

The Influence of Beauty Influencers on Purchase Decisions with Customer Engagement and Brand Image as Mediation Variables (Skintific Product Study on Generation Z)

Annisa Jati Utami, Taufik, Lutfi

Fakultas Ekonomi Dan Bisnis Universitas Sultan Ageng Tirtayasa

Email: aju.utami@gmail.com

ABSTRACT

This study discusses burnout among Generation Z employees who are in the early stages of their careers. The objective of this research is to explore burnout more deeply among early-career Generation Z employees. This is a qualitative study that adopts an interpretive paradigm and a case study approach. The participants in this research are Generation Z employees with work tenure ranging from 0 to 2 years. The data collected were analyzed using open coding, axial coding, and selective coding. The findings of this study reveal several factors contributing to burnout among Generation Z employees, including *work organization* and *job content*, *interpersonal relationships* and *leadership*, *work-life balance* and *job security*, *workplace values*, *health and well-being*, *personality*, and *offensive behavior*. Additionally, this study identifies *social stereotypes* as a contributing factor to burnout among Generation Z employees. These factors emphasize that burnout is multifactorial and contextual, particularly within the dynamic yet structurally unstable culture of early-stage startups. If companies are able to establish clearer job descriptions and standard operating procedures (SOPs), provide psychological support and open discussion spaces, create informal activities such as sports or social gatherings to improve *work-life balance*, and adjust compensation systems to match workload demands, employee performance will increase, ultimately leading to business growth.

Keyword: Burnout; generation Z; early career

INTRODUCTION

Digital platforms serve as borderless communication tools and play a crucial role as promotional media (Cunningham & Training, 1998; Hosen, 2023). Through social media, companies can introduce products to consumers, while consumers can easily access detailed information regarding benefits, pricing, and ordering methods (Razali et al., 2023). In Indonesia, social media users reached 139 million in January 2024, representing 49.9% of the total population of 278.7 million, with no growth compared to the previous year (Mallawa, 2024a). This indicates that social media has a significant impact on communication trends, digital marketing, and information consumption patterns (Bormane, 2019; Shevchenko et al., 2022; Subudhi, 2021).

The most popular social media platforms in Indonesia include WhatsApp (90.9%), followed by Instagram (85.3%), Facebook (81.6%), and TikTok (73.5%). Telegram, X (Twitter), Messenger, Pinterest, and Kwai/Snack Video follow, while LinkedIn has the lowest usage rate at 25% (Mallawa, 2024b). This dominance of messaging apps and visual-based platforms reflects the dynamic nature of digital interactions among Indonesian users. Generation Z forms the largest segment of social media users, with their character shaped by early interaction with technology (Szymkowiak et al., 2021). Traditional media such as newspapers, radio, and television are being replaced by faster, more practical digital platforms. Gen Z utilizes social media for education, entertainment, and activism, demonstrating creativity and innovation. However, social media can also be perceived negatively due to its potential to cause addictive behaviors (Battocchio et al., 2023).

In response to Gen Z behavior, many beauty brands have adapted their marketing strategies, including Skintific. The brand, originating from Norway, entered the Indonesian market in late 2021 with its first product, a moisturizer designed to strengthen the skin barrier (Tempo.co, 2023). Skintific employs the TTE (Trilogy Triangle Effect) technology in its

product formulations and holds certifications from BPOM and Halal authorities, ensuring safety and consumer trust (Sulistiarningsih & Prisyta, 2024; Pras, 2025).

Skintific ranked as the top-selling skincare brand on Shopee in May 2023, surpassing other competitors. This success is largely attributed to its use of TikTok Affiliate marketing, which contributes approximately 32% of total revenue (Wulandari et al., 2025; Mash Moshem Indonesia, 2023). By the first quarter of 2024, Skintific had achieved sales exceeding IDR 70 billion, showing a significant upward trend over the past three years (Kompas.co.id, 2024). The brand's marketing strategy also includes collaborations with well-known beauty influencers such as Tasya Farasya, Sara Robert, and Febby Rastanty. Tasya Farasya, with millions of TikTok followers, helped make the Skintific 5X Ceramide Barrier Moisturizer Gel viral, generating over 10,000 units sold and 285,000 positive reviews (Rustiawati et al., 2024; Oktaviani, 2025). Authentic content created by these influencers drives audience engagement and boosts purchase decisions.

Beauty influencers play a vital role in shaping brand image and purchase decisions (Bussy & Sokolova, 2024). Generation Z tends to trust influencer recommendations more than traditional advertising. Thus, building a strong brand image is key to attracting consumer attention (Setiyanti & Ansori, 2024; Pertiwi et al., 2023). High customer engagement—through social media interactions and participation in campaigns—also enhances loyalty and purchasing behavior (Chandra, 2023; Raihan et al., 2025).

