



The Impact of Beauty Influencers on Local Brand Image

Rhania Shafa Ramadhani¹, Ratih Hasanah Sudradjat¹

¹Communication Science Study Program, Faculty of Communication and Social Sciences, Telkom University

*Corresponding Author: Rhania Shafa Ramadhani

E-mail: ratihhasanah@telkomuniversity.ac.id



Article Info

Article history:

Received 12 January 2025

Received in revised form 9

March 2025

Accepted 26 March 2025

Keywords:

Beauty Influencer

Brand Image

Bandung City

Regression

Abstract

This study aims to understand and analyze the influence of Beauty Influencers on the brand image of local products in the digital era. The research employs a quantitative approach using causality and survey methods, involving 100 respondents who are female consumers of the local brand Somethinc in Bandung City. The data was collected as primary data. Data analysis was conducted using simple linear regression, correlation coefficient, and determination coefficient methods, utilizing SPSS software. The results of the study indicate that Beauty Influencers have a significant impact on brand image. These findings emphasize that Beauty Influencers can have a positive impact on the brand image of the local brand Somethinc. This means that as the role of Beauty Influencers increases, the brand image will also improve. Conversely, if the influence of Beauty Influencers decreases, the brand image will also decline. The contribution of Beauty Influencers to the brand image is recorded at 60.1%.

Introduction

In the digital era, technological advances have changed people's behavioral patterns, including shopping activities, especially among Generation Z, where this generation is individuals born from 1997 to 2012 (Utamanyu & Darmastuti, 2022). The generation now ranging from teenagers to young adults is known to be very familiar with technology and has a high level of dependence on digital devices, such as smartphones and social media, to meet their daily needs, especially purchasing skincare products (Sari et al., 2020). Generation Z is starting to realize the importance of taking care of the health of their skin and face, so they will search for products that suit their needs (Jayanti et al., 2022). When shopping, Gen Z often utilizes digital platforms such as "e-commerce, marketplaces and social media" to search for product information, compare prices and make purchases. Social media, in particular, plays an important role as a major source of reference and inspiration, with beauty influencers being one of the parties who greatly influence their preferences and purchasing decisions (Utamanyu & Darmastuti, 2022). The use of digital by beauty influencers is a strategic opportunity to reach this audience, because the narratives built by influencers through creative content can help increase the positive image of local brands and attract the attention of Gen Z who tend to be open to new, innovative and value-oriented brands. often carried by local brands in this era (Juliyanto, 2024).

Influencers, who are often "content creators with large followings on social media, have the ability to influence consumer purchasing decisions through the content they create" (Purnama & Riofita, 2024). According to research, influencer marketing can improve brand image by building trust and credibility among their audience. The success of this strategy lies in how influencers can create an emotional connection with their followers, so that their

recommendations feel more authentic compared to traditional advertising (Abednego et al., 2021).

Marketing communication theory emphasizes the importance of the message conveyed to consumers. Marketing communications is a strategic effort that aims to convey messages to audiences, especially targeted market segments, to introduce the existence of a product on the market, encourage buying interest, and build positive and sustainable relationships with customers (Mardiyanto & Slamet, 2019; Okonkwo & Namkoisse, 2023; Audrezet et al., 2020; Zhou et al., 2021). In practice, marketing does not only focus on aspects of the product, pricing or distribution, but also focuses on effective ways of communicating the value and benefits of the product to the public. This process aims to create brand awareness, motivate purchases, and ultimately build customer loyalty (Priska et al., 2024). Communication marketing involves various methods, such as advertising, promotions, public relations, and digital media, which aim to reach audiences optimally. In today's digital era, marketing strategies are increasingly complex because they must consider customer interactions through social media, e-commerce platforms, as well as data analysis to adapt more personalized messages and relationships to customer needs. Companies can increase sales, strengthen brand image, and maintain long-term relationships with consumers through effective marketing communications (Mardiyanto & Slamet, 2019; Keller, 2013; Wijaya, 2013).

