

The Glow Effect: How Beauty Vloggers, Product Quality, and Brand Image Drive MS Glow Purchases in Pekanbaru

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Abstract

Research aims: This research attempts to explore the impact of beauty vloggers, product quality, and brand image on purchasing decisions for MS Glow skincare products among women in Pekanbaru.

Design/Methodology/Approach: The population in this

study were women in Pekanbaru who had used MS Glow skincare products. The sampling method used is purposive sampling, where the sample is selected with certain considerations. Data analysis was carried out through multiple linear regression.

Research findings: The research results show that there is a significant positive influence of beauty vloggers and product quality on purchasing decisions for MS Glow skincare products among women in Pekanbaru, while brand image also has a positive but not significant influence. The coefficient of determination of 68.9% shows that beauty vloggers, product quality and brand image together have a strong influence on purchasing decisions, while the remaining 31.1% may be influenced by other factors that were not examined in the current research.

Theoretical Contribution/Originality: This nuanced understanding challenges the conventional wisdom that brand image is always a dominant factor and suggests that in certain markets or product categories, other factors like influencer endorsements and product quality may play a more pivotal role.

Practical/Policy/Social Implications: The research provides actionable insights that can enhance marketing strategies, inform policy-making, and positively influence society.

Research Limitations/Implications: The research focuses exclusively on women, leaving out the perspectives and purchasing behaviors of men who might also be consumers of skincare products. This gender-specific focus limits the understanding of the overall market

Keywords: Beauty Vlogger, Brand Image, Product Quality, Purchase Decision



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INTRODUCTION

Nowadays, more and more consumers are aware of the importance of skin care, both for beauty and health. The skincare industry continues to innovate with the latest technology, offering products with more effective and sophisticated formulations. Support from scientific research shows the effectiveness of certain ingredients in caring for and repairing skin. The skincare business in Indonesia has experienced significant growth in recent years. Women use skincare for various reasons related to health, appearance and self-care. Using skincare can be part of a self-care ritual that is calming and provides time to relax. Skincare that contains antioxidants helps protect the skin from damage caused by free radicals and pollution. The right skincare can help prevent skin problems so that you can increase your self-confidence and feel comfortable with your appearance. Easy access to information about the importance of skin care through social media, blogs and video tutorials encourages more women to take care of their skin.

In Indonesia, various skincare products are currently available, both produced by other countries and locally made. Many local brands such as MS Glow, Wardah, Emina, Avoskin, and Scarlett Whitening have succeeded in attracting consumers' attention with high quality products and affordable prices. Local brands often utilize natural ingredients available in Indonesia, such as aloe vera, ginger and green tea, which are known to have benefits for the skin. One of the local brands that went viral regarding copyright issues was MS Glow. This research tries to examine the factors that influence purchasing decisions for MS Glow to find out whether the problems that befell MS Glow will affect its reputation.

There are many factors that influence consumers' decisions to buy skin care products. Some of the variables summarized in this research are beauty vlogger (Lestari & Nawangsari, 2023; Putra, 2021), product quality (Khairunnisa & Nurafiah, 2021), brand image (Khairunnisa & Nurafiah, 2021; Lestari & Nawangsari, 2023), lifestyle (Amin & Yanti, 2021), E-wom (Amin & Yanti, 2021; Ningsi & Ekowati, 2021), country of origin



(Amin & Yanti, 2021), motivation (Amin & Yanti, 2021) and many others. This research combines several variables from previous research to be tested again in one model. The variables chosen are beauty vlogger, product quality, and brand image.

Influencers and beauty vloggers play a big role in promoting skincare products. Their reviews and tutorials often influence consumer purchasing decisions. Many brands and influencers create educational content about skin care, which helps increase consumer knowledge and awareness. Many women are inspired to try skincare products based on recommendations from influencers, friends or family.. The following are several beauty videos that use MS Glow products as their video content as of October 26, 2023.

Table 1

Video on How to Use or Review Skincare MS Glow with the most views on YouTube.