This study aims to analyze the influence of beauty influencers on purchase decisions for Skintific products among Generation Z, with customer engagement and brand image as mediating variables. Previous studies have reported mixed results, with many indicating a positive impact of influencers on purchase decisions (Fathiyyah & Estaswara, 2024; Rustiawati et al., 2024), while others found no significant effect on certain brands (Listiyowati et al., 2023).

Therefore, this research is expected to contribute theoretically to marketing knowledge and provide practical insights for Skintific's promotional strategies. Based on the findings of the researcher, Skintific has become one of the top skincare brands on e-commerce platforms. In the first quarter of 2024, Skintific achieved sales of more than IDR 70 billion, making it the market leader in the beauty package category in Indonesia. This success demonstrates that the brand has strong competitiveness, also supported by a high level of purchase decision-making. The increase in purchase decisions can be influenced by beauty influencers who recommend products to potential customers through social media. These recommendations encourage customer engagement, which ultimately forms a positive brand image and impacts purchase decisions. This research aims to investigate how interactions between beauty influencers, brand image, and customer engagement contribute to the purchase decision of Skintific products among Generation Z.

The problem formulation in this study is the competitive competition between skincare brands, so Skintific, as the top skincare brand, faces the challenge of maintaining its position by designing strategies, one of which is using beauty influencers to market its products across various social media platforms to increase purchase decisions. However, there is still a gap in previous research on the impact of beauty influencers on purchase decisions. Based on the business phenomenon and the existing research gap between beauty influencers and purchase decisions, the research problem in this study is how to increase the purchase decision of Skintific products among Generation Z through beauty influencers with customer engagement and brand image as mediating variables.

The purpose of this research is to understand the influence of beauty influencers on purchase decisions mediated by customer engagement and brand image, as well as to investigate the role of these two mediating variables in strengthening the relationship between beauty influencers and purchase decisions. This study uses a quantitative descriptive method, where data is collected directly in the field through the distribution of questionnaires and

interviews with relevant respondents. The research conducted is expected to provide both theoretical and practical benefits. Theoretically, this study aims to contribute to the development of marketing knowledge, particularly in understanding the influence of beauty influencers on purchase decisions, with customer engagement and brand image as mediating variables. By examining these relationships, the research can enrich existing literature and offer new insights into digital marketing dynamics in the beauty industry. Practically, this research is expected to benefit various stakeholders. For academics, the findings can serve as a reference for future studies in marketing, especially those exploring the role of beauty influencers in shaping consumer behavior, along with the mediating effects of customer engagement and brand image. For companies, particularly the Skintific brand, the results can provide valuable insights for designing more effective marketing strategies by leveraging beauty influencers, enhancing customer engagement, and strengthening brand image to drive purchase decisions. For other parties, such as beauty industry players, influencers, and consumers, this research can offer a deeper understanding of the significance of beauty influencers and the key factors influencing skincare product purchases, especially among Generation Z. Ultimately, this study aims to bridge the gap between theory and practice while providing actionable recommendations for industry growth.

RESEARCH METHOD

This study employed a quantitative descriptive method, collecting data directly through questionnaires and interviews with relevant respondents. Data analysis was conducted inductively and constructively, moving from specific themes to general interpretations.

The population consisted of consumers who used Skintific products. Sampling was performed using a non-probability purposive sampling technique, where respondents were selected based on predetermined criteria. This technique was appropriate because the sample targeted Generation Z users of Skintific. The criteria were: 1) respondents born between 1997 and 2012, 2) respondents who had purchased Skintific products at least once in the last six months, and 3) respondents active on social media.

The sample size was determined by multiplying the 21 indicators by 10, resulting in 210 respondents—a sample size sufficient for valid population analysis. The research focused on Generation Z due to their high engagement with skincare trends, digital platforms, and influencer-driven purchasing decisions. Gen Z predominantly uses Instagram and TikTok, where beauty influencers significantly impact their product choices. Data collection was conducted via online questionnaires (Google Forms) to align with their digital preferences.

Primary data was obtained through a survey using a structured questionnaire designed to measure respondents' perceptions of the influence of beauty influencers, brand image, and customer engagement on the purchase decisions of Skintific products. Additionally, in-depth interviews were conducted with select respondents to gain deeper insights into factors influencing purchase decisions. Secondary data was sourced from scientific literature, beauty industry reports, and prior research relevant to the topic. This also included statistical reports on Generation Z demographics, digital marketing trends, and the influence of beauty influencers in the cosmetics industry, obtained from academic journals, articles, company reports, and official publications to support analysis and interpretation.

Data collection involved multiple methods. First, a literature review examined various relevant sources such as books, indexed scientific articles, and official documents to strengthen the theoretical foundation. Second, data were gathered through closed-ended and open-ended questions. Closed-ended questions—including multiple-choice, Likert scales, and yes/no formats—provided structured quantitative data for straightforward analysis. Open-ended questions allowed respondents to express opinions and experiences in their own words, offering

qualitative insights, though requiring more complex analysis. Together, these methods provided a comprehensive perspective combining quantitative and qualitative data.

