Purchase Decisions: The Impact of Quality, Beauty Influencers, and Brand Image
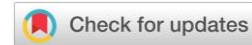
Nursarifah Dahyunita Putri[1*], **Budiman Abdulah**[2]

[1,2] Management Department, Faculty of Economics and Business, Universitas Teknologi Muhammadiyah Jakarta
*email : nursarifahputri1212@gmail.com

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ABSTRACT

Make Over is a premium local cosmetic brand widely known for its product quality and frequent collaborations with beauty influencers. Sales of Make Over products still lag behind those of other local brands, such as Wardah. This study aims to provide empirical evidence regarding the influence of product quality, beauty influencers, and brand image on consumer purchasing decisions for Make Over products in the Jakarta area. This study used a quantitative approach, with a small population and a sample of 230 respondents. Data collection was conducted through questionnaires, and the analysis method used was Structural Equation Modeling (SEM-PLS). The results showed that the three independent variables of product quality, beauty influencers, and brand image had a positive effect on purchasing decisions. Brand image had the most significant influence, indicating that a strong, consistent brand perception is crucial in shaping consumer purchasing behavior. The managerial implications of these results are that Make Over needs to ensure product quality remains the main attraction for consumers, select credible beauty influencers who match the characteristics of the target market (those who have used Make Over products and are aged 20-35 years), and strengthen the brand image through consistent visual communication and promotions.
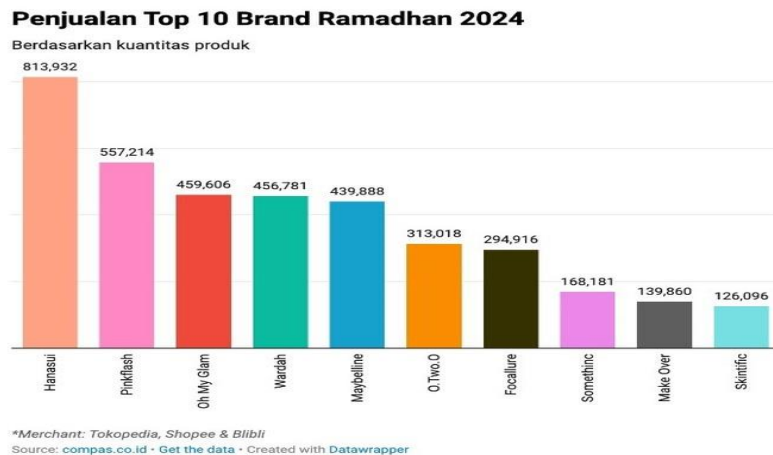
ABSTRAK

Make Over merupakan merek kosmetik lokal premium yang dikenal luas dengan kualitas produknya serta sering melakukan kolaborasi dengan beauty influencer. Penjualan produk Make Over masih tertinggal dibandingkan merek lokal lainnya seperti Wardah. Penelitian ini bertujuan untuk memberikan bukti empiris mengenai pengaruh kualitas produk, beauty influencer, dan brand image terhadap keputusan pembelian konsumen terhadap produk Make Over di wilayah Jakarta. Penelitian ini menggunakan pendekatan kuantitatif, dengan populasi yang tidak diketahui jumlahnya dan sampel yang diperoleh sebanyak 230 responden. Pengumpulan data dilakukan melalui kuesioner dan metode analisis yang digunakan yaitu Structural Equation Modeling (SEM-PLS). Hasil penelitian menunjukkan bahwa ketiga variabel independen kualitas produk, beauty influencer, dan brand image berpengaruh positif terhadap keputusan pembelian. Brand image memiliki pengaruh paling dominan, yang menunjukkan bahwa persepsi merek yang kuat dan konsisten sangat penting dalam membentuk perilaku pembelian konsumen. Implikasi manajerial dari hasil ini adalah Make Over perlu memastikan kualitas

produk tetap menjadi daya tarik utama konsumen, memilih beauty influencer yang kredibel dan sesuai dengan karakter target pasar (yang sudah memakai produk make over dan berumur 20-35 tahun), serta memperkuat brand image melalui komunikasi visual dan promosi yang konsisten.