In this research, influencers play an important role as a liaison between brands and consumers, who not only convey information about products but also actively build positive perceptions, images and attitudes towards the brand. Through the use of social media platforms such as Instagram and TikTok, influencers have the ability to reach a wide and diverse audience, especially among Generation Z who are very active in the digital world. The influence of influencers is not only limited to delivering product reviews, but also to creating an emotional connection and trust with their followers, which ultimately influences purchasing decisions (Wardah & Albari, 2023). In the image of local brands, especially beauty products, influencers can play a strategic role in increasing brand awareness, strengthening product appeal, and encouraging customer loyalty through creative and authentic content (Adireja et al., 2024; Jide, 2022; Dewi & Novitasari, 2023).

In addition, good marketing communication capabilities such as interacting directly with the audience through comment features, private messages, or live broadcasts enable the creation of more personalized two-way communication, thereby strengthening the marketing impact. This makes influencers "one of the key elements in an effective modern digital marketing strategy" (Priska et al., 2024). The role of influencers has a significant influence on improving the image of a brand, this can be seen in several studies that have been conducted previously. Research conducted (Novierra, 2023) identified beauty influencer credibility as a key factor in building brand awareness, brand image, brand attitude, and purchase intention, but the scope was limited to Java. The second research was conducted by (Apsari & Maulana, 2024) shows that beauty influencers, product quality and halal labels contribute positively to local brands. This research states that beauty influencers will be a source of inspiration for consumers to purchase Brand Make Over products in 2023. Furthermore, the third research (Fahriza & Rukiyah, 2023) found that influencer communication has an emotional connection with the audience which can increase consumer trust in a brand. These three studies show that communication carried out by influencers can strengthen audience engagement and loyalty to the products being promoted.

Even though a lot of research has been conducted on the influence of marketing communications through influencers, there are still real symptoms in the field that show that not all local brands have succeeded in exploiting this potential. Some local brands face

challenges in reaching their audiences in an effective way, indicating a gap between theory and its application on the ground. Additionally, although influencers have great influence, not all influencers can be trusted by their audiences (Wardah & Albari, 2023). Meanwhile, according to (Shadrina & Sulistyanto, 2022) Beauty influencers are sometimes involved in scandals or controversies that can damage the image of the brands they represent. This shows that local brands need to be more careful in selecting influencers and ensure that they have values that align with the brand. Without proper selection, local brands risk losing consumer trust, which can have a negative impact on their image.

One of the well-known beauty influencers in Indonesia with more than 6.8 million followers on Instagram, plays an important role in expanding the marketing reach of the company's skincare products. With a large number of followers, the Influencer introduces skin care products to a wider audience. He provides honest reviews and product usage tutorials, creating an authentic and personal impression that builds consumer trust. This trend is increasingly relevant in modern marketing strategies, where consumers trust influencer recommendations more than conventional advertising. Influencers are valuable assets in strengthening the relationship between brand image and consumers (Kristaung et al., 2024).

One of the local brands that he often reviews is "Somethinc" with a superior product in the form of "Calm Down" moisturizer. Collaborating with the Influencer in promoting this product can be an effective strategy in the company's digital marketing. Somethinc is a local beauty brand that has earned a special place in the hearts of Indonesian consumers thanks to its high quality and continuously developing product innovation. This local brand is known for its formulations that are suitable for various skin types, as well as its commitment to safe and environmentally friendly ingredients, making it one of the favorite skincare brands in the local market (Dira & Muchlis, 2024).

With the Influencer's reputation as a trusted beauty influencer, her reviews and promotions can have a significant impact on brand awareness and consumer purchasing decisions. In addition, the Influencer's authentic and relatable communication style allows the brand to more easily connect with its target audience, making it an ideal choice to strengthen its product image in the skincare market. On May 9, 2024, the TikTok app recorded sales of over 76,000 units for the product "Something Calm Down." "The Influencer Approved" is included in the product as a watermark and has more than 15,000 positive reviews. "This success proves the effectiveness of collaboration with influencers and highlights the importance of authentic content in building consumer trust. With a very large number of reviews, this product proves that influencer-based marketing strategies can significantly increase sales while strengthening consumer loyalty" (Kristaung et al., 2024).

