, it will increase the value of the purchasing decision by 3.800
- b. Coefficient X1 = 1.012

If the Beauty Blogger variable increases by one point, while the other variables remain constant, purchasing decisions increase by 1.012.

c. Coefficient X2 = 0.179

If the Viral marketing variable increases by one point, while other variables remain constant, the purchasing decision will be equal to 0.179.

d. Coefficient X3 = 0.134

If the Self Congruity variable increases by one point, while the other variables remain constant, the purchasing decision will be 0.134.

Hypothesis Testing

a. Partial test (t)

The t test was carried out to determine whether there was an influence of the independent variable on the dependent variable partially. It is known that df (n-2) is 100-2 = 98 and significance is 5%, then it can be seen that the t-table is 1.99714. The results of the hypothesis test analysis between the independent.

Table 2
 Partial Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std Error	Beta	t	Sig
(Constant)	3.800	1.001		3.797	0.000
.X1	1.012	0.165	1.034	6.147	0.000
.X2	0.179	0.176	0.112	5.016	0.000
.X3	0.134	0.164	0.107	4.813	0.003

From the results of calculations using the SPSS program it can be seen that:

Influence of Beauty Blogger (X1) on purchasing decisions (Y)

From the results of the t test for the Beauty blogger variable (X1) on purchasing decisions, the significant level results were obtained, namely $0.000 < 0.05$ and tcount was 6.147 and ttable was 1.99714. From this data, the value $tcount > ttable$ ($6.147 > 1.99714$) can be obtained, so it can be concluded that partially the Beauty Blogger variable has a significant influence on purchasing decisions.

Influence of Viral marketing (X2) on purchasing decisions (Y)

From the results of the t test for the Viral marketing variable (X1) on purchasing decisions, the significant level results were obtained, namely $0.000 < 0.05$ and tcount was 5.016 and ttable was 1.99714. From this data, the value $tcount > ttable$ ($5.016 > 1.99714$) can be obtained, so it can be concluded that partially the Viral Marketing variable has a significant effect on purchasing decisions.

The Influence of Self Congruity (X3) on Purchasing Decisions (Y)

From the results of the t test for the variable Self Congruity (X1) on purchasing decisions, the significant level results were obtained, namely $0.003 < 0.05$ and tcount was 4.813 and ttable was 1.99714. From these data, the value $tcount > ttable$ ($4.813 > 1.99714$) can be obtained, so it can be concluded that partially the Self-congruity variable has a significant effect on purchasing decisions.

b. Simultaneous Test (F)

Simultaneous testing of the independent variables (F test) was carried out to find out whether the independent variables (Beauty blogger, Viral marketing and Self congruity) together had a significant effect on the dependent variable (purchasing decision) and to find out whether the regression model could be used to predict the variable dependent or not. From the statistical testing criteria, the following results were obtained:

$df (n2) = n - k - 1 \rightarrow$ so $100 - 3 - 1 = 96$

Significant Level = 5 % atau 0,05

Then we get an F table of 3.14

The results of the hypothesis test analysis between the independent variables X1, X2, and X3 against Y obtained the following results:

Table 3
Simultaneous Test (F)

c.						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1034.279	3	344.760	77.882	.000 ^b
	Residual	424.961	96	4.427		
	Total	1459.240	99			
<i>a. Dependent Variable: Keputusan pembelian</i>						
<i>b. Predictors: (Constant), Self Congruity, Viral Marketing, Beauty Blogger</i>						

The table above shows that the significance value is $0.000 < 0.05$, and the Fcount value is 77.882 and Ftable is 3.14. From this data, the value $Fcount > Ftable$ ($77,882 > 3.14$) can be obtained, so it can be concluded that together the variables Beauty blogger, viral marketing and selfcongruity together have an influence on purchasing decisions.

c. Dominance Test

Table 4
 Dominance Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std Error	Beta		
(Constant)	3.800	1.001		3.797	0.000
X1	1.012	0.165	1.034	6.147	0.000
X2	0.179	0.176	0.112	5.016	0.000
X3	0.134	0.164	0.107	4.813	0.003

Based on the results of the dominant test on the beta coefficient, it is clear that Beauty blogger has a value of 1.034, which is the highest value among the other variables. So it can be concluded that the beauty blogger variable has the most dominant influence on the purchasing decision variable.

