



# The effect of advertising attractiveness, influencer marketing, online customer review, and brand image on purchase decision Somethinc

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## ABSTRACT

The study analyzes the effect of Advertising attractiveness, Influencer Marketing, Online Customer Review, and Brand Image. They are using quantitative research with 100 respondents—the sampling technique of this research with purposive sampling. Primary data on this study was obtained from the dissemination of questionnaires online. The sample in this study is a student of Muhammadiyah University of Greece who is or has used and has made a purchase at least once on Somethinc products. The sampling is using non-probability sampling techniques. The data is processed using IBM SPSS Statistic 24. In this study, there was a positive and significant influence between the variables of Advertising attractiveness, Influencer Marketing, Online Customer Review, and Brand Image on the Purchase Decision of Somethinc products. If you see the double linear regression analysis result on the determination coefficient ( $R^2$ ), the result is adjusted  $R^2 = 0.611$ . It showed that purchasing decisions could be influenced by variables such as Advertising Attractiveness, Influencer Marketing, Online Customer Review, and Brand Image by 61%. In comparison, the remaining 39% were affected by other factors not found in this study.

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## INTRODUCTION

Today's public life differs from using beauty products such as cosmetics and body care products. (skincare). Regarding marketing, beauty products have become the main thing to buy as a life supplement. Through the website [kompas.id](http://kompas.id) (2022), the Drug and Food Supervisory Authority (BPOM) assessed cosmetics as the category of products that got the most licenses in Indonesia in the last five years, with 411,410 products. The number of companies in the beauty industry grew from 819 to 913 (20.6%) from 2021 to July 2022. The increase is dominated by Small and Medium-sized Enterprises (SMEs), which is 83 percent. This situation encourages manufacturers to make the products marketed have advantages and attractiveness over competitors (Damayanti, 2019). This attraction encompasses many things, but out of the vast selection of beauty products, consumers

must be willing to choose from several products before deciding to fulfill their needs. Buy availability is a consumer behavior that responds to an object, indicating a customer's willingness to buy (Kotler & Keller, 2016:199).

Consumer behavior studies consumer choices in searching, evaluating, purchasing, and using products and services they believe will satisfy their needs (Schiffman & Wisenblit, 2019:33). According to Tjiptono, a purchase decision is a decision based on product excellence information; the information is structured to generate a pleasant feeling. Then, give someone the effect of making a purchase. However, although Indonesia has a wide range of beauty products, consumers will ultimately only choose a few of the many products by collecting information according to their needs. For example, data can be obtained through some surveys that have been carried out.

In 2022, Kompas.co.id surveyed serum sales data in Indonesia from 1-15 September. Somethinc was ranked first in the top brand for local beauty products. With a market share of 16.85% and sales quantity > 64,700 products, local beauty products Scarlett and Garnier were shifted to the 2nd and 3rd places. However, previously known beauty brands Scarlet and Nature Republic outperformed Somethinc. Through the survey "10 Most Remembered Skincare & Cosmetics Korean Fans by June 2022," Somethinc is ranked in the top 5 with NCT Dream as its brand ambassador. According to Kotler (2003:202), the factors influencing purchase decisions are cultural, social, personal, and psychological (Maharani *et al.*, 2015). So, in fulfillment, manufacturers offer their products to their consumers through various approaches.

Advertising Attractiveness is a means of promoting in a promotional program; the attractiveness of the advertisement is required to deliver the message and has the impact the advertiser wants (Angkiriwang *et al.*, 2018). Advertising can be done through various media like television, radio, print, and social media (Jacob *et al.*, 2018). Advertising attractiveness is presented with different delivery styles, one of them using an Influencer Marketing strategy.

An influencer influences society, such as a celebrity, artist, blogger, YouTuber, or other individual considered influential in a particular community (Lengkawati & Saputra, 2021). Influencer marketing is identifying and relying on people who are part of a product campaign aimed at influencing increasing reach, sales, and consumer relationships (Nurfadila, 2020). Increased sales with such a strategy, not despite the presence of online customer reviews as another factor promoting increased sales as well as AdSense product.