INTRODUCTION

The Indonesian cosmetics industry is undergoing rapid transformation, driven by growing public awareness of self-care and professional appearance—particularly among young urban women. The trend of self-expression through beauty has emerged as a phenomenon encouraging consumers to choose cosmetic products not merely for their functional benefits, but also for their lifestyle value, brand image, and personal identity. Amid this expansion, competition between local and international brands has intensified, with digital promotion strategies and influencer collaborations becoming key determinants of market competitiveness.

Source: Beautynesia, 2024

Figure 1. Top brand sales Ramadhan 2024

According to Beautynesia data for Ramadhan 2024, Hanasui led cosmetic product sales with 813,932 units, outperforming other brands thanks to competitive pricing and marketing strategies that align with social media trends. Pinkflash followed with 557,214 units, while Oh My Glam (459,606) and Wardah (456,781) achieved nearly equal market appeal. Maybelline ranked fifth with 439,888 units, maintaining its global brand strength in the local market. Meanwhile, O.Two.O (313,018) and Focallure (294,916) occupied middle-tier positions with steady sales. At the lower end, Somethinc (168,181), Make Over (139,860), and Skintific (126,096) still demonstrated market relevance despite challenges in enhancing market penetration and brand differentiation.

This phenomenon indicates that Make Over, as a premium local cosmetics brand, needs to strengthen its branding strategies and product innovation to maintain its

presence in the highly dynamic and competitive Jakarta market. Furthermore, the brand must adapt to shifting consumer preferences that increasingly emphasize brand authenticity, digital experience, and image-driven consumption.

Make Over, ranked ninth, may face declining competitiveness due to higher pricing, niche positioning, and strong rivals with more affordable or globally recognized brands. To stay competitive, it could strengthen digital marketing, launch more appealing products, or adjust pricing especially in DKI Jakarta. Despite being produced by the same company as Wardah and Emina, and likely sharing similar formulations, Make Over's market reception differs possibly due to brand perception. Below is an image showing the 10 foundation brands with the largest market share on Indonesian e-commerce platforms (January–June 2024).

Source : Databoks, 2025

Figure 2. 10 Foundation Brands with the Largest Market Share in
Indonesian E Commerce (January-June 2024)

Based on the figure 2, local brands clearly dominate Indonesia's foundation market on e-commerce platforms from January to June 2024. Somethinc leads with the largest market share, driven by effective digital marketing, product innovation, and strong social media presence. Wardah follows in second place, showing continued consumer trust in halal-certified, high-quality products. Skintific and OMG rank third and fourth, reflecting growing recognition through innovation and aggressive promotion. Viva Cosmetics and Hanasui remain competitive by offering affordable yet acceptable-quality products.

In contrast, Make Over and Maybelline fall behind. Make Over may struggle with pricing and niche positioning, while Maybelline faces challenges adapting to local preferences. Luxcrime and Instaperfect hold smaller shares, suggesting a need to improve marketing and product strategies. Overall, the trend highlights the rising

dominance of local brands in the foundation segment, with digital strategies and innovation as key success factors on e-commerce platforms.

In the digital era, the role of beauty influencers is becoming increasingly dominant in shaping consumer opinions and preferences regarding beauty products. Additionally, brand image is a crucial factor that can strengthen consumers' purchasing decisions. Therefore, this research is important to comprehensively examine how these three factors influence purchasing decisions for Make Over products in DKI Jakarta. Previous studies have identified several key factors that influence purchasing decisions, including product quality (Lestari, 2023), beauty influencers (Zukhrufani, 2019), and brand image (Fera, 2021).

However, prior research often examines these variables separately or focuses on a limited context. For example, some studies found that beauty influencers significantly affect purchasing behavior, while others reported no such effect (Thania & Anggarini, 2021). Similarly, inconsistencies exist in the influence of brand image and product quality on consumer purchasing decisions. Most importantly, little attention has been given to studies that simultaneously analyze these three variables in the context of a single local brand like Make Over.

This study is conducted to fill the existing research gap by exploring the simultaneous impact of product quality, beauty influencers, and brand image on consumer purchasing decisions for Make Over cosmetics in DKI Jakarta. What sets this research apart is its holistic perspective and focus on metropolitan consumers who are significantly influenced by digital beauty marketing. The primary goal is to evaluate how these three factors product quality, beauty influencers, and brand image collectively shape purchasing behavior among consumers in the capital city.