No	Beauty Vlogger	Views	Followers
1.	Febie Ananda	3,890,025	108,000
2.	Sella Alizya	1,231,895	15.000
3.	Yesi Wardani	343,000	324,000
4.	Facetofeet	252,165	37,000
5.	Jawes Chanel	63,000	38,400

Source: YouTube, October 26, 2023

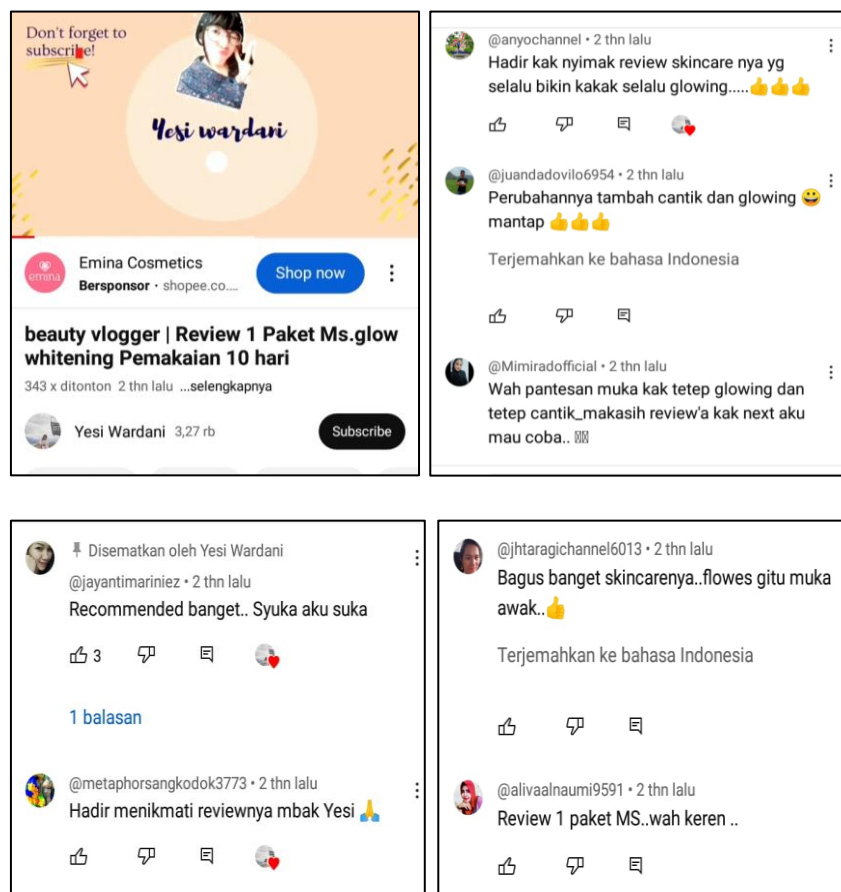
In Table 1, there are five beauty vloggers who made reviews about MS Glow with online brand reviews of MS Glow skin care products with the most volumes, Febie Ananda has the most viewers with 3,980,025 more as of October 26 2023. This shows that many viewers are interested in how-to videos. use of MS Glolw skincare products and valuable recommendations through these social media channels, which in turn influences their purchasing decisions. This experience reflects how the influence and popularity of the brand has played a role in shaping the perception of product quality and mobilizing the industry to develop the MS Glow skincare product.

Apart from beauty vloggers, another variable that also influences the decision to purchase MS Glow skincare products is product quality. According to Windarti & Ibrahim (2017), product quality is a combination of products, human services and the



environment to meet consumer expectations. In order to achieve the desired product quality, quality standardization must be required. This aims to ensure that the products produced meet the standards that have been set so that consumers will not lose their trust in the products concerned. Customer experience in purchasing good or bad products will influence the consumer company to repurchase or not. Therefore, business actors must be able to create products that suit the needs and market of consumers. Here are some comments about MS Glow's review on Yesi Wardani's YouTube on November 25, 2023.

Figure 1. Comments on review of one 10-day MS Glow whitening package



Source: YouTube Yesi Wardani, November 25, 2023

In Figure 1, youtuber Yesi Wardani provided an in-depth review of MS Glow skincare products. In various comments, many users praised the quality of these

products. They appreciated the effectiveness of the formula in caring for the skin and achieving the desired results. Yesi Wardani's review and positive comments from other YouTube users provide a good impression of the quality of MS Glow skincare products, which can give confidence to potential users to try the product with the hope of satisfying results.