Online customer review (OCR) is another form of electronic word of mouth (e-WOM), one of the consumer media in viewing reviews or reviews from other consumers against a product, company service, and about how a manufacturer company (Latief & Ayustira, 2020). It is said that it is essential because some consumers who cannot evaluate the product personally often rely on the presence of online customer reviews (Natania, 2018; Rahmawati *et al.*, 2022). The importance of an online customer review is because its negative positive will affect the product's brand image.

Brand image is a positive differential effect from the knowledge of a brand name on the customer's response to a product or service (Surrachman, 2016; Nurjaya *et al.*, 2021). So, perception is inherent in a product, service, place, or experience (Arianty & Andira, 2021). Based on the background, the researchers will prove "the effect of advertising attractiveness, influencer marketing, online customer reviews, and brand image on purchasing decisions Somethinc."

## RESEARCH METHOD

Quantitative research is used to research a particular population or sample, collect data using research instruments, and analyze statistical data to test a formulated hypothesis (Sugiyono, 2022:8). The research site is at the Muhammadiyah Gresik University, Gresik District, East Java. Population is a set of generalizations organized on objects/subjects with specific qualities and characteristics that the researcher decides to study and then make a conclusion (Sugiyono, 2022:80). The population in this study was a student of the Muhammadiyah Gresik University who knew

and used Somethinc products with an unknown number of people. So, the number of samples taken is 100 respondents.. Riyanto & Hatmawan (2020:13-14) argues that the Lemeshow formula approach can calculate the number of samples with a total unknown population with a maximum estimate of 50% and a 10% error rate of up to 96, rounded by the researchers to 100 respondents. This research was done with non-probability sampling, with purposive sampling procedures, as well as criteria of students of Muhammadiyah Gresik University who are or have used and at least have made one purchase of Somethinc products. The data source is obtained from the primary data of the questionnaire. The data measurement technique is used with interval scales on this questionnaire using a Likert scale with a score of 1-5. The test in this research uses instruments with validity and reliability tests. Testing classical assumptions using normality, multicollinearity, and heteroscedasticity tests. By using double linear regression analysis as well as hypothetical tests performed with determination coefficient tests and statistical tests.

## RESULTS AND DISCUSSIONS

Below, the authors will further overview the respondents' identities, including their use status, address, gender, age, and income or pocket money. Based on questionnaire data through Google Forms, 100 respondents have used or are using and have made at least one purchase. Most respondents were 92 women (92%) compared to 8 men (8%). The characteristics of the respondents according to the address of the majority were in the Gresik region with 94 respondents (94%) and Outside Gresik with six respondents (6%). With a record of income or pocket money generated each month, 42 respondents (42%) <Rp 500,000, 26 respondents (26%) between Rs 500,000 – Rs 1,000,000, and 22 respondents (22%) >Rp 1,000,000.

The classification carried out against respondents in this study aims to identify the image of respondents as the object of the study. An instrumented test is a test of the validity of the data and whether the data is worthy of testing. The validity test is performed by proving that if  $r$  counts  $> r$  table, then the question is said to be valid (Ghozali, 2011:45). By matching the  $r$  table for the degree of freedom (df),  $df = (N-2)$ ; in this case,  $N$  is the sample sum. When the questionnaire data is similar to the field data on a thorough object, the data is also said to be valid. In the significance column, the information is said to have been reasonable when the signification is less than 0.5; otherwise, it is invalid.

Table 1. Validity Test Results

No.	Variabel	Statement	R Table	R Value	Sig.	Information
1	Advertising Attractiveness (X1)	X1.1	0,1966	0,658	0,000	Valid
		X1.2	0,1966	0,698	0,000	Valid
		X1.3	0,1966	0,698	0,000	Valid
		X1.4	0,1966	0,741	0,000	Valid
		X1.5	0,1966	0,712	0,000	Valid
2	Influencer Marketing (X2)	X2.1	0,1966	0,831	0,000	Valid
		X2.2	0,1966	0,760	0,000	Valid
		X2.3	0,1966	0,799	0,000	Valid
		X2.4	0,1966	0,717	0,000	Valid
		X2.5	0,1966	0,820	0,000	Valid
3	Online Customer Review (X3)	X3.1	0,1966	0,671	0,000	Valid
		X3.2	0,1966	0,706	0,000	Valid
		X3.3	0,1966	0,817	0,000	Valid
		X3.4	0,1966	0,774	0,000	Valid
		X3.5	0,1966	0,730	0,000	Valid
4	Brand Image (X4)	X4.1	0,1966	0,604	0,000	Valid
		X4.2	0,1966	0,768	0,000	Valid
		X4.3	0,1966	0,754	0,000	Valid
		X4.4	0,1966	0,747	0,000	Valid
		X4.5	0,1966	0,762	0,000	Valid

