

The Influence of Celebrity Endorsers, Product Knowledge And Brand Image on Gen Z's Purchase Decisions on Skintific Products

Frasyla Putri Alifia¹, Achmad Syamsul Huda²

^{1,2}Universitas Tazkia

Email: frasylaputri@gmail.com¹, syamsulhuda@tazkia.ac.id²

Abstract

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This study aims to analyze the influence of celebrity endorsers, product knowledge, and brand image on purchasing decisions for Skintific products among Generation Z in Jabodetabek. With the increasing awareness of the importance of skin care and the development of the beauty industry, Skintific has become one of the popular brands in Indonesia. The research method used is a quantitative approach with data collection through questionnaires distributed to 160 respondents. The results of the regression analysis show that celebrity endorsers, product knowledge, and brand image have a positive and significant influence on purchasing decisions. Simultaneously, the three variables explain 62% of the variation in purchasing decisions. These findings indicate that marketing strategies involving influencers and good product knowledge can increase consumer purchasing interest, as well as the importance of building a strong brand image to attract the attention of Generation Z. This study is expected to provide insight for manufacturers in designing more effective marketing strategies in the digital era.

Keywords: *Celebrity Endorser, Product Knowledge, Brand Image, Purchasing Decision, Generation Z, Skintific.*

INTRODUCTION

With the rapid development of the era in Indonesia towards digital, it has become an interesting phenomenon in this era of globalization. People can easily find new information and opinions about many things than before. The developments that are currently occurring are not only focused on basic needs, but also on personal needs such as facial care. The development of the beauty industry has made beauty products spread on the market diverse with various benefits and different advantages that compete for market share. The main driver is the increasing awareness of the importance of maintaining healthy skin and appearance,

According to (Septian & Firmialy, 2023) From 2022 to 2027, the cosmetics and personal care market is projected to grow 5.81% annually with a CAGR (or annual growth rate) to reach IDR 111.83 trillion in 2022. With a market volume of US\$3.18 billion in 2022, personal care is the largest sector. Skin care is in second place with a value of \$2.05 billion, while cosmetics and fragrances are in third place with \$1.61 billion each. In 2022, it is estimated that revenue from the beauty and personal care industry in Indonesia will reach US\$25.90 per person. In addition, it is projected that online sales will contribute 15.8% of the industry's total revenue. The development of social media applications with various applications such as Instagram, Facebook, Tiktok, Whatsapp, Twitter, makes it easy for Indonesian consumers to access well-known international beauty brands. Consumers can easily learn about brands and products they are interested in through digital platforms, product reviews, and social media thanks to technological advances and easy access to information. This development is driven by the innovative young generation, especially Gen Z. People who are part of Generation Z adopt certain fashion trends from social media, keep up to date with the latest developments to be part of a community they feel

comfortable with, and focus on obtaining new information related to their interests (Espejo et al., 2024).

Skintific is a beauty product from Canada that has successfully expanded its distribution abroad, including Indonesia in 2021 (Fadhilla, 2024). Skintific stands for "Skin and Scientific," where the word reflects the brand's commitment to creating effective and science-based skincare products. Skintific founders Kristen Tveit and Ann-Kristin Stokke have a vision to create smart products that are accessible to everyone. With a technology known as the Trilogy Triangle Effect (TTE), Skintific claims to be able to provide effective solutions to overcome problems with the skin barrier. In addition, Skintific also emphasizes that its products are safe to use even on sensitive skin. Skintific has been licensed by BPOM and has passed Good Manufacturing Practice (GMP) testing, a system that usually ensures that products are produced sustainably and consistently and supervised according to high and good quality standards (Nurasmi & Andriana Ana, 2024). Skintific uses the slogan "We Repair Your Skin Barrier" as part of its marketing plan to attract women who want soft and smooth skin (Manurung & Sisilia, 2024).