This fact encouraged researchers to "examine more deeply the influence of the Influencer in influencing decisions to purchase the Somethinc Calm Down moisturizer product." This research focuses on analyzing the impact of beauty influencer in improving the image of some local brands in the digital era, especially among Generation Z women in the city of Bandung. The novelty of this research lies in the quantitative approach that combines in-depth interviews with social media content analysis to understand consumer perceptions of local influencers and brands. This research also aims to provide recommendations for local brands in designing more effective marketing strategies by utilizing the power of influencer marketing. Thus, it is hoped that the results of this research can make a significant contribution to the development of the beauty industry, especially local brands in Indonesia.

Methods

Research Approach

The type of research used in this research is quantitative research. According to Sugiyono in (Waruwu, 2023), Quantitative methods are approaches that use numerical data and statistical analysis to test hypotheses and describe the phenomena being studied.

Population, Sample Size and Sampling Technique

The population that is the focus of this research is all generation Z women who live in the city of Bandung. The sampling technique used was simple random sampling, with the sample criteria being women "generation Z who were born between 1997 and 2012 and have purchased local skincare products Somethinc." Based on calculations using the Slovin formula, the number of samples obtained was 100 respondents. It is hoped that this sample selection can represent consumer characteristics that are relevant to the research focus.

Analysis Method

Data analysis methods used in this research include Validity Test, Reliability Test, Classic Assumption Test (including normality test, heteroscedasticity test, and autocorrelation test), multiple linear regression analysis, and F and t hypothesis tests. Apart from that, the correlation coefficient and coefficient of determination are also used to evaluate the relationship between variables. This approach allows comprehensive testing of model accuracy and data consistency, to ensure the validity and reliability of research results.

Analysis Techniques

Regression analysis is a method used to study the relationship between a dependent (dependent) variable and one or more independent (independent/explanatory) variables. According to Gozali in (Yusuf et al., 2024), The main purpose of this analysis is to estimate or predict the population average and the value of the dependent variable based on data from the known independent variables. "This method is often used to understand the influence of independent variables on dependent variables in various fields of research." The multiple linear regression analysis formula is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \dots + b_nX_n$$

Results and Discussion

This research examines the Impact of Beauty Influencers in Improving Local Brand Image in the Digital Era. The aim of this research is to determine the influence of beauty influencers on brand image in a case study of generation Z women in the city of Bandung. Data was collected through an online questionnaire using a Likert scale to measure several aspects, namely beauty influencers and the local brand image of Skincare Somethinc. The following are the results of each main indicator studied:

Table 1. Local Brand Skincare Brand Image Somethinc

	SA	A	N	DA	SD
P1	32	59	6	2	1
P2	41	47	3	8	1
P3	35	49	12	2	2
P4	29	63	4	1	3
P5	46	43	7	3	1
P6	45	46	6	2	1
P7	42	51	6	1	0
P8	40	52	7	1	0
P9	46	46	5	2	1

Total	356	456	56	22	10
Percentage	39,56	50,67	6,22	2,44	1,11

This table shows the level of brand image of the local skincare brand Somethinc in a case study of generation Z women in the city of Bandung. Based on the table above, it can be seen that the largest percentage is in the Agree (S) answer of 50.67%, while the smallest percentage is in the Strongly Disagree (STS) answer which is only 1.11%. Strongly Agree (SS) answers received a percentage of 39.56%, followed by Disagree (KS) answers with a percentage of 6.22%, and Disagree (TS) answers with 2.44%.

Validity and Reliability Test

Validity and reliability in this study use a confidence level of 95%, where $df = n - 2$. The n value in this study is 100, so the df value is 98. Furthermore, by using the r -table formula, the r -table value = 0.1966. Basis for Decision Making for Validity Test: (1) If r -count ≥ 0.1986 then the question item is valid. (2) If the r -count < 0.1966 then the question item is invalid. Basic Decision Making for Reliability Test: (1) If Cronbach Alpha ≥ 0.70 , then the data is reliable. (2) If Chronbach Alpha < 0.70 , then the data is not reliable.