5	Purchase Decision (Y)	Y5.1	0,1966	0,652	0,000	Valid
		Y5.2	0,1966	0,791	0,000	Valid
		Y5.3	0,1966	0,750	0,000	Valid
		Y5.4	0,1966	0,744	0,000	Valid
		Y5.5	0,1966	0,786	0,000	Valid

Source: Primary data processed through SPSS 24, 2023.

In such a table, it is known that all query elements are inserted  $r_{counts} >$  out of  $r_{table}$  with a significance  $< 0.05$ , or valid query data is asked. In the next phase, a reliability test will be carried out. Data is said to be reliable when a construction gives a Cronbach Alpha value  $> 0.60$ , and the opposite applies (Ghozali, 2018).

Tabel 2. Reliability Test Results

Variable	Alpha Theory	Alpha Value	Information
Advertising Attractiveness (X1)	0,60	0,739	Reliabel
Influencer Marketing (X2)	0,60	0,845	Reliabel
Online Customer Review (X3)	0,60	0,793	Reliabel
Brand Image (X4)	0,60	0,780	Reliabel
Purchase Decision (Y)	0,60	0,799	Reliabel

Source: Primary data processed through SPSS 24, 2023.

Displays the alpha value of all variables above 0.60, which can be interpreted as a reliable research item as a measure of research. In the next step of the normality test, this study uses the Kolmogorov-Smirnov test to obtain calculations of Z count and significance level. Significance  $>$  alpha value (5%), then  $H_1$  is rejected, and  $H_0$ , then residual is usually distributed.

In this study, a Monte Carlo significance value is obtained with a residual value of  $0.110 > 0.05$ , so it can be concluded that  $H_0$  is received or the residual data is distributed normally. Then, the heteroskedasticity test is used to determine whether or not the variance inequality of the residual on the regression model (Khairinal, 2016:282). In its implementation, it is carried out using the Glejser test with a decision-making basis: (a) When sig. 2-tailed  $< \alpha = 0.05$ , then it has occurred heterocadasthesis. (b) When sig. 2-tailed  $> \alpha = 0.05$ , there is no heterocadasthesis.

The significance of the total variable of this study is  $> 0.05$ . So it can be said that the free variable avoided or did not occur heterocadasthesis. Then, the multicollinearity test is based on Ghozali, (2018:108) decision-making that when tolerance  $> 0.10$  and VIF  $< 10$ , there is no multicollinearity, and vice versa.

Tabel 5. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Advertising Attractiveness (X1)	.382	2.619
Influencer Marketing (X2)	.613	1.633
Online Customer Review (X3)	.592	1.690
Brand Image (X4)	.498	2.006

Source: Primary data processed through SPSS 24, 2023.

The result was that VIF had all the variables  $< 10$  and had a tolerance value  $> 0.1$ . So, the whole variable in this study is free of multicylinder symptoms. The analysis of double linear regression in this research obtained the following results:

$$Y = -0,321 + 0,410X_1 + 0,156X_2 + 0,168X_3 + 0,266X_4 + e$$

If  $X_1$ ,  $X_2$ ,  $X_3$ , and  $X_4$  are equal to zero (0), then the value of  $Y$  will remain the same. However, if  $X_1$  changes one unit, then  $Y$  will change 0.410 units with the assumption of  $X_2$ ,  $X_3$ , and  $X_4$  being fixed. If  $X_2$  changes as one unit,  $Y$  has a change of 0.156 units, so  $X_1$ ,  $X_3$ , and  $X_4$  remain identical. When  $X_3$  changes a single unit,  $Y$  changes by 0.168 units, assuming  $X_1$ ,  $X_2$ , and  $X_4$ . Also, when  $X_4$  changes as a single unity,  $Y$  changes as 0.266 unities with the assumption that  $X_1$ ,  $X_2$ , and  $X_3$  remain equal.