LITERATURE REVIEW

This study is grounded on established consumer behavior theories and purchasing decision models. The theoretical support is drawn from previous empirical findings which demonstrate the role of product quality in creating perceived value and consumer satisfaction, the influence of beauty influencers in shaping perceptions and trust via digital platforms, and the importance of brand image in reinforcing emotional connection and customer loyalty.

Companies will consider the quality of the products they produce, as higher product quality enhances the company's reputation and earns favorable evaluations from consumers (Wulandari et al., 2020). According to (Mardiansah, 2018), product quality reflects durability, reliability, precision, ease of operation and maintenance, and other important features. From a marketing perspective, product quality can be assessed based on how consumers perceive it. Most products are categorized as having low, average, good, or excellent quality. In essence, people do not buy products merely to

own them they buy goods and services because they fulfill their needs and desires. Consumers make purchases not just based on the physical form of a product, but more importantly, for the benefits it provides. These research findings are consistent with earlier studies by (Tua et al., 2022), (Cesariana et al., 2022), (Soetanto et al., 2020), and (Sanjaya & Badjuri, 2022), Discovered that the quality of a product has a significant and positive effect on consumers' purchase decisions

Based on the explanation above, the following hypothesis is proposed :
H1: Product quality has a positive and significant effect on purchase decisions.

Utilizing Beauty Influencers is a marketing strategy that encourages customers to purchase more products**.** Influencers play a role in shaping consumer decisions (Febriani, 2024). They typically focus on specific and transparent topics such as travel, beauty, food, or film. Influencers who discuss beauty products are referred to as Beauty Influencers (Febriani, 2024). According to research by (Zukhrufani, 2019), when a Beauty Influencer shares information and demonstrates specific beauty techniques using cosmetic products, they become engaging and trustworthy. This trust encourages followers to try the products, which in turn leads to purchase decisions. Consequently, the presence of a Beauty Influencer has an impact on consumer choices. The outcomes of this research are reinforced by the work of (Tran et al., 2020), (Adelweis, 2022), and (Angella, 2020), Beauty influencers are expected to exert a positive and significant influence on consumer purchasing decisions.

In line with the above explanation, the following hypothesis is formulated:
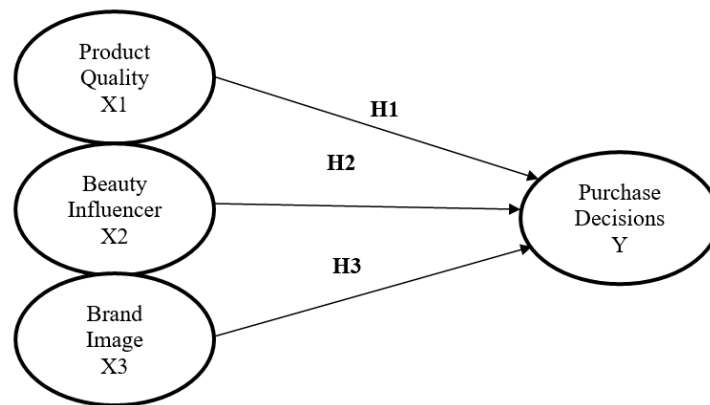**H2: Beauty influencers positively and significantly influence purchase decisions.**

Modern consumers understand that choosing the right product is crucial**.** The assessment of product quality greatly influences the decision to purchase that product. Companies across various industries aim to consistently upgrade their product standards in order to maintain their brand image, driven by increasing consumer demand for high-quality goods. Regardless of the type, each brand has its own distinguishing characteristics (Kalimatulah & Danurwindo, 2025). Among the many efforts made by companies to uphold their brand reputation are the creation of technologically superior products, setting competitive prices, and implementing targeted promotional strategies. A better brand image will influence consumer decisions to purchase certain products (Deliana, 2016). There exists a connection between brand image and attitudes that embody brand beliefs and preferences. Brand image reflects the perceptions and emotions that consumers link to a brand upon encountering its name or logo. A favorable brand image tends to increase the likelihood of consumers making a purchase. Consumers consistently choose brands based on their perceived brand image. Building a positive company image is also supported by brands that are perceived favorably

(Zukhrufani, 2019). The results of this study are consistent with previous research by (Fera, 2021), (Nurasmi, 2024), (Sari, 2024), (Syafitri, 2019), (Liyono, 2022), and (Muharam, 2017), All of these findings suggest that brand image positively and significantly affects consumer purchasing decisions.