Table 2. Validity Test

Instrument	R-count	Sig	R- table	Information
X.1	0,740	>	0,1966	Valid
X.2	0,791	>	0,1966	Valid
X.3	0,690	>	0,1966	Valid
X.4	0,714	>	0,1966	Valid
X.5	0,755	>	0,1966	Valid
Y.1	0,712	>	0,1966	Valid
Y.2	0,630	>	0,1966	Valid
Y.3	0,752	>	0,1966	Valid
Y.4	0,808	>	0,1966	Valid

Then, the Cronbach Alpha of the beauty influencer variable is $0.789 > 0.70$, and the Cronbach Alpha of the brand image variable is $0.701 > 0.70$. So all statements on the beauty influencer and brand image variables can be relied on. And to test classical assumptions on research data, it is said to meet the assumptions if the assumptions of normality, multicollinearity and heteroscedasticity are met. In the results of this research, all classical assumptions are met, so that linear regression tests can be carried out.

Descriptive Analysis

Table 3. Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 20 years	55	55.0	55.0	55.0
	21 - 25 years	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

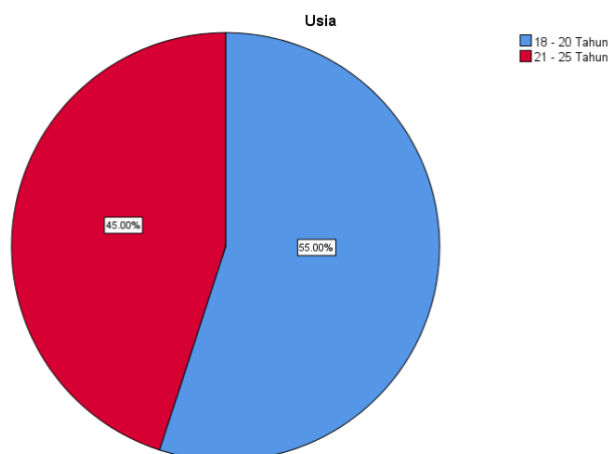


Figure 3. Percentage of Age of Respondents

Based on the results above, it shows that the highest frequency is at the age of respondents 18 - 20 years, namely 55 respondents (55%), while at the age of 21 - 25 years, there are 45 respondents (45%).

Simple Regression Analysis

The Influence of Beauty Influencers on Brand Image

The research results show the following calculations: The multiple linear regression equation is used as an analytical tool to understand how the dependent variable is influenced by two or more independent variables. Based on the output from SPSS, the following multiple linear regression equation is obtained:

$$Y = 6,295 + 0,526X$$

A constant value of 6.295 indicates that if the Beauty Influencer variable has no influence (value 0), then the brand image remains at the level of 6.295. Meanwhile, the regression coefficient value of 0.526 shows that "every one unit increase in the Beauty Influencer variable will increase the brand image by 0.526. Conversely, every one unit decrease in this variable will reduce the brand image by the same value, namely 0.526." This indicates that "Beauty Influencers have a significant linear relationship with brand image, so their existence can be a key factor in a company's marketing strategy."

The SPSS calculation results show a correlation value (R) of 0.775, which indicates a close relationship between the Beauty Influencer variable and brand image. This value is included in the strong category, indicating that the better the role or influence of a Beauty Influencer, the higher the brand image created. This strong relationship underlines the importance of collaboration strategies with Beauty Influencers in building positive perceptions of the brand in the eyes of consumers. Thus, the success of Beauty Influencers in attracting audience attention can directly increase the brand image value in the market.

Based on SPSS output, the R-Square value is 0.601 or 60.1%, indicating that Beauty Influencers have an influence of 60.1% on brand image, while the remaining 39.9% is influenced by other variables not included in the model. The significance value of F is 0.000 (< 0.05) and F-count is 146.633 (> 3.94) indicating that "H0 is rejected and Ha is accepted, which means that Beauty Influencers have a significant influence on brand image." This indicates that the more targeted and effective the Beauty Influencer's role is, the more the brand image will improve. In other words, strategic collaboration with relevant Beauty Influencers can be an important key to strengthening a brand in a competitive market.