Then, test the hypothesis using the t-test to determine the significance of the variables  $X_1$  (Advertising Attractiveness),  $X_2$  (Influencer Marketing),  $X_3$  (Online Customer Rivew),  $X_4$  (Brand Image), and  $Y$  (Purchase Decision), separately or partially. This test is based on (Ghozali, 2011;84) decision-making using significant probability numbers, i.e: (a) If the probability value of significance is  $> 0.05$ , then  $H_0$  is accepted and  $H_1$  rejected. (b) If the significance probability value is  $< 0.05$ , then  $H_0$  is rejected, and  $H_1$  is accepted.

Tabel 7. Hypotesis Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.321	1.671		-.192	.848
Advertising Attractiveness (X1)	.410	.116	.357	3.523	.001
Influencer Marketing (X2)	.156	.079	.159	1.984	.050
Online Customer Review (X3)	.168	.081	.169	2.076	.041
Brand Image (X4)	.266	.092	.258	2.906	.005

a. Dependent Variable: Purchase Decision (Y)

If the total variable hypothesis is not greater than 0.05, then  $H_1$  diterima atau signifikan. is accepted or significant. Also, the adjusted development's determination coefficient result ( $R^2$ ) is  $R$  square = 0.611. It can be stated that the changes in the dependent variable ( $Y$ ) were 61% against the variables  $X_1$ ,  $X_2$ ,  $X_3$ , and  $X_4$ . The remaining 39% were due to other factors not present in the model.

### Impact of Advertising Attractiveness (X1) on Purchase Decision (Y)

Advertising Attractiveness obtains a significance of 0.001 or  $< 0.050$ . This proves that Advertising Attractiveness positively influences the Purchase Decision variable. Advertising Attractiveness is used to make a company's product attractive and consumer-observed (Fitri & Erdiansyah, 2022). The Somethinc advertisement displayed through social media platforms scored an average of 4.38 on a scale of 1-5 or "Very Influential" for the 100 Muhammadiyah University of Greece students who responded to the study. With the statement item "Advertising Somethinc has a targeted delivery." One of the advertising attractiveness that Somethinc has done is how Somethinc Ads are displayed through several social media platforms. Some social networking platforms mentioned are Instagram, YouTube, and the official website. On each social media, ads package goals with varying durations and concepts.

On Somethinc Official's official YouTube, Somethinc's advertisement was 52 seconds long with Kiky Saputri and Keanu. Feeding a little comedy scene does not dismiss the purpose delivered with a tagline "Different skin, still Somethinc serum" and "Somethinc, No.1 Serum in Indonesia!". On Somethinc's official Instagram, Somethinc's ads are usually on posts or snap stories with a duration of 15 seconds. If this is the case, it will be easy to create awareness among potential consumers, especially for respondents in this study, namely students of Muhammadiyah Gresik University with the age range of 18 to 25 years or who have been in the early adult phase. Psychologically, women in early adulthood are vulnerable to believing in buying decisions

through advertising as a means of persuasive communication and making the bios enter a positive connotation circle of the informed product (Wahyudin & Purwaningwulan, 2017). Also, with the characteristics of respondents to this study who have an income ranging between Rs 500,000 to > Rs 1,000,000, it is not surprising when advertising attractiveness that offers bundling, flash sale discounts, and others in 15 seconds can influence respondents of the University of Muhammadiyah Gresik to make a purchase decision on Somethinc products. Finally, another concept presented on Somethinc's official website is that ads are on the header with a different appearance for each Somethinc product, but by its trends and categories, like Holiday Lip Tint Kit, Travellinc With Somethinc, Douyin Make-Up Party, and The Only Redflag I Like. Adjusting the advertising concept to existing trends can affect the respondents in this study, the students of Muhammadiyah Gresik University, to remember the brand Somethinc easily.