The last variable studied in this research is brand image. Brand image is what consumers think and feel when they hear or see the name of a brand. A positive consumer image of a brand makes it more likely for consumers to make a purchase. A better brand also serves as the foundation for building a positive company image. Brand image is the consumer's assessment of the brand in a market. This perception can be created based on personal experiences. The image of the MS Glow brand in the eyes of the Indonesian public is generally positive, but like most popular brands, there are varying views from consumers. MS Glow's effective marketing strategy, including the use of influencers and celebrities to promote the product, has succeeded in increasing brand awareness and attracting many new customers. However, like all brands, MS Glow also faces challenges in maintaining consistent quality and meeting the expectations of all its consumers. Based on the explanation above, this research aims to examine the influence of beauty vloggers, product quality, and brand image on purchasing decisions for MS Glow in Pekanbaru.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

A. Purchase Decision

Purchase decision is the buyer's decision about which brand to purchase. The decision-making process a buyer goes through while making a purchase includes need recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior. It is the marketer's responsibility to comprehend the factors at play and the behavior of the buyer at each step. An issue or need that may be met by a good or service available on the market is identified by the customer during the need



recognition process. When a need is identified, the consumer is motivated to learn more and enters the information seeking phase. With the information at hand, the consumer moves on to the alternative evaluation phase, where the brands in the choice set are assessed using the information. After that, the customer choose what to buy and actually purchases the item (Kotler, Armstrong, & Balasubramanian, 2024).

B. Beauty Vlogger

Beauty vlogger is a content creator on video sharing platforms such as YouTube, who focuses on beauty content. They provide beauty product reviews, makeup tutorials, skin care tips, and everything related to beauty. The existence of beauty vloggers is now very important because they can be a reference for many people who want to try certain beauty products or learn about makeup. According to several studies (Djafarova & Rushworth, 2017; Sokolova & Kefi, 2020; Kim & Kim, 2021; Manchanda et al., 2022), viewers of these beauty vloggers receive real and credible information. They identify with and feel a connection to these little celebs.

Research on the influence of beauty vloggers on purchasing intentions or decisions had varying results. Lestari & Nawangsari (2023) found that beauty vloggers had a positive and significant influence on Make Over purchasing decisions. Meanwhile, a study involving 96 respondents in the Kinali society found that beauty vloggers had an insignificant effect on purchasing decisions (Putra, 2021). Another study examining the influence of beauty vloggers on purchase intentions of Gen Z consumers towards local brand cosmetics found that beauty vloggers had no significant effect (Hasan & Hasvia, 2023). Another research by Giningroem et al (2024) found that the appeal of beauty vloggers did not have a direct influence on the decision to purchase Make Over, but rather through purchase intentions. Considering that beauty vloggers are currently trending and are helping consumers increase their knowledge about cosmetics, the first hypothesis in this study is:

H1: Beauty vlogger has positive and significant impact on MS Glow purchase decision



C. Product Quality

One of the most important positioning tools for marketers is product quality. Since quality has an impact on how well a product or service performs, it is directly related to the value and satisfaction of customers. No defects is the narrowest definition of quality. Most marketers, however, go beyond this restrictive notion. Rather, they define quality as generating value and satisfaction for the consumer. According to the American Society for Quality, a product or service's quality is determined by how well it meets the explicit or implicit needs of the consumer (Kotler et al, 2024).

