

# Beauty Influencer: Homophily Relationship, Product Quality Beauty Product And Purchasing Decision

Dian Oktavia Ningrum<sup>1</sup>, Widi Dewi Ruspitasari<sup>2\*</sup>

<sup>1,2</sup>Institut Teknologi Dan Bisnis Asia Malang, Indonesia

\*Correspondence author:

Email : [wididewi@asia.ac.id](mailto:wididewi@asia.ac.id)

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## **Abstract.**

*Today, people are increasingly aware of the importance of beauty care and this has become a basic need of society, especially women. People's income is currently increasing, therefore they not only support secondary needs to support their appearance by buying clothes, shoes and bags, they also choose to buy skin care products so that their skin stays healthy and their physical appearance looks more beautiful. interesting. The population in this study were female users of Ms Glow products in Malang City, with a total sample of 100 respondents. The analytical tool used in this research is multiple linear regression analysis. The results showed that product quality and celebrity endorser had no effect on Ms Glow's product purchase decisions. Meanwhile, product reviews have a positive effect on purchasing decisions for Ms Glow's products. Consumers are more interested in seeing product reviews, because the product reviews here come from consumers who have used Ms Glow. Consumers are more confident when someone has used Ms Glow and it is safe on their face. Meanwhile, beauty products and beauty influencers are not important in choosing Ms Glow products.*

**Keywords:** Homophily, Beauty Products, Beauty Influencer, and Purchase Decision. nnonical correspondence analysis, density, gastropoda.

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## **I. INTRODUCTION**

The development of internet users in Indonesia is increasing from year to year. There were 112.6 million internet users in 2017, which shows an increase in 2019 from 150.0 million in 2020 to 175.0 million (emarketer.com, 2019). With the increasing use of the internet and social media, business actors have begun to switch to online media and sell their products through other media such as television and newspapers. This unprecedented rapid growth of the Internet has also been accompanied by the development of social media. In Indonesia, the majority use social media platforms such as Instagram, Youtube, Facebook and Whatsapp. The largest percentages of social media users in 2020 are Youtube and Instagram with a total percentage of 88% (WeAreSocial & Hootsuite, 2020). Youtube, Instagram is the most widely used online media platforms by the people of Indonesia, one of the reasons why celebrities and endorsers create content on Instagram and Youtube is to make themselves exist and be closer to their audience using which viewers can write comments on Youtube media . (Hadijah, 2019). The use of social media is not only used to perpetuate memories in the form of photos.

However, social media is used as a means of product advertising with the help of influencers to promote products (Hill, Troshani, and Chandrasekar 2017) . Social media is a marketing tool that allows reaching consumers directly. Every individual must have a social media platform that can be used as a creative and innovative marketing strategy. By using social media platforms, marketing through content will be tailored to the needs of the audience or consumers, therefore researchers need to study various kinds of social media platforms. With a focus on what makes the marketing platform unique as a branding medium. Social media allows consumers to quickly and easily access content we create as users, which often includes product reviews and information. Previous studies have shown that user-generated content significantly impacts consumer brand perceptions, brand choice <sup>2</sup>, and new consumer acquisitions <sup>3</sup>Beauty Influencer is a form of digital marketing strategy using an influencer marketing strategy. Beauty influencers focus on beauty products such as cosmetics. A beauty influencer certainly has a role to play in promoting a beauty product in the form of video or written content which is then uploaded on his social media platform, beauty influencers take advantage of their social media because of their large number of followers and they have a strong influence on their followers.<sup>4</sup>, explain that creators on social media platforms become aspirational figures who have a strong influence on consumers' minds.

This certainly can encourage beauty products to look at the potential of beauty influencers as one of the most powerful promotional media. According to <sup>5</sup> Product reviews by beauty influencers indirectly stimulate consumers' purchase intentions. As a result, beauty influencers help increase product presence and sales. Factors that influence beauty influencers are homophily and beauty products. Homophily Relationship, which is the similarity between individuals who interact in terms of how to behave is called a homophily attitude (Sokolova and Kefi, 2019). Homophily according to (Eyal and Rubin 2003), is a perception of the audience in seeing the similarities of an endorser who is admired by him, based on the same attitude as respect, respect and responsibility. Based on the research (Sokolova and Kefi 2020), attitude homophily is a determining factor for credibility because it refers to the perception of similarities between endorsers and followers which makes the information conveyed by endorsers have strong credibility in the eyes of their followers. People who are similar in appearance or thought can inspire confidence in the information given because the proposed solution can also work for the audience because of the similar Indonesia's geographical location, which has a tropical climate, makes the skin need protection and care.