This study's results are similar to the previous research carried out by Puspitaningrum *et al.* (2023) on "The Effect of Advertising Attractiveness on Instagram on Purchase Decision Tiket.Com Online Site Users". Research by Puspitaningrum *et al.* (2023) obtained the result that the Advertising Attractiveness variable has a significant influence on Purchase Decisions on the online site Tiket.com.

#### **Impact of Influencer Marketing (X2) on Purchase Decision (Y)**

The results of this study show that Influencer Marketing obtains a significance value of  $0,050 = 0,050$ , or no more than  $0,050$ . This proves that Influencer Marketing has a positive influence on Purchase Decisions. Most respondents answered "I agree" to the Influencer Marketing variable to Purchase Decision. One of the indicator statements, "Influencer explains the product clearly and smoothly," confirmed this with a high earnings rating on the Influencer Marketing Variable of 4,15. Influencer Marketing is a marketing strategy that uses influencers on social media such as Instagram, YouTube, Blog, Twitter, etc (Prasetya *et al.*, 2020).

Influencer Marketing on Somethinc's products, not just from artists, bloggers, YouTubers, or home celebrities. For example, NCT Dream and Han So Hee are South Korean-born Somethinc ambassadors. Also, using NCT Dream and Han So Hee as their brand ambassador indicates that Somethinc, a local Indonesian brand, is well-received in other countries. Besides, Somethinc also uses Influencer Marketing, a stand-up comedy finalist with a thick appearance to the image of Indonesia. The official YouTube channel of Kiky Saputri Official aired the Somethinc Fourward: 4th Anniversary event on 1-4 June 2023 at the Kasablanka Mall. As a speaker on the theme "Comedy in the World of Beauty," Kiky presented directly, discussing that a beautiful stigma does not have to have white skin, a rusty nose, and height but can take care of the skin diligently how Somethinc presents a variety of products that fit every skin category. This could be an influence considering a student of the Muhammadiyah Gresik University as a sample in this study, is on average in the age range of 18 s/d 25 years. In age-developing emerging adulthood, individuals understand changes in their skin type conditions over the reproductive system and have widespread insights (Stascia & Tondok, 2019). Including an insight into role models' beauty standards. Kiky Saputri has become one of the role models that can represent the whole society, especially the sample in this research, the student of Muhammadiyah University Gresik, that Somethinc can create its standards of beauty for each users by presenting products that fit all skin problems of each individual.

It aligns with Yohanes *et al.* (2021) research on the "Influencer Marketing and Brand Awareness Influence on Street Boba Purchase Decisions". The research conducted by Yohanes *et al.* (2021) explains the results that the Influencer Marketing variable has a significant influence on Purchase Decisions on Street Boba products.

### **Impact of Online Customer Review (X3) on Purchase Decision (Y)**

Test results on this study showed that Online Customer Review obtained a significance of  $0.041 < 0.050$ , or no more than 0.050. It proved that Online Customer Review positively influences the Purchase Decision variable. Also, it proved that one of the indicator statements, "Online Customer Review Somethinc product helps determine the purchase choice," got a score of 4.36. On that score, the variable Online Customer review said "Very Good or Very Influential" against Purchase Decision Somethinc. According to Ramadan *et al.* (2021), an Online Customer Review is a review by consumers about a product they have purchased about various additional aspects of information that helps other consumers find information about the product by giving an idea about the quality of the product. Having reviews from previous buyers makes prospective buyers confident in the next phase of the purchase. (Sari, 2022).

Reviews were obtained from several social media platforms, either user accounts or official Somethinc accounts. On Instagram Somethinc Official, there are many different reviews, and almost every post has a suitable assessment of the product, even the latest one. The ease of access in stating personal thoughts on some of Somethinc's official social media became a plus point for the respondents to this study, the Muhammadiyah Gresik University students whose majority were between the ages of 18-25 and understand digital developments. The understanding of digital developments is proved by the fact that on the YouTube platform, there are several accounts of user reviewers of Somethinc non-sponsorship products. Like accounts owned by Hany Harun and Kiara Leswara, he reviewed Somethinc products in detail (type, function, benefit, price, etc.) and without a given sponsor, on each account having subscribers as many as 58 thousand and 571 thousand.