Throughout the first quarter of 2024, Skintific, a global beauty brand, managed to occupy the first position in beauty package sales in Indonesia with a sales value of more than 70 billion rupiah (Andini, 2024). Skintific managed to identify conditions and opportunities in the beauty care market and became the market leader with a market share of 89.2% in the beauty package category thanks to its dominance in e-commerce. According to data monitored by Kompas.co.id, Skintific_ID sold 149.9 thousand products on the Shopee market, and the store generated IDR 47.6 billion in sales. In marketing its products, Skintific collaborates with a number of celebrity endorsers such as Fujianti Utami, Jefri Nichol, and Rachel Vennya as endorsers. Skintific won seven prestigious awards in one year. One of the awards received is the "Best Moisturizer" award from Female Daily, Sociolla, Beautyhaul, and Tiktok Live Awards 2022. In September 2023, Skintific became a facial cosmetic with the highest market share on Shopee & Tokopedia with a value of 8.5%, which means it has a sales volume that is greater than other products (Amada, 2024). This award makes the Skintific brand image highly valued in the eyes of the public.

Brand image can form an impression of a brand, product, and company by seeing, hearing, and feeling the manufacturer's products and services (Aliyya & Nuriyah, 2024). This perception is formed from various consumer interactions with the brand. The better and more positive the brand image of a product, the greater its influence on consumer purchasing decisions. For example, the good image of the Prophet Muhammad SAW who was nicknamed Al-Amin means someone who is trusted (Kayawati & Kurnia, 2021). Product knowledge refers to consumer knowledge of the product they are going to buy. How much information consumers get will affect purchasing decisions. Companies need to look at the variables above in order to develop strategies that are in accordance with the level of consumer demand, seeing the tight competition and excessive enthusiasm, especially for lovers of skintific products. This is the main factor in marketing research, namely the Influence of Celebrity Endorsers, Product Knowledge and Brand Image on Gen Z Purchasing Decisions on Skintific Products. Researchers conducted a research boundary by selecting respondents who were skintific users who were domiciled in Jabodetabek.

Research Framework

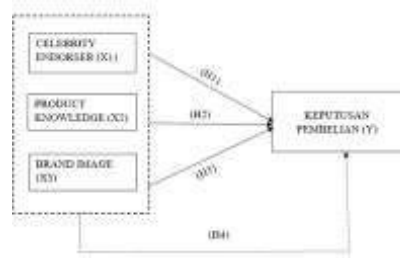


Figure 2 Research Framework

Source: Personal Processed Data 2025

H1: There is a positive influence on Celebrity endorsers in Gen Z's Purchasing Decisions on Skintific Products.

The results of the study show that public figures chosen by Skintific have succeeded in building a positive perception among young consumers. Gen Z will be encouraged to buy because there is a Celebrity promoting a product. Thus, this marketing strategy is effective in building a positive perception and encouraging purchases.

H2: There is a positive influence on Product knowledge in Gen Z's Purchasing Decisions on Skintific Products.

The results of the study show that a good understanding of Skintific products has succeeded in convincing young consumers to make purchases. By providing clear and accurate information, Skintific can help Gen Z make the right purchasing decisions and increase consumer satisfaction.

H3: There is a positive influence on Brand image in Gen Z's Purchasing Decisions on Skintific Products.

The results of the study show that the brand image built by Skintific has succeeded in attracting attention and convincing young consumers to make purchases. By building a strong and relevant brand image, Skintific can attract attention and build loyalty among young consumers.

H4: There is a positive influence on Celebrity endorser, Product knowledge and Brand image Simultaneously on Gen Z's Purchasing Decision on Skintific Products.

The results of the study indicate that the combination of the right celebrity endorser, strong product knowledge, and positive brand image creates a strong synergy in influencing Gen Z's purchasing decision on Skintific products

THEORETICAL BASIS

Celebrity endorser

Endorsement is one type of muamalah which is not prohibited in Islam, but with provisions stipulated in the Shari'a. Celebrities can be a very useful tool for marketing goods, because their extraordinary appeal and large follower base can be things that people don't have (Nuraini, 2015). As a religion that has the character of rahmat li al-'alamin, Islam must not accept actions that have a high probability of causing fraud or gharar in transactions (Bahri, 2013). As in the word of Allah in Surah Al-Maidah verse 8 which reads:

يَا أَيُّهَا الَّذِينَ آمَنُوا كُونُوا قَوَّامِينَ لِلَّهِ شُهَدَاءَ بِالْقِسْطِ وَلَا يَجْرِمَنَّكُمْ شَنَا نُ قَوْمٍ عَلَىٰ أَلَّا تَعْدِلُوا إِعْدِلُوا هُوَ أَقْرَبُ لِلتَّقْوَىٰ وَاتَّقُوا اللَّهَ إِنَّ اللَّهَ خَبِيرٌ بِمَا تَعْمَلُونَ

Meaning: O you who believe, be steadfast (upholding the truth) for Allah (and) witnesses (who act) with justice. Let not your hatred for a people incite you to act unjustly. Act justly because (justice) is closer to piety. Be devoted to Allah. Indeed, Allah is All-Aware of what you do. Celebrity endorsers are often the first to introduce the latest trends. Their reviews can increase sales and profits when they communicate effectively with their audiences. A study conducted by Isna,

Haniva, and Yono (2024) related to the Celebrity endorser variable showed that there was a positive and insignificant influence between Celebrity Endorsement on impulsive buying. These results imply that the intention to buy skintific products is not affected, so that consumers of skintific products are interested in making purchases not because they believe that the product can provide the promised benefits. However, in Yusnidar's study (2022) found that celebrity endorsers have a positive and significant effect on purchasing decisions. Moreover, in the current digital era, beauty products that can improve a person's lifestyle are of course based on what the artist or idol is wearing.

Product knowledge

For Muslims, it is important to know the halalness of a product before making a purchasing decision. Because as Muslims, we must maintain the purity and halalness of a product that will be consumed or used. The existence of halal labeling allows Muslim consumers to ensure which products they are allowed to consume, by including a halal label on the packaging (Nelika, 2018). The Messenger of Allah SAW also said: "Every meat that grows from something that is forbidden is for it the fire of hell" (HR Thabrani). So we as Muslims should protect ourselves from that prohibition because it will get badness in the world and loss in the hereafter. Allah says in the letter Al-Hujurat verse 6 which reads:

يَا أَيُّهَا الَّذِينَ آمَنُوا إِنْ جَاءَكُمْ فَاسِقٌ بِنَبَأٍ فَتَبَيَّنُوا أَنْ تُصِيبُوا قَوْمًا بِجَهَالَةٍ فَتُصْحَبُوا عَلَىٰ مَا فَعَلْتُمْ نُدْمِينَ ﴿٦﴾

Meaning: "O you who believe, if a wicked person comes to you with important news, then investigate its truth so that you do not harm a people because of your ignorance, which will result in you regretting your actions." According to (Yusnidar, 2022), it was found that product knowledge has a positive and significant effect on purchasing decisions. The more consumers know about the quality of a product, the more purchasing decisions will increase. Then in the study (Sari & Sitompul, 2023) it was explained that if customers know more about products that are safe to use, they will be more confident in buying the product. This finding is in line with previous research which shows that product knowledge partially influences purchasing decisions.

Brand image

Brand image is the customer's perception and belief which is reflected in the implications stored in the customer's impression (Azizy et al., 2024). Allah says in the letter As-syu'ara verses 181-183 which reads

أَوْفُوا الْكَيْلَ وَلَا تَكُونُوا مِنَ الْمُخْسِرِينَ ﴿١٨١﴾ وَزِنُوا بِالْقِسْطَاسِ الْمُسْتَقِيمِ ﴿١٨٢﴾ وَلَا تَبْخَسُوا النَّاسَ أَشْيَاءَهُمْ وَلَا تَعْثَوْا فِي الْأَرْضِ مُفْسِدِينَ ﴿١٨٣﴾

Meaning: "Perfect the measure and do not be among those who do harm, and weigh with a straight scale. And do not harm people in their rights and do not run rampant on earth by causing damage". The importance of honesty in building a brand's branding. The attitude of not manipulating is a good ethic in maintaining consumer trust in a brand. In a study (Septian & Firmialy, 2023) it was shown that the Skintific Brand image has a positive impact on purchasing decisions because the company has created a strong and trusted brand image in the eyes of customers. Then a study (Nabila & Azijah, 2024) showed that Brand image has a positive and significant effect on Purchase Interest. The higher the Brand image owned by a product, the interest in buying the product will also increase.