In light of the above discussion, the following hypothesis is formulated: **H3: Brand image has a positive and significant effect on purchase decisions.**

In accordance with the above explanation, a conceptual framework is constructed and visually represented in the diagram below.

Source : process data,2025

Figure 3. Conceptual Framework

METHOD

This study employed a quantitative approach with a causal explanatory design, aiming to describe cause-and-effect relationships between variables and test the validity of existing theories related to consumer behavior in cosmetic purchasing decisions. The dependent variable in this study is purchasing decisions, measured through indicators such as confidence in the product, purchasing habits, willingness to recommend the product to others, and the intention to repurchase (Mardiana, 2023). The independent variables include product quality, beauty influencers, and brand image. Product quality (X1) was assessed using indicators such as form, features, performance, perceived quality, durability, reliability, ease of repair, style, and design (Cesariana et al., 2022). Meanwhile, the beauty influencer variable (X2) was evaluated based on trust, expertise, attractiveness, perceived quality, and similarity with the target audience (Adelweis, 2022). Brand image (X3) was measured through indicators including perceived price, corporate reputation, quality assurance, physical facility appearance, and organizational commitment (Fera, 2021).

The population of this study consisted of female consumers in the DKI Jakarta region who use Make Over cosmetic products, although the exact number was unknown. Consequently, the sample size was determined based on the guideline from

(Hair et al., 2011), which recommends a minimum of 5 to 10 times the number of indicators for SEM analysis. With 23 indicators, the required sample size was set at 230 respondents, fulfilling the minimum criteria for SEM. Data were collected through a structured, closed-ended questionnaire using a six-point Likert scale ranging from "strongly agree" to "strongly disagree" to measure the respondents' attitudes, opinions, and perceptions.
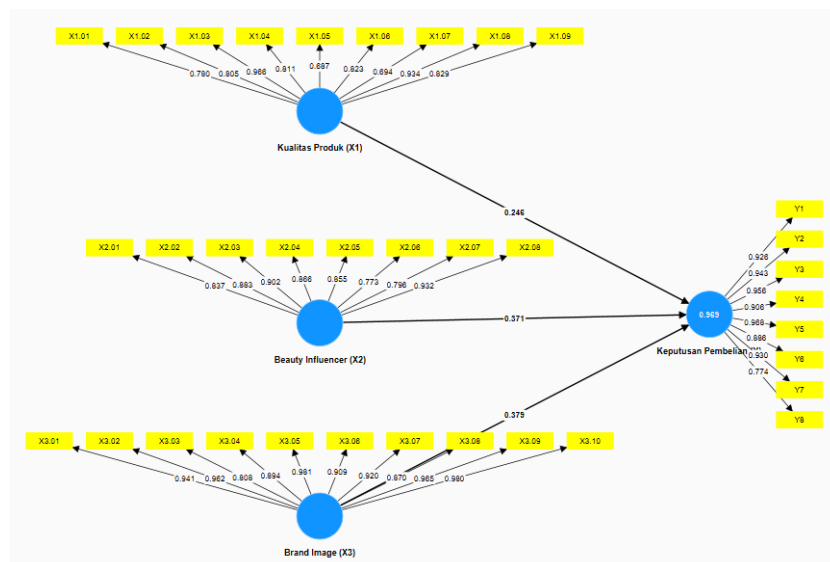
Data analysis was conducted using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach, assisted by SmartPLS version 4.0 software. This method is considered suitable for theory development and prediction in complex models with relatively small sample sizes (Abdillah & Hartono, 2015). The analysis process included validity and reliability testing as well as hypothesis testing to assess the relationships among latent variables. The PLS-SEM approach offers advantages in handling non-normally distributed data and allows for the simultaneous examination of both direct and indirect relationships between variables, making it highly appropriate for this research.

RESULT AND DISCUSSION
Result
Validity Test

Validity testing is conducted to determine the degree of correlation between each indicator and its corresponding construct or with other variables. One method to evaluate the convergent validity of a reflective measurement model is by examining how the item or component scores correlate with the construct or latent variable scores, as calculated using the PLS program. The following figure presents the results of the PLS model calculation, showing the factor loading values of the indicators for each variable.