The questionnaire contained closed and open statements related to the study variables and was distributed online via Google Forms to widen respondent reach. To measure preferences, a rating scale from 1 (strongly disagree) to 10 (strongly agree) was used. Structural Equation Modeling (SEM) analysis was performed using SmartPLS 3.0 software with the Partial Least Squares (PLS) approach. PLS-SEM was chosen because it suits the linear relationships among variables and does not require data to meet normality assumptions, facilitating analysis of non-normally distributed data. PLS allows for measurement model testing—which includes validity and reliability assessments—as well as structural model testing for causality analysis.

RESULT AND DISCUSSION

The object in this study is Generation Z consumers who have bought Skintific products at least once in the last 6 months and are active in using social media. The sample of this study consisted of 210 respondents selected by purposive sampling, with respondent characteristics including gender, age, occupation, monthly income, and frequency of purchase of Skintific products. Skintific, which was founded in 1957 by Kristen Tveit and Ann-Kristin Stokke in Oslo, Norway, is a skincare brand that has now been present in Indonesia since the end of 2021. This brand is famous for its products that prioritize TTE (Trilogy Triangle Effect) technology innovation, which aims to improve the skin barrier. In the first quarter of 2024, Skintific managed to achieve sales of more than IDR 70 billion in Indonesia and became the market leader in the beauty package category on the Shopee e-commerce platform. This success is driven by a strong marketing strategy through Beauty influencers on social media such as TikTok and Instagram. Generation Z, who were born between 1997 and 2012, was chosen as the object of the study because they are a demographic group that actively uses social media and cares deeply about skincare. Skintific products, which have been clinically tested, BPOM certified and halal, have succeeded in building consumer trust through positive reviews and testimonials. This study uses a questionnaire consisting of 21 indicators, which include variables such as Beauty influencer, Brand image, Customer engagement, and Purchase decision.

Description Analysis

This research includes two types of descriptive analysis, namely respondent descriptions and research variable descriptions. The respondent's description consists of several characteristics such as experience of using Skintific products, frequency of use of the product, gender, last education, age, and income. This study involved 210 respondents who all met the criteria as Generation Z consumers who had bought Skintific products at least once in the last 6 months and were active in using social media. Data collection was carried out through an online questionnaire distributed via Google Forms. The results of the analysis showed that all respondents (100%) had used Skintific products, with the majority (45.24%) using the product every day. Most of the respondents (83.33%) were women, with the highest level of education being S1 (47.62%). In terms of age, the majority of respondents came from the 2001-2004 age group (64.76%), which is the largest part of Generation Z. Based on income, the majority of respondents have an income in the range of Rp. 500,001 – Rp. 2,500,000 (43.81%), which shows the economic characteristics of Generation Z who are still in the early stages of career or education. The description of the research variables shows the index value for each indicator that measures variables such as Beauty influencer, Brand image, Customer engagement, and Purchase decision.

Hypothesis Testing Results

Tabel 1. Hasil Pengujian dengan Bootstraping (Nilai Path Coefficient)

	Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
H1	Beauty influencer -> Purchase decision	0.261	0.262	0.095	2.751	0.006
H2	Beauty influencer -> Customer engagement	0.631	0.636	0.041	15.232	0.000
H3	Beauty influencer -> Brand image	0.652	0.656	0.039	16.878	0.000
H4	Customer engagement -> Purchase decision	0.351	0.347	0.080	4.394	0.000
H5	Brand image -> Purchase decision	0.188	0.196	0.093	2.018	0.044

Source: Primary Data, 2025

1. Beauty influencers on the purchase decision obtained a path coefficient value of 0.261 (positive) with a statistical T of 2.751 > T table 1.96 and p values of 0.006 < 0.05, then H0 was rejected and H1 was accepted. These results show that Beauty influencers have a positive and significant effect on purchase decisions. This means that the higher the influence of Beauty influencers, the more consumer purchasing decisions will increase.
2. Beauty influencers on customer engagement obtained a path coefficient value of 0.631 (positive) with a statistical T of 15.232 > T table 1.96 and p values of 0.000 < 0.05, then H0 was rejected and H2 was accepted. These results show that beauty influencers have a positive and significant effect on customer engagement. This means that the higher the influence of Beauty influencers, the more customer engagement will increase.
3. Beauty influencers on brand image obtained a path coefficient value of 0.652 (positive) with a statistical T of 16,878 > T table 1.96 and p values of 0.000 < 0.05, then H0 was rejected and H3 was accepted. These results show that Beauty influencers have a positive and significant effect on brand image. This means that the higher the influence of Beauty influencers, the better the brand image formed.
4. Customer engagement to the purchase decision obtained a path coefficient value of 0.351 (positive) with a statistical T of 4.394 > T table 1.96 and p values of 0.000 < 0.05, then H0 was rejected and H4 was accepted. These results show that customer engagement has a positive and significant effect on purchase decisions. This means that the higher the customer involvement, the more consumer purchasing decisions will be made.
5. Brand image on the purchase decision obtained a path coefficient value of 0.188 (positive) with a statistical T of 2.018 > T table of 1.96 and p values of 0.044 < 0.05, then H0 was rejected and H5 was accepted. These results show that brand image has a positive and significant effect on purchase decisions. This means that the **better the brand image, the more consumer purchasing decisions will be made.**