Purchasing decisions

Purchasing decisions are defined as quick, unintentional, and thoughtless decisions. It involves a strong desire to buy something immediately, without thinking long and often triggered by impulse. Islam has explained about vigilance in transactions, namely in taking action on something whose consequences cannot be repaired, so that no party is harmed by news that is not yet certain

of its truth (Hikmatiar & Zaerofi, 2024). As Allah says in the letter Al-Maidah verse 100 which reads:

قُلْ لَا يَسْتَوِي الْخَبِيثُ وَالطَّيِّبُ وَلَوْ أَعْجَبَكَ كَثْرَةُ الْخَبِيثِ فَاتَّقُوا اللَّهَ يَا أُولِي الْأَلْبَابِ لَعَلَّكُمْ تُفْلِحُونَ ﴿١٠٠﴾

Meaning: "Say (the Prophet Muhammad), "The bad is not the same as the good, even though the number of bad things attracts your heart. So, fear Allah, O people of common sense, so that you will be lucky."

METHODS

This research was conducted online for five months, namely from November 2024 to March 2025, by seeking data through questionnaires to Gen Z skintific users in Jabodetabek. This research uses a quantitative approach. The quantitative approach aims to test theories, establish facts, show relationships between variables, provide statistical explanations, and estimate and predict results. The data from this writing produces output in the form of numbers which are then analyzed using statistics so that they can be called quantitative methods. This study uses multiple linear regression analysis, a method used in linear business to test the effect of two or more independent variables on dependent variables using a measurement scale or ratio. In this study, the data was processed using a computerized system using SPSS (Statistics Product and Service Solution) statistical software.

Table 1 Indikator Variabel

No	Variabel	Indikator	Skala Ordinal	Sumber
1	Celebrity endorser	Visibility Credibility Attraction Power	Likert	(Dewa, 2018)
2	Product knowledge	Product Attribute Knowledge, Product Benefit Knowledge, Product Satisfaction Knowledge.	Likert	(Sanita et al., 2019)
3	Brand Image	User image, Professional impression, Modern impression, Popularity	Likert	(Evana & Ahmadi, 2025)
4	Purchasing decisions	Attitudes or Standpoints of Others, Anticipated Situations.	Likert	(Lystia et al., 2022)

Source: Personal Processed Data 2025

The data collection technique in this study is by using a questionnaire method, namely by collecting data through previously prepared questions. This study will use a closed questionnaire technique to find out data on Gen Z's purchasing decisions for skintific products. By using a Likert scale (1-4), the variables to be measured are broken down into several indicators. The population in this study is gen z in Jabodetabek who have purchased skintific products.

Table 2 Population of Jabodetabek 2024

City Name	Total population (1997-2012)
DKI Jakarta	3.299.144
Bogor	343.925
Depok	671.126
Tangerang	1.067.577
Bekasi	1.000.432

Source: Central Bureau of Statistics 2024

Seeing the large number of existing populations, the sampling method used in this study is by using the Hair et al formula: $N = 10 \times \text{Statement Item}$ $N = 10 \times 16 = 160$. From the calculation above, the sample to be used in this study is 160 respondents.

RESULTS AND DISCUSSION

Instrument Test

Validity Test

Validity Test is used to measure whether a questionnaire is valid or not by looking at the calculated r and table r . If the calculated r is positive and the calculated $r > \text{table } r$ then the statement is declared valid.

Table 2 Validity Test

Variabel	Indikator	r Hitung	r Tabel	Ket.
<i>Celebrity endorser (X1)</i>	X1.1	0,598	0,154	Valid
	X1.2	0,714	0,154	Valid
	X1.3	0,660	0,154	Valid
	X1.4	0,665	0,154	Valid
<i>Product knowledge (X2)</i>	X2.1	0,496	0,154	Valid
	X2.2	0,706	0,154	Valid
	X2.3	0,719	0,154	Valid
	X2.4	0,680	0,154	Valid
<i>Brand image (X3)</i>	X3.1	0,713	0,154	Valid
	X3.2	0,654	0,154	Valid
	X3.3	0,732	0,154	Valid
	X3.4	0,618	0,154	Valid
Buying decision (Y)	Y1	0,672	0,154	Valid
	Y2	0,679	0,154	Valid
	Y3	0,562	0,154	Valid
	Y4	0,741	0,154	Valid

Data Source Processed by SPSS 2025

The results of the validity test in this study from the statements of the variables Celebrity endorser (X1), Product knowledge (X2), Brand image (X3) and Purchase Decision (Y) in the questionnaire showed that $r \text{ count} > r \text{ table}$ for all statements, so it can be concluded that all statements are valid.