The next test is to test the effect and significance test by comparing the t-table and t-count values. The calculation results give a t-count = 12.150 and t-table = 1.98447 ($\alpha = 5\%$) so the t-count value is greater than the t-table or $12.150 > 1.98447$ or can be seen from the significance value of $t = 0.000$ which is smaller than 0.05 (α value = 5%). Thus "H₀ is rejected, H_a is accepted, which means that Beauty Influencers have a significant influence on Brand Image. So if Beauty Influencers are implemented right on target, it will improve Brand Image."

Conclusion

Based on the results of research that has been conducted relating to Beauty Influencers and Local Brand Image (Skincare Something) in the Digital Era in the Case Study of Generation Z Women in Bandung City. So, the conclusion is that there is a significant influence of Beauty Influencers on Brand Image in the Digital Era. This means that Beauty Influencer can have a positive impact on Somethinc's Local Brand Image. So, if Beauty Influencers increase, the brand image will improve. On the other hand, if Beauty Influencers decrease, the brand image will decrease. The influence that Beauty Influencers have on Brand Image is 60.1%.

References

- Abednego, F. A., Kuswoyo, C., Cen Lu, & Wijaya, G. E. (2021). Analisis pemilihan social media influencer Instagram pada Generasi Y dan Generasi Z di Bandung. *JRB - Jurnal Riset Bisnis*, 5(1), 57–73. <https://doi.org/10.35814/jrb.v5i1.2558>
- Adireja, M. H., Barkah, C. S., & Novel, N. J. A. (2024). Implementasi strategi influencer marketing untuk membangun brand awareness di industri skincare pria. *Jurnal Indonesia: Manajemen Informatika dan Komunikasi*, 5(3), 2976–2983. <http://dx.doi.org/10.35870/jimik.v5i3.952>
- Apsari, A. P., & Maulana, A. (2024). Pengaruh beauty influencer dan kualitas produk terhadap keputusan pembelian brand Make Over tahun 2023. *Jurnal Ilmiah Wahana Pendidikan*, 10(4), 29–40. <https://doi.org/10.5281/zenodo.10499134>
- Audrezet, A., De Kerviler, G., & Moulard, J. G. (2020). Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of business research*, 117, 557-569. <http://dx.doi.org/10.1016/j.jbusres.2018.07.008>
- Dewi, A. C., & Novitasari, P. (2023). Enhancing of Purchase Intention: The Role of Social Media Influencer and Brand Awareness. *Jurnal Ekonomi Bisnis Dan Kewirausahaan*, 16-25. <https://doi.org/10.47942/iab.v12i2.1468>
- Dira, A. F. A., & Muchlis, M. M. (2024). Analisis cara kerja beauty influencer Tasya Farasya dengan Shopee Affiliate (Hukum Ekonomi Syariah). *Jurnal Nuansa: Publikasi Ilmu Manajemen dan Ekonomi Syariah*, 2(1), 223–230. <https://doi.org/10.61132/nuansa.v2i1.782>
- Fahriza, V., & Rukiyah. (2023). Pengaruh beauty content marketing pada media sosial Instagram terhadap kemampuan literasi media siswa SMA DKI. *Anuva: Jurnal Kajian Budaya, Perpustakaan, dan Informasi*, 7(3), 403–418. <https://doi.org/10.14710/anuva.7.3.403-418>
- Jayanti, D. C. S., Paramita, D. R. A., Maulani, D., & Handoyo, K. J. (2022). Tingkat pengetahuan Generasi Z tentang penggunaan skincare. *Jurnal Ilmiah Farmasi*, 5(2), 21–26. <https://doi.org/10.53864/jifakfar.v5i2.107>