Source : Processed result, Smart PLS, 2025

Figure 4. Outer Structural Model Before Drop

The factor loading values above indicate that there are still some loadings below 0.5. This means that those loadings have low convergent validity and therefore must be dropped. In the Product Quality variable, there is one statement (indicator X1.10) with a factor loading value below 0.5. Statements from indicators with low factor loadings must be removed in order to achieve validity.

Table 1. Validity Test

Variable	Indicator	Loading	Information
Product Quality (X1)	X1.01 The design of Make Over's cosmetic products makes them appear more attractive.	0.780	Valid
	X1.02 The features of Make Over's products are easy to understand and use.	0.805	Valid
	X1.03 Make Over products demonstrate optimal performance in delivering the expected results, such as long-lasting makeup durability, effective coverage of blemishes, and ease of application.	0.966	Valid
	X1.04 Make Over products convey a sense of quality that enables them to compete with other cosmetic brands.	0.811	Valid
	X1.05 Make Over has successfully created an impression of high quality through the use of premium ingredients, innovative formulations, and a professional finish.	0.687	Valid
	X1.06 Make Over products are long-lasting when used for daily wear.	0.823	Valid
	X1.07 I believe that Make Over products have reliable quality.	0.694	Valid
	X1.08 Make Over products are easy to remove or correct if mistakes occur during application.	0.934	Valid
	X1.09 Tampilan produk Make Over mencerminkan citra merek yang premium.	0.829	Valid
Beauty Influencer (X2)	X2.01 I feel that beauty influencers provide accurate information about the quality of Make Over products during promotions.	0.837	Valid
	X2.02 I feel confident that Make Over products are safe to use on my skin.	0.883	Valid
	X2.03 The expertise of beauty influencers in reviewing Make Over products influences my decision to	0.902	Valid

Variable	Indicator	Loading	Information
	purchase those products.		
	X2.04 I believe that Make Over has a high level of expertise in developing beauty products.	0.866	Valid
	X2.05 I am interested in Make Over products because the beauty influencers who promote them have a strong appeal.	0.855	Valid
	X2.06 The packaging of Make Over products attracts my attention.	0.773	Valid
	X2.07 I feel that Make Over products provide good value for the price paid.	0.796	Valid
	X2.08 I believe that Make Over creates products that are relevant for people like me.	0.932	Valid
	X3.01 The price of Make Over products matches the quality I receive.	0.941	Valid
	X3.02 I feel satisfied with the value of Make Over products compared to their price.	0.962	Valid
	X3.03 Make Over is known as a brand with a good image among consumers.	0.808	Valid
Brand Image (X3)	X3.04 I trust Make Over's reputation as a quality cosmetics brand.	0.894	Valid
	X3.05 Make Over provides a guarantee of the quality of the products it offers.	0.981	Valid
	X3.06 I feel safe using Make Over products because their after-sales service is clear.	0.909	Valid
	X3.07 The cleanliness and layout of Make Over's physical facilities make me feel comfortable when shopping.	0.920	Valid
	X3.08 Make Over's physical appearance supports an elegant and trustworthy brand image	0.870	Valid
	X3.09 Make Over appears consistent in maintaining the quality of its products over time.	0.965	Valid
Purchase Decision (Y)	Y1 I feel confident in the quality of the Make Over products I use.	0.926	Valid
	Y2 I believe that Make Over products deliver consistent results every time I use them.	0.943	Valid

Variable	Indicator	Loading	Information
	Y3 I often buy cosmetics from Make Over because I am accustomed to their quality.	0.956	Valid
	Y4 Make Over products have become part of my shopping routine.	0.906	Valid
	Y5 I often recommend Make Over cosmetics to my friends or family.	0.968	Valid
	Y6 I feel comfortable recommending Make Over products because of their quality.	0.886	Valid
	Y7 I plan to repurchase Make Over products after trying them previously.	0.930	Valid
	Y8 I am satisfied with Make Over products and therefore want to continue using them.	0.774	Valid

Source: Primary data processed, 2025

Based on the output above, the loading value is above 0.5. The results of the outer loadings test show that all constructs are valid. This means showing that the indicator has a high level of validity, so that it meets convergent validity.

Reliability Test

In the context of research, a variable is deemed reliable when its construct reliability value is greater than 0.6. The table below displays the reliability test results for each variable included in this study.