Healthy and beautiful facial skin is an assessment of appearance for everyone who sees it, so that everyone will try to appear optimally by doing facial skin care in order to solve the problems experienced by the facial skin <sup>7</sup>. Based on data from a survey by Markplus, Inc, and Zap Clinic (2018), 76.8% of women in Indonesia feel that health, especially the health of the facial skin, is the most valuable thing to have.

Skincare is a series of facial treatments that can maintain the health and beauty of facial skin. Not only depends on the diet you eat, but you can also use skincare products to treat facial skin from the outside. Appearance and beauty are very important things, especially for women. Every woman certainly craves healthy, clean and glowing skin (Zakiya Sabdosih 2016)) Healthy and glowing skin is certainly not obtained instantly, one of which is the use of healthy skincare. Before deciding to buy skincare products, of course, prospective buyers have conducted a survey first to get information about the products to be purchased. Surveys conducted by prospective buyers usually see products through social media or market places, on social media or market places prospective buyers can see beauty products through beauty influencers so that they are more convincing to potential buyers. ties between the speaker and audience members (Levine and Valle 1975).The object of this research is female consumers who use MS Glow skincare products.

Ms Glow has been tested and certified by BPOM and also has a halal label from MUI so that its safety is guaranteed. Data from IBBA (2020), in terms of brand awareness, Ms Glow has become the Top Of Mind or the brand that is most remembered by consumers. Ms Glow also ranks first in the classification of best brands or brands that are considered the best by consumers. The problem that often occurs today is that some consumers only see a product based on its low price and direct effects. some consumers pay less attention to the quality of a product, they prefer products that are available and sold freely at lower prices and offer instant results. Consumers only see low prices without looking at the composition of the cosmetic raw materials, just because they want instant results. With this phenomenon, it is necessary to have information about a product that can be relied upon to choose a good quality and safe skin care product. The purpose of this study is to find out what factors need to be considered by business actors in marketing their products so that a person's purchase decision level becomes high. This increases the understanding of persuasion cues related to endorsers on social media. This article focuses on persuasion factors related to skincare products brought by beauty influencers, namely how beauty influencers, homophily relationships, beauty products affect purchasing decisions.

## **II. METHODS**

This research is a research with a quantitative approach. The population in this study amounted to 100 respondents using Ms Glow skincare. The sampling technique used was accidental sampling. This technique is to determine the sample based on chance, namely consumers who coincidentally meet with researchers and can then be used as samples. Sources of research data using primary data using a questionnaire. Data analysis conducted by researchers using PLS.