Mediation Test Result

Tabel 2. Indirect Effect

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
------------	---------------------	-----------------	----------------------------	--------------------------	----------

H6	Beauty influencer -> Customer engagement -> Purchase decision	0.221	0.221	0.054	4.094	0.000
H7	Beauty influencer -> Brand image -> Purchase decision	0.123	0.129	0.063	1.957	0.050

Source: Primary Data, 2025

Based on the mediation (indirect effect) test table above, the following mediation test results were obtained:

1. Hypothesis 6 (H6): Customer Engagement Mediation on the Influence of Beauty influencers on Purchase decisions
Customer engagement is proven to mediate the influence of Beauty influencers on purchase decisions, this can be seen in the table above where the t-statistical value is $4.094 >$ the t-table value at alpha 5% is 1.96 and the p-value is $0.000 < 0.05$. It can be concluded that good beauty influencers and customer engagement will increase purchase decisions.
2. Hypothesis 7 (H7): Brand image mediation on the influence of Beauty influencers on Purchase decisions
Brand Image is proven to mediate the influence of Beauty Influencers on Purchase Decisions. This can be seen in the test results of the hypothesis in table 4.22, where the t-statistical value for the specific indirect effect is 1.957. This value is close to the t-table value at alpha 5% (1.96), and the p-value is 0.050, which is right at the threshold of significance of 0.05. The outcome of this mediation is at a significant borderline level which can still be considered significant.

Based on the results of the mediation channel analysis, it is known that both Customer Engagement and Brand Image play a role as complementary mediator in the relationship between Beauty Influencers and Purchase Decisions. This is indicated by the significance of the direct and indirect effects on both pathways, as well as the consistent (positive) direction of the relationship. Thus, the existence of Beauty Influencers not only has a direct effect on purchase decisions, but is also strengthened through increased customer engagement and brand image. These findings confirm that influencer marketing strategies are more effective when combined with efforts to increase engagement and strengthen brand image.

The Influence of Beauty Influencers on Purchase Decisions

Based on the results of the Hypothesis 1 test that has been carried out in this study, it shows that Beauty influencers have an effect on purchase decisions. From the results of data processing, a T-statistical value of $2.751 >$ T-table was 1.96 and a P-value of $0.006 < 0.05$. Thus, it can be concluded that the influence is positive and significant, the existence and role of Beauty influencers contribute to encouraging the purchase decision of Skintific products among Generation Z. Respondents revealed that the influence of Beauty influencers on the purchase decision of Skintific products is driven by the attractiveness of natural, stylish, and confident appearance.

This is reinforced by the results of surveys that show that the reviews given are in accordance with reality, and influencers are able to explain the content, uses, and shortcomings of the product clearly. In addition, the reputation of influencers seen from collaborations with brands and awards earned, as well as objective testimonials, also improve purchasing decisions.

The results of this study are in line with research that has been conducted by (Carneli & Nurwahyudi, 2025) and (Nuraini & Aulia, 2024) Beauty influencers have a positive and significant effect on purchasing decisions. This gives an indication that Beauty influencers can help improve purchasing decisions for Skintific products. The results of this study mean that

the stronger the influence of Beauty influencers, the greater the purchasing decisions made by consumers, especially generation Z.

Based on respondents' answers in the questionnaire, the Beauty influencer variable produced a high average index value of 167, and the Purchase decision variable produced a higher average index value of 173.00. In this study, the Beauty influencer variable was measured through five indicators, namely attractiveness, trustworthiness, expertise, reputation, and persuasive capabilities.

The attractiveness indicator obtained a high index and became one of the influential indicators, showing that generation Z is greatly influenced by the natural, stylish, and confident appearance of Beauty influencers. The trustworthiness indicator also has a high index, which indicates that the reviews given are considered to be in accordance with the reality of Skintific products. Furthermore, expertise obtained a higher index, indicating that the beauty influencer was able to explain the content, how to use, and the shortcomings of the product well.

The reputation and persuasive capabilities indicators have the highest index, which shows that collaboration with brands, awards, as well as real testimonials and objective product reviews greatly influence the trust and purchasing decisions of generation Z. This shows that generation Z has a high tendency to decide to purchase Skintific products because they are influenced by the digital content delivered by Beauty influencers.