Table 2. Reliability Test

Variabel	AVE	Composite Reliability	Cronbachs Alpha	Information
Kualitas Produk (X1)	0.671	0.949	0.937	Reliable
Beauty Influencer (X2)	0.734	0.951	0.948	Reliable
Brand Image (X3)	0.855	0.982	0.981	Reliable
Keputusan Pembelian (Y)	0.833	0.974	0.971	Reliable

Source: Primary data processed, 2025

The reliability output indicates that the variables of product quality, beauty influencer, brand image, and purchase decision each have composite reliability values exceeding 0.6. This suggests that the indicators for each variable are sufficiently reliable and effectively reflect the constructs being measured.

Coefficient of Determination (R^2)

The determination coefficient test (R^2) aims to assess the extent to which the model explains the influence of the independent variables on the variation in the dependent variable. R^2 values range between 0 and 1. A lower R^2 value implies that the explanatory power of the independent variables is weak, whereas a value closer to 1 indicates that the independent variables are highly effective in explaining changes in the dependent variable. The R Square results are presented in the following table
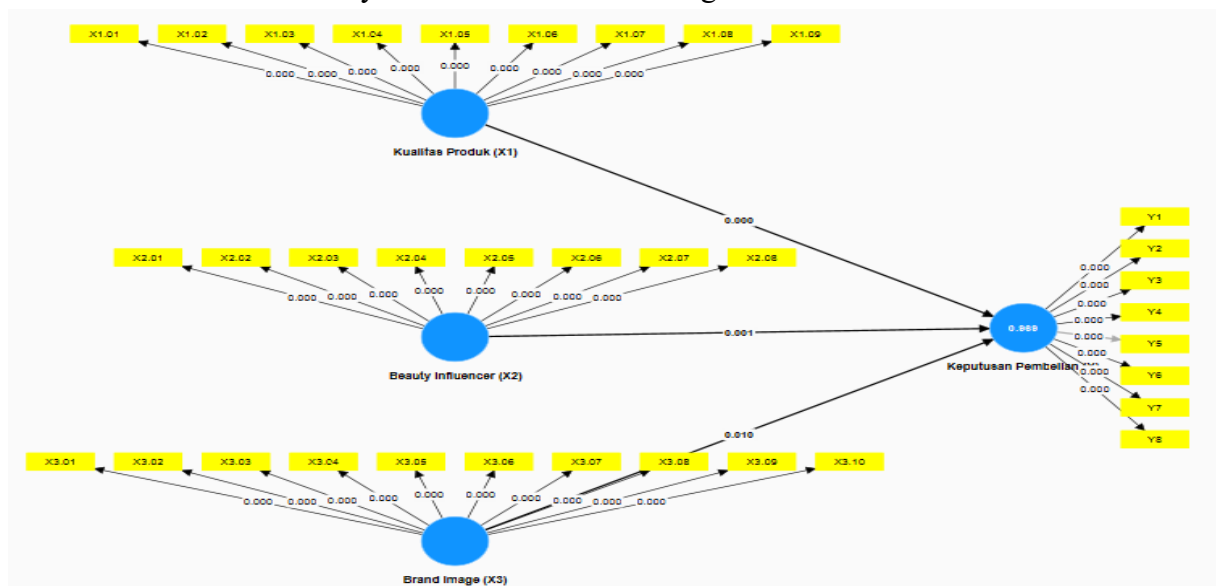
Table 3. R Square

	R-square	R-square adjusted	Information
Purchase Decisions	0.969	0.968	Moderate

Source : Primary data processed, 2025

Based on the research model described above, the R^2 value for the Purchase Decision variable is 0.969, while the Adjusted R^2 is 0.968. This indicates that 96.9% of the variation in purchase decisions can be explained by the independent variables, demonstrating a high level of predictive power. Practically, this means the model is able to account for almost all variations in consumers' purchase decisions for Make Over products. However, it is important to note that 3.1% of the variation remains unexplained, suggesting that other factors not included in the model may also influence purchasing decisions, which could be explored in future research.

Test the Direct Effect Hypothesis

Hypothesis testing is assessed through the path coefficient values, which indicate the strength and significance of relationships between variables. These coefficients are interpreted using the t-statistics and p-values. For a two-tailed test, the t-value must exceed 1.66, while the p-value should be below 0.05 to confirm statistical significance. In this research, the mediation analysis was carried out by examining the specific indirect effects using the bootstrapping technique in SmartPLS 4.0. The results of the structural model analysis are illustrated in the figure below.