DISCUSSION

Influence of Beauty Blogger (X1) on Purchasing Decisions (Y)

From the results of the t test for the Beauty blogger variable (X1) on purchasing decisions, the significant level results were obtained, namely $0.000 < 0.05$ and tcount was 6.147 and ttable was 1.99714. From this data, the value $tcount > ttable$ ($6.147 > 1.99714$) can be obtained, so it can be concluded that partially the Beauty Blogger variable has a significant influence on purchasing decisions. This is in line with research conducted by Andi Irawan (2016) which explains the research results that beauty bloggers have a positive and significant influence on purchasing decisions.

Influence of Viral Marketing (X2) on Purchasing Decisions (Y)

From the results of the t test for the Viral marketing variable (X1) on purchasing decisions, the significant level results were obtained, namely $0.000 < 0.05$ and tcount was 5.016 and ttable was 1.99714. From this data, the value $tcount > ttable$ ($5.016 > 1.99714$) can be obtained, so it can be concluded that partially the Viral Marketing variable has a significant effect on purchasing decisions.

These results are in line with research conducted by Heny Diane Yusnita (2022) who explains the research results that viral marketing has a positive and significant influence on purchasing decisions.

The Influence of self-congruity (X3) on purchasing decisions (Y)

From the results of the t test for the variable Self Congruity (X1) on purchasing decisions, the significant level results were obtained, namely $0.003 < 0.05$ and tcount was 4.813 and ttable was 1.99714. From these data, the value $tcount > ttable$ ($4.813 > 1.99714$) can be obtained, so it can be concluded that partially the Self-congruity variable has a significant effect on purchasing decisions.

This is in line with research conducted by Kamaruddin (2022) which explains the research results that Self-congruity has a positive and significant influence on purchasing decisions.

The Influence of Beauty Bloggers, Viral Marketing and Self-Congruity on Purchasing Decisions

From the F test table above, it shows that the significance value is $0.000 < 0.05$, and the Fcount value is 77.882 and the Ftable is 3.14. From this data, the value $F_{count} > F_{table}$ ($77,882 > 3.14$) can be obtained, so it can be concluded that together the variables Beauty blogger, viral marketing and self-congruity together have an influence on purchasing decisions.

This is in line with research conducted by Vivi Nila, et al (2019) which states that together Beauty bloggers, Viral Marketing and self-congruity influence purchasing decisions.

Dominant Variable

Based on the results of the dominant test on the beta coefficient, it is clear that Beauty blogger has a value of 1.034, which is the highest value among the other variables. So it can be concluded that the beauty blogger variable has the most dominant influence on the purchasing decision variable.

This is in line with research conducted by Ivannya, Eka (2019) which states that research results show that Beauty bloggers have the most dominant influence on purchasing decisions for a product.

CONCLUSIONS AND RECOMMENDATIONS

Implication is a consequence or direct result of the findings of a scientific research. The results of this research are about things that can influence consumer purchasing decisions on skintific products with the variables Beauty blogger, viral marketing and Self congruity. Based on the research results, it is known that the variables Beauty blogger, viral marketing and Self-congruity have a positive and significant influence on purchasing decisions for skintific products. The implications of this research are: Beauty vlogerr is an effort made by entrepreneurs in promoting a product by utilizing public figures.

- a. Viral marketing is a promotion strategy carried out by entrepreneurs to promote products through viral marketing such as the use of e-commerce.
- b. Self-congruity is a form of relationship between a product and the needs that exist within oneself, which causes consumers to use the product, with the main factor being the existence of a need.

FURTHER STUDY

More research is encouraged to examine this field in greater detail, resolving any potential limitations and expanding the breadth of analysis in order to offer deeper insights and broader applicability.

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