According to the opinions of several experts, it can be concluded that the quality of a product, in short, is defined as a product that is free from damage and defects. For consumers, the most important aspect is the quality of the product itself. Consumers will be more attracted to a product that has superior quality compared to other products and can meet their needs and desires. Indicators of product quality can be categorized into several types, including: performance that includes attributes that can be measured, such as brands and performance levels; product diversity which is variety of products offered; reliability or consistency in product performance over time; suitability such as how well the product meets consumer needs; endurance - how long the product lasts; service capability that is the ability of the product to provide services; product aesthetics - the appearance and design of the product; and perceived quality that is how well the product meets consumer expectations (Zhafirah et al, 2021). Several previous studies have obtained consistent results regarding the influence of product quality on cosmetic purchasing decisions. A study on INE Skincare products concluded that product quality has a significant effect on the decision to buy these products (Setiawan et al, 2023), so as study by Lestari & Nawangsari (2023) who found significant effect between product quality and purchase decision of Make Over cosmetic. Other research found similar relationships for Viva Cosmetic (Bintarti et al, 2022), Wardah (Jangkung &



Sudrajat, 2002), MS Glow (Arda & Andriany, 2023), Somethinc (Muthmainnah et al, 2023). Based on the previous discussion, the second hypothesis in this study is

H2: Product quality has a positive and significant impact on MS Glow purchase decision

D. Brand Image

Schiffman and Kanuk (2007) in Hira (2023) describe brand image as a collection of associations about a brand that are stored in consumers' minds or memories. This can be formed due to several factors, namely product quality, reliable brand character, usefulness or benefits, price, and branding built by the brand itself. These associations can manifest in thoughts and specific images associated with a brand. Therefore, brand image is crucial for consumers in making their purchasing decisions. Numerous elements, including the caliber of brand's merchandise, the impression created through marketing, and customer support, affect what customers think. The challenging aspect of it is that brand image is dynamic and subject to outside influences.

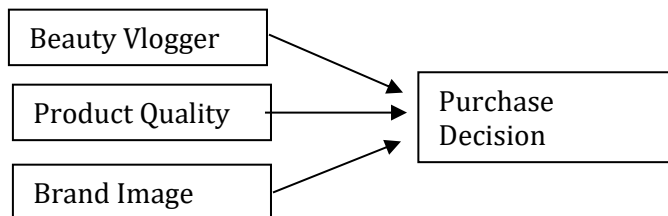
Customers' opinions can constantly be affected, either positively or negatively, by unique trends, current affairs, and, most importantly, the evaluations provided by other consumers. While some studies show a positive and significant influence of brand image on purchasing decisions, others indicate no significant effect or mixed results, highlighting the context-dependent nature of this relationship. Positive and significant influence can be found on purchasing decisions for Ponds (Cahyani et al, 2017), Wardah (Imani et al, 2023; Lamasi & Santoso, 2022; Tjahjono et al, 2021), and MS Glow (Kridaningsih, 2023). However, a study by Setiawan et al (2023) found brand image has no significant effect on Skincare INE purchase decision. Based on the previous discussion, the second hypothesis in this study is

H3: Brand Image has a positive and significant impact on MS Glow purchase decision



E. Conceptual Framework

The conceptual framework in this research is depicted in Figure 2



METHOD

The research was conducted among female users of MS Glow skincare products in Pekanbaru. This study took place from February to April 2024. The population for this study comprised all female users of MS Glow skincare products in Pekanbaru. The determination of the sample size in this research used Lemeshow's formula (1997), as the population size was unknown. The sample size calculated using Lemeshow's formula for this study was 96 respondent. Data was collected using a questionnaire distributed online. Data quality testing uses Pearson correlation for validity testing and Cronbach Alpha for reliability testing. To answer the proposed hypothesis, this research uses multiple linear regression.

RESULTS AND DISCUSSION

A. Results

Characteristic of Respondent

This study aims to determine the significant influence of brand trust, celebrity endorser, and perception of quality on the purchasing decisions of Sunscreen Azarine in Pekanbaru. The author collected data by administering questionnaires to 96 respondents. The characteristics of respondents in this study include age, religion, income, occupation, and residence. The research results regarding respondent criteria can be seen in the following table:



Table 2 Respondent Criteria

No	Age	Frequency	Percentage
1	< 20	9	9
2	20-25	84	88
3	> 25	3	3
Total		96	100%
No	Religion	Frequency	Percentage
1	Islam	94	97.9
2	Kristen	2	2.1
Total		96	100%
No	Job	Frequency	Percentage
1	Student	73	76.0
2	Employee	13	13.5
3	Enterpreneur	1	1.0
4	Government Employee	3	3.1
5	Police/TNI	1	1.0
6	Others	5	5.2
Jumlah		96	100%
No	Residence	Frequency	Percentage
1	Tuah Madani	32	33.3
2	Binawidya	14	14.6
3	Bukit Raya	2	2.1
4	Kulim	1	1.0
5	Lima Puluh	3	3.1
6	Marpoyan Damai	10	10.4
7	Payung Sekaki	6	6.3
8	Pekanbaru Kota	11	11.5
9	Rumbai Barat	2	2.1
10	Rumbai	3	3.1
11	Rumbai Timur	2	2.1
12	Sail	3	3.1
13	Senapelan	3	3.1
14	Sukajadi	3	3.1
15	Tenayan Raya	1	1.0
Total		96	100%
No	Income	Frequency	Percentage
1	<1.000.000	46	47.9
2	1.000.000-2.000.000	30	31.3
3	2.000.000-3.000.000	16	16.7
4	>3.000.000	4	4.2
Total		96	100.0

Source: Data Processed with SPSS 26



Validity Test

The results of the validity test can be seen in Table 3.

Table 3 Validity Test Result

Variable	Questions	r-value	r-table	Description
Beauty Vlogger (X1)	BV1	0,738	0,2006	Valid
	BV2	0,842	0,2006	Valid
	BV3	0,86	0,2006	Valid
	BV4	0,749	0,2006	Valid
	BV5	0,843	0,2006	Valid
	BV6	0,818	0,2006	Valid
	BV7	0,786	0,2006	Valid
	BV8	0,738	0,2006	Valid
Product Quality (X2)	KP1	0,31	0,2006	Valid
	KP2	0,497	0,2006	Valid
	KP3	0,785	0,2006	Valid
	KP4	0,666	0,2006	Valid
	KP5	0,753	0,2006	Valid
	KP6	0,802	0,2006	Valid
	KP7	0,844	0,2006	Valid
	KP8	0,861	0,2006	Valid
	KP9	0,873	0,2006	Valid
	KP10	0,845	0,2006	Valid
Brand Image (X3)	CM1	0,771	0,2006	Valid
	CM2	0,748	0,2006	Valid
	CM3	0,725	0,2006	Valid
	CM4	0,705	0,2006	Valid
	CM5	0,617	0,2006	Valid
Purchase Decision (Y)	KPm1	0,793	0,2006	Valid
	KPm2	0,79	0,2006	Valid
	KPm3	0,751	0,2006	Valid
	KPm4	0,833	0,2006	Valid
	KPm5	0,869	0,2006	Valid
	KPm6	0,816	0,2006	Valid
	KPm7	0,761	0,2006	Valid
	KPm8	0,877	0,2006	Valid

Source: Data Processed with SPSS 26



Based on Table 3, it can be seen that the validity test results show that the calculated r value is greater than the table r value, indicating that all questions are valid. Therefore, all these questions can be used as valid measurement tools in further analysis.

Reliability Test

Reliability is a tool to measure a consistency that is an indicator of a variable or construct (Gholzali, 2018). A measure can be considered reliable if responses to statements are consistent or stable over time. A measure is deemed reliable (suitable) if Cronbach's alpha > 0.60; if Cronbach's alpha < 0.60, it is considered unreliable.

Table 4 Reliability Test Results

Variable	Cronbach's Alpha	Sign	Criteria	Description
Beauty Vlogger (X ₁)	0,915	>	0,60	Reliable
Product Quality (X ₂)	0,899	>	0,60	Reliable
Brand Image (X ₃)	0,756	>	0,60	Reliable
Purchase Decision (Y)	0,924	>	0,60	Reliable

Source: Data Processed with SPSS 26

Based on Table 4, it can be seen that the beauty vlogger variable has a Cronbach's alpha value of 0.915, the product quality variable has a Cronbach's alpha value of 0.899, the brand image variable has a Cronbach's alpha value of 0.756, and the purchase decision variable has a Cronbach's alpha value of 0.924. Therefore, all variables are reliable and suitable for use in the study.