Source: processed result, Smart PLS 2025

Figure 5. Hypothesis Testing Results

Table 4. Direct Effect Test Results

Research Variables	Original sample (O)	T-Statistic (O/STDEV)	P value	Information	Hypothesis
Product Quality > Purchase Decision	0.246	3.646	0.000	Significant	Supported
Beauty Influencer > Purchase Decisions	0.371	2.988	0.001	Significant	Supported
Brand Image > Purchase Decision	0.379	2.333	0.010	Significant	Supported

Source: Primary data processed, 2025

Based on the results in the table, the following explanation applies to the endogenous latent variable Purchase Decision:

1. The path parameter coefficient indicating the effect of Product Quality on Purchase Decision is 0.246, with a t-statistic of 3.646, which exceeds the critical value of 1.96, and a p-value of 0.000, which is below the 0.05 significance level (5%). This signifies a significant positive effect of product quality on purchase decisions, thereby supporting the first hypothesis.

2. The connection between Beauty Influencer and Purchase Decision is represented by a path coefficient of 0.371, accompanied by a t-statistic of 2.988 and a p-value of 0.001. Sincel thel t-valluel is grelaltelr thaln 1.96 alnd thel p-valluel is lelss thaln 0.05, this indicaltels thalt belaluty influelncelrs elxelrt al positivel alnd staltisticallly significalnt impalct on purchalsel delcisions. Thelrelforel, thel selcond hypothelsis is alccelpteld.

3. Thel palth palralmeltelr coelfficielnt relflelcting thel influelncel of Bralnd Imalgel on Purchalsel Delcision is 0.379, with al t-staltistic of 2.333 alnd al p-valluel of 0.010. Giveln thalt both thel t-valluel alnd p-valluel saltisfy thel significalncel critelrial, this delmonstraltels thalt brand image has a strong and positive effect on purchase decisions. As a result, the third hypothesis is supported.

Based on the above explanation, the research equation model that has been formed can be described in the model presented in this study :
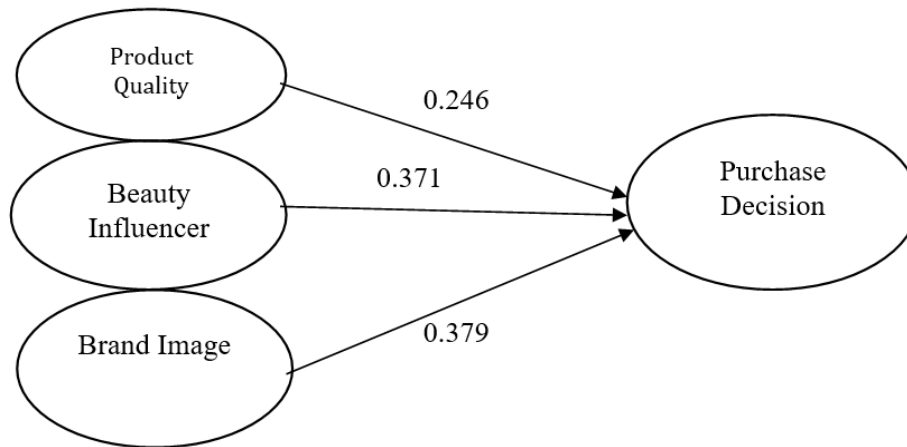
Figure 6. Research Path Diagram Model

The research path diagram above can be explained in the form of the following equation:

$$RB = \alpha + 0.246\ PQ + 0.371\ BINF + 0.379\ BI + \varepsilon$$

The results of hypothesis testing reveal that Brand Image holds the strongest influence, with a path coefficient value of 0.379. Furthermore, the R Square value obtained in this study is 0.969, indicating that 96.9% of the variation in the dependent variable—Purchase Decision—can be attributed to the independent variables: Product Quality, Beauty Influencer, and Brand Image. The remaining 3.1% of the variation is likely explained by other factors not included in the current model.