Based on open questions, it is stated that Beauty influencers play an important role in encouraging Skintific product purchase decisions among Generation Z through attractive appearances, realistic reviews, clear product explanations, good reputation, strong confidence and objective testimonials.

Beauty Influencers managed to attract the attention of respondents by showing authenticity of appearance, attractive style, and effective communication, while still showing confidence and positive values that are relevant to their audience. This is reinforced by statistical results that show a positive and significant influence on purchasing decisions.

Based on the above exposure and test results, it can be concluded that this study confirms that Beauty influencers have a positive and significant influence on purchase decisions. Thus, the existence of Beauty influencers is the right strategy in encouraging Skintific product purchase decisions by generation Z.

The Influence of Beauty Influencers on Customer Engagement

Based on the results of Hypothesis Test 2 that has been carried out in this study, it shows that Beauty influencers have an effect on customer engagement. From the results of data processing, a T-statistical value of $15.232 > T\text{-table}$ was 1.96 and a P-value of $0.000 < 0.05$. Thus, it can be concluded that the influence is positive and significant, the existence and role of Beauty influencers contributes to increasing customer engagement with Skintific products among Generation Z.

The results of testing the influence of Beauty influencers on customer engagement show that Beauty influencers have an effect on customer engagement. This indicates that the existence and role of Beauty influencers is very helpful in increasing customer engagement for Skintific products among Generation Z. The results of this study mean that with the high influence of Beauty influencers, consumer involvement in interacting and communicating with the Skintific brand will increase actively.

Based on respondents' answers in the questionnaire, the Beauty influencer variable produced a high average index value of 167.58 and the customer engagement variable produced an average of 165.32. Based on open-ended questions, influencers also play an important role in building audience trust to try products, by delivering real testimonials, long-term use results, and discussing ingredients in depth.

From the overall response, it can be concluded that beauty influencers act as a bridge between brands and consumers, which not only increases awareness but also encourages, to trust to buy and recommend products. Customer engagement as a whole, starting from interest, emotional engagement, active interaction to trust to buy and recommend products. Engagement is built from content that is educational, relational and packaged with an authentic approach through beauty influencers.

It can be concluded that the existence of beauty influencers plays an important role in increasing customer engagement with Skintific products, because Beauty influencers are able to present interesting and relevant content so as to encourage active interaction from consumers, especially among Generation Z.

In line with the results of previous research by (Sopiana et al., 2024) and (Rahmawati & Adriyanto, 2025) which shows that Influencer Marketing has a significant influence on customer engagement. Influencers play a crucial role in increasing consumer engagement. Content that influencers provide with a high word count tends to result in better consumer engagement, by getting more likes, comments and shares (Sholikhah et al., 2024).

Based on the results of research and exposure on the influence of Beauty influencers on customer engagement, this study confirms in general that the existence and role of Beauty influencers are factors that can be used to increase customer engagement. Thus, information related to the strategy of utilizing Beauty influencers can be applied effectively in building interactive communication between brands and consumers, especially in generation Z, so that it can strengthen customer engagement with Skintific products.

The Influence of Beauty Influencers on Brand Image

Based on the results of the Hypothesis 3 test that has been carried out in this study, it shows that Beauty influencers have an effect on brand image. From the results of data processing, a statistical T-value of $16.878 > T\text{-table was } 1.96$ and a P-value of $0.000 < 0.05$. Thus, it can be concluded that this influence can be interpreted as positive and significant the existence and role of Beauty influencers in shaping and strengthening the brand image of Skintific products among Generation Z.

The results of testing the influence of Beauty influencers on brand image show that Beauty influencers have an effect on brand image. This indicates that the existence and role of Beauty influencers is very helpful in forming the Skintific brand image among Generation Z. The results of this study mean that with the high influence of Beauty influencers, the Skintific brand image will be stronger in the minds of consumers through positive perceptions formed from the content and interactions carried out by Beauty influencers.

Based on respondents' answers in the questionnaire, the Beauty influencer variable produced a high average index value of 167.58 and the brand image that produced a higher average index, which was 168.58 Based on an open question, the existence of Beauty influencers who actively share content about Skintific products contributes to shaping consumers' positive perception of the brand. Respondents showed that beauty influencers have an important role in shaping and strengthening the brand image of a Skintific skincare product.

The majority of respondents said that they knew and were interested in products because they often saw reviews through content such as before-after, tutorials, educational content that increases product understanding, to honest reviews and recommendations from beauty influencers on social media. These findings indicate that the content delivered by beauty influencers is consistently able to build a strong and relevant brand image among Generation Z.