- Jide, O. T. (2022). *Social Media Influencer Marketing: Impact on Perceived Authenticity, Trust, and Purchase Intention Amongst Female Cosmetic Consumers in Nigeria* (Doctoral dissertation, Dublin, National College of Ireland).
- Juliyanto, M. S. (2024). Menggali Potensi Strategi Influencer Untuk Membangun Citra Yang Berkelanjutan. *Jurnal Multidisiplin Ilmu Akademik*, 1(3), 256-262. <https://doi.org/10.61722/jmia.v1i3.1415>
- Keller, K. L. (2013). Building strong brands in a modern marketing communications environment. In *The evolution of integrated marketing communications* (pp. 65-81). Routledge. <http://dx.doi.org/10.1080/13527260902757530>
- Kristaung, R., Said, S. R., & Yasir, R. A. (2024). Pengaruh Tasya Farasya: Menganalisis pengambilan keputusan pembelian produk pelembap Somethinc Calm Down. *Jurnal Review Pendidikan dan Pengajaran*, 7(3), 8390-8396. <https://doi.org/10.31004/innovative.v4i3.11224>
- Mardiyanto, D., & Slamet, G. (2019). Analisis strategi komunikasi pemasaran merchandise di Kedai Digital 8 Solo (Studi kasus strategi komunikasi pemasaran). *Edunomika*, 3(1), 60-66. <https://doi.org/10.29040/jie.v3i01.470>
- Novierra, D. S. (2023). Pengaruh beauty influencer terhadap brand awareness, brand image, brand attitude, dan purchase intention beauty product lokal Indonesia. *Jurnal Manajerial*, 10(3), 480-497. <http://dx.doi.org/10.30587/jurnalmanajerial.v10i03.6311>
- Okonkwo, I., & Namkoisse, E. (2023). The role of influencer marketing in building authentic brand relationships online. *Journal of Digital Marketing and Communication*, 3(2), 81-90. <http://dx.doi.org/10.53623/jdmc.v3i2.350>
- Priska, A., Waruwu, H. G. E. N., Sihite, J. R. S., & Zaky, M. (2024). Strategi komunikasi pemasaran pada Prasecond dalam meningkatkan penjualan. *Kampus Akademik Publishing*, 2(5), 207-219. <https://doi.org/10.61722/jssr.v2i5.2638>
- Purnama, I., & Riofita, H. (2024). Pengaruh influencer marketing dalam strategi pemasaran sebuah brand melalui video pendek di TikTok. *Jurnal Pendidikan Tambusai*, 8(3), 43129-43133.
- Sari, I. P., Ifdil, I., & Yendi, F. M. (2020). Konsep nomophobia pada remaja Generasi Z. *JRTI - Jurnal Riset Tindakan Indonesia*, 5(1), 21-26. <http://dx.doi.org/10.29210/3003414000>
- Shadrina, R. N., & Sulistyanto, Y. (2022). Analysis of the Influence of Content Marketing, Influencers, and Social Media on Consumer Purchasing Decisions (Study on Instagram and TikTok Users in Magelang City). *Diponegoro Journal of Management*, 11(1).
- Utamanyu, R. A., & Darmastuti, R. (2022). Budaya belanja online Generasi Z dan Generasi Milenial di Jawa Tengah (Studi kasus produk kecantikan di online shop Beauty by ASAME). *Scriptura*, 12(1), 58-71. <https://doi.org/10.9744/scriptura.12.1.58-71>
- Wardah, F., & Albari. (2023). Analisis pengaruh influencer terhadap minat beli konsumen pada perusahaan JavaMifi. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, 2(3), 188-205.

- Waruwu, M. (2023). Pendekatan penelitian pendidikan: Metode penelitian kualitatif, metode penelitian kuantitatif, dan metode penelitian kombinasi mixed method. *Jurnal Pendidikan Tambusai*, 7(1), 2896–2910. <https://doi.org/10.31004/jptam.v7i1.6187>
- Wijaya, B. S. (2013). Dimensions of brand image: A conceptual review from the perspective of brand communication. *European Journal of Business and Management*, 5(31), 55-65.
- Yusuf, M. A., Herman, Trisnawati, Abraham, A., & Rukmana, H. (2024). Analisis regresi linier sederhana dan berganda beserta penerapannya. *Journal on Education*, 6(2), 13331–13344.
- Zhou, S., Blazquez, M., McCormick, H., & Barnes, L. (2021). How social media influencers' narrative strategies benefit cultivating influencer marketing: Tackling issues of cultural barriers, commercialised content, and sponsorship disclosure. *Journal of Business Research*, 134, 122-142. <https://doi.org/10.1016/j.jbusres.2021.05.011>