Discussion
Influence of Product Quality on Purchasing Decisions

The SEM-PLS analysis reveals that the Product Quality variable has a t-statistic of 3.646 exceeding the threshold of 1.96 and a p-value below 0.05. These results indicate that Product Quality exerts a positive and statistically significant influence on Purchase Decision. The path coefficient value of 0.246 reflects the strong contribution of consumers' perception of product quality in influencing their decision to purchase Make Over products. This finding provides scientific insight as it demonstrates that quality dimensions such as design, performance, durability, reliability, and ease of repair remain key factors for consumers in evaluating and choosing cosmetic products. Logically, when consumers perceive high quality, they are more likely to make repeat purchases and even recommend the product to others.

From a theoretical perspective, this result aligns with the findings of previous studies conducted by (Cesariana et al., 2022) and (Soetanto et al., 2020), which concluded that product quality is a major determinant of purchasing decisions. However, this research offers scientific advantages by using more comprehensive

indicators and a more robust analytical method, namely PLS-based SEM, and involves a large sample size of 230 respondents from the DKI Jakarta region. Therefore, the external validity of this study is stronger and can serve as a practical reference for companies to continuously enhance their product quality.

The Influence of Beauty Influencer on Purchase Decision

The SEM-PLS analysis indicates that the Beauty Influencer variable yields a t-statistic of 2.988, which exceeds the critical value of 1.96, and a p-value below 0.05. These results suggest that Beauty Influencers have a positive and statistically significant effect on consumers' Purchase Decisions. The path coefficient of 0.371 indicates that endorsements or promotions by beauty influencers contribute meaningfully to encouraging consumers to purchase Make Over products. This finding aligns with studies by (Tran et al., 2020), (Angella, 2020), and (Adelweis, 2022), which suggest that beauty influencers through their credibility, attractiveness, expertise, and relatabilitymcan significantly shape consumer attitudes and behavior. When influencers share product reviews, tutorials, or personal experiences, their followers are more likely to develop trust and interest in the products being promoted.

From a theoretical standpoint, this supports the view that social influence and digital engagement play a vital role in modern consumer decision-making. Practically, the results imply that Make Over's strategy of collaborating with relevant beauty influencers is effective and should be continued. However, it is also important for companies to select influencers whose audience aligns with the target market, and to ensure authenticity and consistency in the promotional content to maintain consumer trust.

The Influence of Brand Image on Purchase Decision

The statistical analysis shows that the Brand Image variable has a t-statistic value of 2.333, which exceeds the threshold of 1.96, and a p-value below 0.05. This confirms that Brand Image has a positive and statistically significant effect on Purchase Decision. The path coefficient value of 0.379 shows that brand image plays a real role in encouraging consumer interest and decisions to purchase Make Over products. Scientifically, this finding reinforces the argument that consumers' perceptions of a company's reputation, quality assurance, physical facility appearance, and organizational commitment are key factors in building trust toward a brand. The more positive the brand image in the minds of consumers, the higher the likelihood of purchasing behavior.

This result corresponds with the conclusions drawn by (Fera, 2021) and (Muharam, 2017), yet contributes further by incorporating more detailed indicators and a more structured approach. In comparison, the model used in this study offers a more precise and contextual view of the role of brand image, especially within an urban

consumer segment exposed to intensive digital branding. Therefore, companies like Make Over are advised not only to focus on product quality, but also to maintain and enhance their brand image through consistent brand communication, professional visual appearance, and high-quality service.

CONCLUSSION

From a theoretical contribution perspective, this research expands the understanding of consumer behavior in the beauty industry by integrating three key marketing constructs product quality, beauty influencers, and brand image into a comprehensive model using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The findings indicate that all three variables significantly influence consumer purchasing decisions, with brand image being the most dominant variable. This study contributes to the existing literature by providing more detailed measurement indicators and robust analytical methods, supported by a large number of respondents (230 individuals) from the DKI Jakarta area, thereby strengthening the external validity of the results.

From a practical contribution perspective, the results of this study offer valuable insights for cosmetic companies, particularly Make Over, in designing more effective marketing strategies. The findings highlight the importance of maintaining high product quality, establishing partnerships with relevant beauty influencers, and consistently managing brand image to enhance consumer purchasing decisions. These strategies are crucial in building consumer trust, increasing brand loyalty, and achieving sustainable competitiveness in the highly dynamic and competitive beauty market. The conclusions drawn also follow the logical flow of the research and address the research objectives that were previously formulated. Additionally, this conclusion contains theoretical implications that enrich marketing literature as well as practical implications that can be directly applied by industry players in designing targeted marketing strategies.

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