Normality Test

According to Ghozali (2018), the normality test aims to determine whether in a regression model, the independent and dependent variables are normally distributed or not. A good regression model has data distribution that is normal or close to normal, meaning the distribution does not skew to the left or right (normal curve). Normality testing of data uses the Kolmogorov-Smirnov test in the SPSS application program with a significance level (sig) of 0.05. The criteria for the Kolmogorov-Smirnov test are: if the probability value (sig) > 0.05, then the data are normally distributed; if the probability



value (sig) < 0.05, then the data are not normally distributed. Below are the results of the Kolmogorov-Smirnov test.

Table 5 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.03556452
Most Extreme Differences	Absolute	.063
	Positive	.063
	Negative	-.058
Test Statistic		.063
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data Processed with SPSS 26

Based on Table 5, it can be seen that the sig value (2-tailed) is 0.200 > 0.05. Therefore, the standardized residual values are considered normal.

Multicollinearity Test

According to Ghozali (2018), multicollinearity test aims to examine whether a regression model detects correlations between independent variables. A good regression model should not exhibit correlations among independent variables. To detect multicollinearity in regression, one can examine the values of tolerance and variance inflation factor (VIF). Low tolerance values correspond to high VIF values (because $VIF = 1/\text{tolerance}$). The commonly used thresholds to indicate the level of multicollinearity are tolerance > 0.10 and VIF < 10. If VIF values are < 10, it indicates the absence of multicollinearity. However, if VIF values are > 10, multicollinearity exists in the data. The results of the multicollinearity test are as follows:



Table 6 Multicollinearity Test Results

Model		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.961	3.182		-.616	.539		
	Beauty Vlogger	.597	.071	.587	8.401	.000	.672	1.488
	Product Quality	.327	.067	.343	4.904	.000	.670	1.492
	Brand Image	.044	.120	.021	.362	.718	.984	1.016

a. Dependent Variable: Purchase Decision

Source: Data Processed with SPSS 26

From Table 6 of the multicollinearity test, it can be seen that the tolerance value > 0.1 and $VIF < 10$, indicating no multicollinearity issue among the independent variables in the regression model. It can be concluded that the regression model is free from multicollinearity.

Heteroskedasticity Test

Sunyoto (2016) explained the heteroskedasticity test as follows: "In multiple regression equations, it is also necessary to test whether the variance of residuals from one observation to another is equal or not. If the residuals have the same variance, it is called Homoskedasticity, and if the variances are not the same or different, it is called Heteroskedasticity. A good regression equation does not exhibit heteroskedasticity."

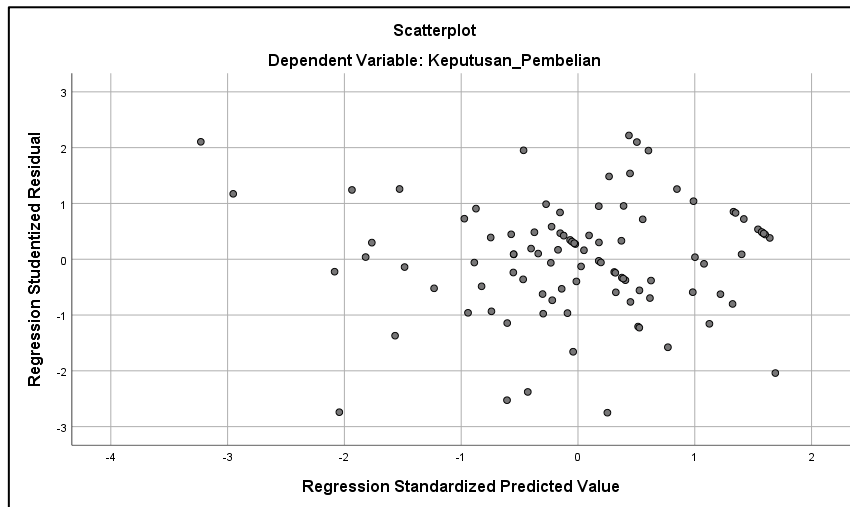
The heteroskedasticity test aims to determine whether there is inequality in the variance of residuals across observations in a regression model. The decision-making basis using the Glejser test is:

- a. If the significance value > 0.05 , then there is no heteroskedasticity in the data.
- b. If the significance value < 0.05 , then there is heteroskedasticity in the data.