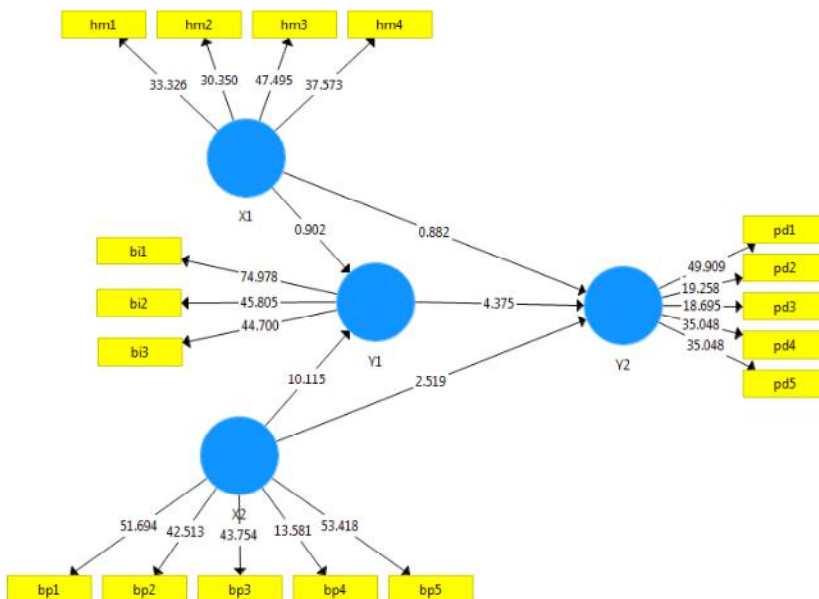
### III. RESULT AND DISCUSSION

This study has a population of users of Ms Glow skincare products in the city of Malang, amounting to 100 respondents. This study has the characteristics of respondents including 87% women and 13% men. These results show that not only women but men also need skin care. Most of the respondents in this study were students aged 20-25 years with an income level of <1,000,000. The research instrument can be said to be valid if the value of Sig.(2-tailed) of each research variable to the total variable is less than the level of research significance (Sig.(2-tailed) <= 0.05).

Based on the results of the validity test stating that all items measuring the research variables have an R-count that is greater than the R-table, it is stated that the research instrument is a questionnaire used to measure beauty influencers, homophily relationships, product quality and purchasing decision beauty. Ms Glow product in Malang City is valid or valid. The research instrument can be said to be a variable if the value of Cronbach's Alpha is known to be greater than 0.6. Based on the results of the reliability test, it is known that the Cronbach's Alpha value of each item that measures the research variables is greater than 0.6. This shows that the research instrument is a questionnaire that is used to measure beauty influencers, homophily relationships, beauty products and purchasing decisions for Ms Glow's beauty products in Malang City. Reliable or Consistent or Reliable.

As for the results of the PLS analysis, the structural model formed is presented in Figure 1. below.

Fig 1.Result of Theoretical Framework



Based on Figure 1. Structural Model, for the external model it is known that each item that measures a valid latent construct can be seen from the loading factor value which shows the correlation between indicators and constructs, mostly above 0.70 (Sarwono, 2014). However, this value can still be tolerated up to 0.50 and if the loading factor value is below 0.50 then the indicator must be removed from the analysis (Ghozali, 2015), because an indicator with a low loading value indicates that the indicator is not working. When viewed from the inner model, it is known that the R-Square value is 0.919. This means that 91.9% of purchasing decisions are explained by homophile, beauty products, and the influence of beauty. While the rest, 100% - 91.9% is explained by other exogenous constructs which were not considered in the study.

Based on the model, it is known that the path coefficient for the variable homophily value is 0.902 units in a positive direction. Homophily has no effect on beauty influencers. Thus, beauty influencer beauty products have a path coefficient of 10,115, which means that beauty really needs a beauty influencer to market MS Glow products. The increase in beauty influencers by 4,375 towards purchasing decisions, shows that when Ms. Glow uses beauty influencers for marketing, it will increase purchasing decisions.

#### **IV. CONCLUSION**

In recent years, many 'online' celebrity groups have sprung up, such as bloggers, vloggers, and celebgrams (Chahal, 2016). These people are famous through the use of online media such as Instagram, blogs, and YouTube (Djafarova and Rushworth, 2017; Nouri, 2018). Social media is one of the most effective marketing tools and has an unmatched value platform for both traditional celebrities and online celebrities (Chung and Cho, 2017). Social media has drastically changed the way consumers look for informational content about products and brands. Consumers read and view reviews on social media and view videos to gather information and recommendations in their pre-purchase decision process. There are many influencers on social media and some of these influencers can well present beauty products so that they can help with the company's marketing tools (Arora et al., 2019).

Beauty influencers have a strong influence on their followers (Gannon and Prothero, 2018). Beauty influencers bring information and special messages to their followers, to show that the beauty products they use have a great impact on skin health. They spread new things to social media users through YouTube and other social media channels. These novelties are shared and commented on by users, thereby increasing their informal influence in shaping attitudes and behavior, especially towards new products/services and brands. As celebrities, they influence brand awareness, brand attitudes, brand preferences, and purchasing decisions. The impact of celebrity endorsement, as a communication tool, has been studied extensively and many related theories and conceptual frameworks have been developed (<sup>8</sup>; Bergkvist and Zhou, 2016; Chung and Cho, 2017; Erdogan, 1999; McCracken, 1989).

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