This, of course, can influence the sample of this research in making a Purchase Decision on Somethinc's product. According to the survey "Unveiling Indonesian Beauty & Dietary Lifestyle" by Populix in August 2022 of 500 women, makeup purchasing behavior found that most makeup purchases in a month can spend Rs 100,000-Rp 250,000. Finding the correlation between the characteristics of the respondents of this study and the facts of the field increasingly strengthens the reason for the respondent in this study, a student of the University of Muhammadiyah Gresik, agreed that the influence of Online Customer Review in determining the Purchase Decision on a product.

As a result of this study, there is a correlation between the results of research by Latief & Ayustira (2020) and Riyadini & Krisnawati (2022) on the effect of Online Customer Review. Research by Latief & Ayustira (2020) has found that the Online Customer Review variable significantly influences Purchase Decisions on cosmetic products at Sociolla. Another study by Riyadini & Krisnawati (2022), proves that the variable Online Customer Review also affects the household's Purchase Intention in Shopee's e-commerce.

### **Impact of Brand Image (X4) on Purchase Decision (Y)**

The results of this study showed that Brand Image obtained a significance value of  $0.005 < 0.050$ . It proved that Brand Image has a positive influence on Purchase Decisions. So, the hypothesis in this study proved acceptable. In other words, a product with a good brand image will encourage potential consumers to make a Purchase Decision. Brand Image is a positive differential effect caused by the knowledge of a brand name on the customer's response to a product or service (Nurjaya *et al.*, 2021).

First, it proved by acquiring an influence value of 4.29 for the statement item that the product looks Somethinc trendy and attractive. This highest item comes from the product uniqueness indicator. Then, there's also a score of 4.26 and 4.22 for each statement that Somethinc's product has a variety of benefits, and Somethin' has a tagline that's easy to pronounce and means "Be you, be somethinc." This range of uses is demonstrated by eight male respondents from the other 92 female respondents of the Muhammadiyah Gresik University students. The benefits given

Some things have gained a good brand image for men. Some reasons for using care products for men in early adulthood, such as the characteristics of respondents of this study, are 18-25 years, generally because of the lack of appearance, job demands, the influence of advertising, and changing public views. As for the Arief (2017) research, knowledge of the product is another factor affecting men's use of cosmetic products or care. This is in line with the understanding of Somethinc's product in Greece. Ninety-four (94) respondents from Muhammadiyah University of Greece are from Greece who have used or are using and have made at least one purchase, proving that the brand image of Somethinc products has grown well due to public recognition. From that discussion, we can see why brand image influences purchase decisions.

According to the Alfian, (2012) theory, brand image indicators are the attractiveness of such products and services, as seen from the superiority of products, the strength of brands, and the uniqueness of the brand. This study's results align with the survey by Dewi *et al.* (2022) on "The Influence of Marketing Mix 4C and Brand Image on Purchase Decision on Bintang Beer Products in Bali". A research by Dewi *et al.* (2022) revealed that Brand Image variables significantly influence Purchase Decisions on Bintang Beer products in Bali.

## CONCLUSION

Based on the results and discussion of the influence of Advertising Attractiveness, Influencer Marketing, Online Customer Review, and Brand Image on Purchasing Decisions Somethinc, the results were obtained that Advertisability Attractivity, influencer marketing, Online customer review, and brand image have a positive and significant influence on the Purchase Decision of Somethinc products. The results showed that the better the advertising attractiveness, the influencer Marketing strategy, the brand image optimization of products, and the better online customer reviews that potential customers obtain from other consumers. Then, the whole aspect of the free variable will affect the bound variable or Purchase Decision on customers. Purchase decisions can be influenced by the variables Advertising Attractiveness, Influencer Marketing, Online Customer Review, and Brand Image by 61%. At the same time, the remaining 39% are influenced by other factors not found in this study. Given those free variables in this research are very important as they affect the purchase decision of Somethinc products, it is expected that the results of this study can be used as a reference for researchers in the time to date by considering other variables of the variables that have been used in this study. Also, other researchers can use different objects and approaches to this research to solve the problem of purchasing beauty products. These findings are also expected to provide valuable guidance or output for manufacturers or practitioners in the world of beauty to pay more attention to the introduction of effective and efficient products in the future.

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