Based on Figure 4 below, it can be observed that there is no clear pattern, and the points are scattered above and below the zero line on the Y-axis. Therefore, according to the criteria explained above, it can be concluded that there is no heteroskedasticity in the regression model of this study.



Figure 4 Heteroskedasticity Test



Source: Data Processed with SPSS 26

Multiple Linear Regression

To determine the magnitude of the influence of the variables, multiple linear regression is used as a tool to assess the relationships between a dependent variable and two or more independent variables. The equation for multiple linear regression is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Where:

Y = Purchase Decision

a = Constant

b₁, b₂ = Coefficients of predictor variables X₁, X₂, X₃

X₁ = Beauty Vlogger

X₂ = Product Quality

X₃ = Brand Image

e = Error level

Table 7 Multiple Linear Regression Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.961	3.182		-.616	.539
	Beauty Vlogger	.597	.071	.587	8.401	.000
	Product Quality	.327	.067	.343	4.904	.000
	Brand Image	.044	.120	.021	.362	.718

a. Dependent Variable: Purchase Decision

Source: Data Processed with SPSS 26

Based on the calculation results, the multiple linear regression equation is formulated as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = -1,961 + 0,597X_1 + 0,327X_2 + 0,044X_3 + e$$

According to the multiple linear regression equation, it can be explained as the constant value (a) is -1.961. This means that if the variables beauty vlogger, product quality, and brand image among women in Pekanbaru are assumed to be zero (0), the decision to purchase MS Glow skincare products among women in Pekanbaru would be -1.961. The coefficient (b1) is 0.597, (b2) 0.327, and (b3) 0.044 mean that If the beauty vlogger, product quality, and brand image increases by 1 unit, the purchasing decision increases by approximately by the number of coefficient.

Regression Analysis Hypothesis Testing

Partial Test (t Test)

Based on Table 7, the conclusions are beauty vlogger and product quality have a significant positive influence on the purchase decision of MS Glow skincare. However, brand image has a positive but not significant influence on the purchase decision of MS Glow skincare products among women in Pekanbaru.

Simultaneous Test (F Test)



Table 8: Results of F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2021.566	3	673.855	70.819	.000 ^b
	Residual	875.392	92	9.515		
	Total	2896.958	95			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Beauty Vlogger, Product Quality, Brand Image						

Multiple Linear Regression Analysis From Table 8, the results of the F-test show that $F_{\text{calculation}} 70.819 > F_{\text{table}} 2.70$ with $\text{sig } 0.000 < 0.005$. This indicates that beauty vlogger, product quality, and brand image significantly influence the purchase decisions of MS Glow skincare products among women in Pekanbaru.

Coefficient of Determination (R^2) Test

Table 9 Result of Coefficient of Determination (R^2) Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835 ^a	.698	.688	3.085
a. Predictors: (Constant), Citra_Merek, Beauty_Vlogger, Kualitas_Produk				
b. Dependent Variable: Keputusan_Pembelian				

Sumber : Data diolah SPSS 26

Based on Table 9, it is known that the Adjusted R Square value is 0.688 or 68.8%. This indicates that the purchase decisions of MS.Glow skincare products among women in Pekanbaru are influenced by beauty vloggers, product quality, and brand image by 68.8%. The remaining 31.2% is influenced by other variables not observed in this study.

B. Discussion

1. The Influence of Beauty Vloggers on Purchase Decisions

The first hypothesis posited that beauty vloggers influence purchase decisions, based on multiple linear regression analysis indicating a positive relationship between beauty vloggers and purchase decisions. The regression test results showed a t-value of $8.401 > t\text{-table } 1.986$ and $\text{sig } 0.000 < 0.05$, confirming the acceptance of hypothesis H1. This means that beauty vloggers have a positive and significant influence on the purchase decisions of MS Glow skincare products among women in Pekanbaru.



This research is supported by previous studies conducted by Lestari & Nawangsari (2023) and Nurvia & Sarasati (2020). The findings revealed that beauty vloggers significantly influence purchase decisions. Users of MS Glow skincare products pay close attention to the presence of beauty vloggers who endorse these products. The presence of reputable beauty vloggers with quality content, intelligence, and attractive appearance can attract potential consumers to try the products. The impact of these beauty vloggers is significant as they can influence consumers' purchasing decisions regarding MS Glow skincare products.