In line with the results of previous research conducted by (Annisa & Yusran, 2022) and (Ditta Shierlly Novierra, 2023) stated that Beauty influencers have an effect on brand image. Both studies can illustrate that influencers are able to create a brand image through direct

interaction with the audience through interesting and personal content. When an influencer consistently collaborates with a brand, they can create a positive association between the brand and the audience. Where, this will strengthen the brand image as a modern, relevant, and trusted entity (Rohmawati & Ahmadi, 2024).

Based on the results of the research and the presentation on the influence of Beauty influencers on brand image, this study confirms in general that the existence and role of Beauty influencers are factors that can be used to form a positive brand image. Thus, information related to the strategy of utilizing Beauty influencers can be applied effectively in building a strong brand perception among consumers, especially Generation Z, so that it can strengthen the brand image of Skintific products.

Pengaruh Customer Engagement Terhadap Purchase Decision

Based on the results of the Hypothesis 4 test that has been carried out in this study, it shows that customer engagement affects purchase decisions. From the results of data processing, a T-statistical value of $4.394 > T\text{-table was } 1.96$ and a P-value of $0.000 < 0.05$. Thus, it can be concluded that this influence can be interpreted as positive and significant, it can be concluded that the level of customer engagement in interacting with brands contributes to encouraging purchase decisions for Skintific products among Generation Z.

Respondents revealed that their engagement with Skintific products is very high, reflected in active activities such as providing reviews, liking, sharing, and commenting on product content on various digital platforms. This is supported by the respondents' ethos which is characterized by curiosity, enthusiasm, and interest in seeing Skintific content. In addition, respondents' attention to the content conveyed by influencers is very focused and deep. Generation Z is also able to build a strong emotional connection with brands through the content they enjoy, which reflects a high level of absorption in their experience with brands. Active participation in the form of likes, comments, and shares shows high consumer interaction.

Furthermore, respondents felt that the identification of Skintific products was very suitable for their needs, both in terms of benefits and the content of the products offered. These results show that the higher the customer engagement with the brand, the more likely consumers are to make a decision to buy Skintific products.

In line with the results of previous research by (Syalsabila & Hermina, 2023) and (Lestari et al., 2023) which stated that customer engagement affects purchase decisions. According to (Aryawan & Valdez, 2024) that customer engagement can produce potential factors such as value, trust, community involvement, and word-of-mouth which will then encourage someone to make a purchase.

Based on respondents' answers in the questionnaire, the customer engagement variable produced a high average index value of 165.32 and the purchase decision variable produced an average index value of 173.00. From the description of the open-ended questions, it can be seen that increasing customer engagement can be a strategy to encourage customer purchase decisions. This shows that high customer engagement in interacting and communicating with brands can encourage consumers to make more active and confident purchase decisions. Thus, strong customer engagement is an important factor in increasing the effectiveness of marketing strategies and the success of products in the market.

Based on the results of the research and the presentation above, it proves that customer engagement is an important factor that plays a role in encouraging purchase decisions of Skintific products among Generation Z. Exposure and research that are in line with the results of this study provide evidence that active customer engagement in interacting with brands can increase consumer decisions to make purchases, so that customer engagement is one of the effective strategies in sustainable marketing development.

4.5.5 The Influence of Brand Image on Purchase Decisions

Based on the results of the Hypothesis 5 test that has been carried out in this study, it shows that brand image affects purchase decisions. From the results of data processing, a T-statistical value of $2.018 > T\text{-table}$ was 1.96 and a P-value of $0.044 < 0.05$. Thus, it can be concluded that this influence can be interpreted positively and significantly that brand image contributes to encouraging the purchase decision of Skintific products among Generation Z. Respondents revealed that their perception of the Skintific brand is driven by the strength of brand association, where when hearing the name Skintific the first thing that comes to the respondent's mind is glowing, good, often discounted, Acne treatment, viral and quality.

This is reinforced by the high favorability of brand association of consumers, who feel that Skintific products provide real results, and are suitable on the skin from the first use. In addition, Generation Z considers this product to be uniqueness of brand association because of its attractive packaging, color, and innovation and product content that is different from other brands. The ease of remembering (saliency) of the Skintific brand is also high because they often see this product on social media and recommendations from many people. Consumer familiarity with this brand is also high, as can be seen from the many who know Skintific through influencers or other users when looking for skincare products, and often see positive reviews about Skintific on social media.

Brand image has a major contribution in driving Generation Z's purchase of Skintific product decisions, and the brand's success in building strong, positive, unique, memorable, and familiar brand associations is a major factor in this achievement. All of these indicators help strengthen consumer purchase decisions for Skintific products.

In line with the results of previous research conducted by (Arianty & Andira, 2021) and (Amalia & Riva'i, 2022) which stated that brand image has a positive and significant influence on purchase decisions. These two studies illustrate that if the image is strong and positive in the minds of consumers, the brand will always be remembered and the likelihood of consumers to buy the brand (Nurhalim, 2020). So, building a strong brand image is an important strategy to increase consumer attraction to Skintific products.