2. Product Quality on Purchase Decisions

The regression test showed a t-value of $4.904 > t\text{-table } 1.986$ and $\text{sig } 0.000 < 0.05$, indicating the acceptance of H_a and rejection of H_o . This means that product quality has a positive and significant impact on the purchase decisions of MS Glow skincare products among women in Pekanbaru. This finding is in line with earlier research that have consistent positive findings. Lestari & Nawangsari's (2023) study on INE Skincare products also identified a significant relationship between product quality and the decision to purchase Make Over cosmetics, supporting the findings of Setiawan et al.'s (2023) study on the subject. Comparable relationships were discovered in additional studies for Somethinc (Muthmainnah et al, 2023), MS Glow (Arda & Andriany, 2023; Gunantha & Maskur, 2022), Wardah (Jangkung & Sudrajat, 2002), and Viva Cosmetic (Bintarti et al, 2022). Cosmetic quality can be a sign of a product's safety and effectiveness, so people place a high value on it. Generally speaking, premium cosmetics are made with safe, premium components that are less likely to irritate skin or trigger allergic responses or other negative effects.

3. Brand Image on Purchase Decisions

The regression test showed a t-value of $0.362 < t\text{-table } 1.986$ and $\text{sig } 0.718 > 0.05$, indicating the rejection of H_a and acceptance of H_o . This means that brand image has a positive but not significant influence on the purchase decisions of MS Glow skincare products among women in Pekanbaru. Previous study that has similar result is from



Setiawan et al (2023) who found brand image has no significant effect on Skincare INE purchase decision. However, many more study found brand image has positive and significant effect on purchase decision. The effectiveness of brand image in influencing purchase decisions can depend on how well the brand meets consumer expectations. If a brand fails to deliver on its promises or if consumers have negative experiences, brand image may not be as influential. This study did not support previous research from Cahyani et al, (2017) who found positive and significant influence on purchasing decisions for Ponds; Imani et al, (2023), Lamasi & Santoso, (2022), Tjahjono et al, (2021) for Wardah; Talopod et al (2020) for The Body Shop; and Kridaningsih, (2023) and Gunantha & Maskur (2022) for MS Glow. It is very important for companies to maintain their brand image because apart from influencing purchasing decisions, a positive brand image provides various benefits such as increasing customer loyalty, differentiation from competitors, trust and reputation, setting premium prices, business growth, and so on.

CONCLUSION

Many factors determine purchasing decisions. This research discusses the aspects of beauty vloggers, product quality and brand image. Two variables were found to have a positive and significant effect, namely beauty vlogger and product quality. However, this research fails to prove that brand image is a variable that also has a significant influence. This is probably because the MS Glow brand had a plagiarism dispute with the PS Glow brand. Brand image does not always have a significant effect on purchase decisions for several reasons such as the specific market, consumer demographics, and competitive landscape.

LIMITATION

The limitations of the research on the impact of beauty vloggers, product quality, and brand image on purchasing decisions for MS Glow skincare products among women in Pekanbaru can be summarized as follows. The research focuses exclusively on women,



leaving out the perspectives and purchasing behaviors of men who might also be consumers of skincare products. This gender-specific focus limits the understanding of the overall market. The study's sample size may not be large enough to represent the entire population of women in Pekanbaru who use MS Glow skincare products. This could lead to a lack of generalizability of the findings. The study only examines the impact of beauty vloggers, product quality, and brand image, but there may be other factors that influence purchasing decisions that were not included in the analysis. This could limit the comprehensiveness of the findings. The study does not account for contextual factors such as economic conditions, cultural preferences, or competitive market dynamics that could influence purchasing decisions. The study relies on self-reported data, which can be prone to biases and inaccuracies. More rigorous data collection methods, such as observational studies or controlled experiments, could provide more reliable results. By acknowledging these limitations, future research can design more comprehensive and robust studies to better understand the complex interplay of factors influencing purchasing decisions.

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