Based on respondents' answers in the questionnaire, the brand image variable produced a high average index value of 168.58 and the purchase decision variable produced a high average index value of 173.00. This shows that positive perceptions of Skintific's brand image and consumer purchase decisions, especially Generation Z, are interrelated and reinforced. A strong brand image provides a significant boost for consumers in making a purchase decision. Thus, efforts to improve brand image through consistent and relevant marketing strategies can be an effective approach in driving purchase decisions.

Based on the results of the research and presentation above, it proves that brand image is one of the important elements in shaping consumer purchase decisions. The exposure of data and findings in line with previous research provides evidence that brand image is not only a brand identity, but also acts as a strategic force, which can ultimately drive purchase decisions for customers.

The Influence of Customer Engagement Mediates the Influence of Beauty Influencers on Purchase Decisions

Based on the results of the Hypothesis 6 test that has been carried out in this study, it shows that customer engagement can mediate the influence of Beauty influencers on purchase decisions. From the results of data processing, a T-statistical value of $4.094 > T\text{-table}$ was obtained 1.971, so that H_0 was rejected and H_6 was accepted. Thus, it can be concluded that this influence can be interpreted as positive and significant, it can be concluded that customer engagement actively in interaction with brands plays an important role in connecting the influence of Beauty influencers to Skintific product purchase decisions among Generation Z.

This means that the higher customer engagement due to the influence of Beauty influencers, the more likely they are to make purchase decisions on products.

This finding is in line with the concept of Bening and Kurniawati (2019) in (Sakti & Deslia, 2024) that customer engagement is a psychological condition that arises from intense interactions and experiences between consumers and companies, including through intermediaries such as beauty influencers. In other words, beauty influencers who are able to create relevant and engaging interactions can increase consumer engagement with brands, which in turn drives purchase decisions. In accordance with the results of research (Aryo & Pradana, 2021) that the formation of customer engagement is the main stage so that consumers are interested and finally make decisions to purchase products.

This hypothesis suggests that beauty influencers are effective at driving purchase decisions not only because of their popularity or direct influence, but also because of their ability to build strong customer engagement. Skintific as a brand can leverage these findings to strengthen its marketing strategy by focusing on creating deeper and more sustainable interactions between influencers, products, and Generation Z consumers.

Based on the results of the discussion, it can be concluded that customer engagement has a significant mediating role in the relationship between Beauty influencers and purchase decisions. This shows that customer engagement is actively a bridge that connects the influence of Beauty influencers to Skintific product purchase decisions among Generation Z.

The Influence of Brand Image Mediates the Influence of Beauty Influencers and Purchase Decisions

Based on the results of the Hypothesis 7 test that has been carried out in this study, it is shown that Brand Image is proven to mediate the influence of Beauty Influencers on Purchase Decisions. This can be seen in the test results of the hypothesis in table 4.22, where the t-statistical value for the specific indirect effect is 1.957. This value is close to the t-table value at alpha 5% (1.96), and the p-value is 0.050, which is right at the threshold of significance of 0.05. The outcome of this mediation is at a significant borderline level which can still be considered significant. Thus, the influence can be interpreted as positive and significant. This proves that brand image indirectly mediates the influence of beauty influencers on the purchase decision of Skintific products in generation Z.

Based on the respondents' open statements, it can be concluded that Skintific's brand image is formed strongly through the influence of beauty influencers, both in terms of visuals, educational content, and positive testimonials that respondents constantly see. This formed brand image bridges the influence of influencers on purchase decisions, making it an important mediating factor. Respondents decided to buy not only because of influencers, but because influencers have shaped their perception of the Skintific brand as a quality, safe, and effective product.

Brand image is often considered an important element in shaping consumer perception of products, in line with studies (Budiyo & Saputra, 2024) that brand image plays an important role in shaping consumers' perception of product quality and reputation, which in turn influences their purchasing decisions. In line with the results of this study, it shows that brand image has a significant mediating role in the relationship between Beauty influencers and purchase decisions. This indicates that the positive perception of the brand formed by Beauty influencers is strong enough to directly encourage consumers to make purchase decisions. This means that the influence of Beauty Influencers on purchase decisions is not only direct, but also occurs indirectly through consumer perception of brand image. Thus, Brand Image plays an important role as a mediator that bridges the relationship between the existence and influence of Beauty Influencers and consumer purchasing decisions for Skintific skincare products.

CONCLUSION

This study found that beauty influencers significantly impact Generation Z's purchasing decisions for Skintific products by directly influencing consumers and by enhancing customer engagement and brand image, which serve as effective mediating factors. The findings highlight that influencer-generated content drives not only sales but also deeper consumer interaction and positive brand perception. Consequently, marketing strategies that partner with influencers who produce engaging, educational, and authentic content—and that actively foster consumer engagement and brand loyalty—are likely to boost sales effectively. This research contributes valuable insights to digital marketing theory and practices within the beauty industry. Future research could explore the long-term effects of influencer partnerships on brand loyalty and examine how different types of influencer content resonate across diverse consumer segments.

REFERENCES

- Bormane, S. (2019). Trends in the development of integrated marketing communication in the context of digital marketing. *SOCIETY. INTEGRATION. EDUCATION. Proceedings of the International Scientific Conference*, 6, 84–95.
- Cunningham, S., & Training, E. (1998). *New media and borderless education: A review of the convergence between global media networks and higher education provision* (Vol. 8). Canberra.
- Carneli, R. D., & Nurwahyudi, M. R. (2025). Pengaruh beauty influencer, persepsi harga dan brand image terhadap keputusan pembelian Hand and Body Lotion Vaseline di DIY. *Entrepreneur: Jurnal Bisnis Manajemen Dan Kewirausahaan*, 6(1), 51–58.
- Fathiyah, D., & Estaswara, H. (2024). Pengaruh beauty influencer terhadap keputusan pembelian Mother of Pearl di kalangan pengikut Instagram @tasyafarasya. *Jurnal Publish (Basic and Applied Research Publication on Communications)*, 3(2), 149–168.
- Hosen, B. (2023). Navigating the borderless horizon: A review study of challenges & opportunities of borderless world. *International Journal of Research on Social and Natural Sciences*, 8(2), 33–41.
- Lestari, S., Saputra, M. H., & Prasaja, M. G. (2023). Analisis pengaruh content marketing terhadap purchase decision dengan consumer engagement sebagai variabel pemediasi. *Jurnal Volatilitas*, 5(5), 164–181.
- 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 Widya*, 4(2), 339–350.
- Nuraini, Anggi, & Aulia, P. (2024). The effects of beauty influencers on the purchase decision of Make Over makeup products in Bandung (Case study of Tasya Farasya). Pengaruh beauty influencer terhadap keputusan pembelian produk Make Over di Kota Bandung (Studi kasus Tasya Farasya). *Management Studies and Entrepreneurship Journal*, 5(1), 2585–2594.
- Oktaviani, W. B. (2025). Pengaruh beauty influencer Tasya Farasya terhadap keputusan pembelian produk Skintific pada followers Instagram. *Triwikrama: Jurnal Ilmu Sosial*, 6(8), 121–130.
- Rohmawati, S. P., & Ahmadi, M. A. (2024). Analisis pengaruh influencer marketing terhadap brand awareness dan purchase decision pada produk The Originote. *Jurnal Ekonomi dan Manajemen*, 2(1), 1001–1013.
- Saputra, A., Utari, D., & Furqon, M. (2024). Analisis strategi content marketing dalam menciptakan customer engagement (Studi pada UMKM Manda Cake). *JEMBATAN (Jurnal Ekonomi, Manajemen, Bisnis, Auditing, dan Akuntansi)*, 8(2), 122–130. <https://doi.org/10.54077/jembatan.v8i2.167>
- Setiyanti, S., & Ansori, M. I. (2024). Pengaruh brand image dan harga terhadap keputusan pembelian produk skincare The Originote. *Profit: Jurnal Manajemen, Bisnis dan Akuntansi*, 3(2), 211–226. <https://doi.org/10.58192/profit.v3i2.2121>
- Shevchenko, V., Taranenko, I., Yaremenko, S., Mishustina, T., Poprotsky, O., & Mostova, A. (2022). Trends in digital marketing in the context of information society development. *Postmodern Openings*, 13(2), 448–460.
- Sopiana, S., Komaludin, A., & Suroso, E. (2024). Pengaruh influencer marketing dan value co-creation terhadap customer engagement melalui minat beli dan impulsive buying pada fashion Batik

- Modern Kartini's Label (Studi kasus pada Generasi Z dan Generasi Milenial di Jawa Barat). *Ranah Research: Journal of Multidisciplinary Research and Development*, 6(4), 902–915. <https://doi.org/10.38035/rrj.v6i4.894>
- Subudhi, R. N. (2021). Digital consumption pattern and impacts of social media: Descriptive statistical analysis. In *Trends of Data Science and Applications: Theory and Practices* (pp. 33–47). Springer.
- Syalsabila, N., & Hermina, N. (2023). The interrelations of celebrity endorsement, social media use, and customer engagement in achieving customer purchase decision. *Jurnal Manajerial*, 10(1), 1. <https://doi.org/10.30587/jurnalmanajerial.v10i1.4650>
- Wulandari, S., Zahiroh, M., Maknunah, L., & Halizah, S. N. (2025). Peran konten TikTok dalam mengembangkan branding sebagai media bisnis digital yang berprofitabilitas. *Journal of Science and Education Research*, 4(1), 71–78.