Reliability Test

Reliability test can be measured using Cronbach Alpha statistical test. If the Cronbach Alpha value > 0.50 then it can be stated that a variable is reliable.

Table 3 Reliability Test

Variabel	<i>Cronbach's Alpha</i>	Reliability Criteria	Ket.
<i>Celebrity endorser (X1)</i>	0,564	$>0,5$	Reliabel
<i>Product knowledge (X2)</i>	0,544	$>0,5$	Reliabel
<i>Brand image (X3)</i>	0,614	$>0,5$	Reliabel
Buying decision (Y)	0,582	$>0,5$	Reliabel

Data Source Processed by SPSS 2025

The results of the reliability test in this study show that the variables Celebrity endorser (X1), Product knowledge (X2), Brand image (X3) and Purchase Decision (Y) have a Cronbach's Alpha value greater than 0.5.

Classical Assumption Test

Multiple regression analysis requires classical assumption tests to obtain valid analysis results. Classical assumption tests consist of normality, multicollinearity, and heteroscedasticity tests.

Normality Test

The normality test aims to test whether the data is normally distributed or not. A good regression model has a normal or near-normal data distribution. Data is normally distributed if the probability value sig > 0.05.

Table 4 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		163
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.13653314
Most Extreme Differences	Absolute	.061
	Positive	.054
	Negative	-.061
Test Statistic		.061
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.		

Data Source Processed by SPSS 2025

The results of the normality test in this study indicate that Asymp. Sig. (2-tailed) is worth 0.200 which is confirmed to be normally distributed because the value is > 0.05.

Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between independent variables in the regression model. If the VIF value < 10 means there is no multicollinearity.

Table 5 Multicollinearity Test

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	<i>Celebrity endorser</i>	.676	1.480
	<i>Product knowledge</i>	.560	1.787
	<i>Brand image</i>	.497	2.012

a. Dependent Variable: Buying decision

Data Source Processed by SPSS 2025

The results of the multicollinearity test in this study indicate that each variable has a tolerance value greater than 0.1 and a Variance Inflation Factor (VIF) value less than 10. For the celebrity endorser variable (X1) the VIF value is 1.480, product knowledge (X2) is

1.787, and brand image (X3) is 2.012. So it can be concluded that there is no multicollinearity symptom between the independent variables.

Heteroscedasticity Test

The heteroscedasticity test to test whether or not heteroscedasticity occurs can be seen from the Spearman Rank correlation coefficient value between each independent variable and the confounding variable. If the probability value $\text{sig} > 0.05$ then there is no heteroscedasticity.

Table 6 Heteroscedasticity Test
Correlations

			CE	PK	BI	Unstandardized Residual
Spearman's rho	<i>Celebrity endorser</i>	Correlation Coefficient	1.000	.430**	.493**	.029
		Sig. (2-tailed)	.	.000	.000	.712
		N	163	163	163	163
	<i>Product knowledge</i>	Correlation Coefficient	.430**	1.000	.561**	.016
		Sig. (2-tailed)	.000	.	.000	.840
		N	163	163	163	163
	<i>Brand image</i>	Correlation Coefficient	.493**	.561**	1.000	-.001
		Sig. (2-tailed)	.000	.000	.	.986
		N	163	163	163	163
	Unstandardized Residual	Correlation Coefficient	.029	.016	-.001	1.000
		Sig. (2-tailed)	.712	.840	.986	.
		N	163	163	163	163

** . Correlation is significant at the 0.01 level (2-tailed).

Data Source Processed by SPSS 2025

The results of the heteroscedasticity test in this study indicate that the significant value is greater than 0.05 or 5% so that the data does not experience heteroscedasticity.

Statistical Test

t-test (Partial Test)

The T-test is used to test the ability of each independent variable Celebrity endorser (X1), Product knowledge (X2), Brand image (X3) individually against the dependent variable of purchasing decisions (Y) at a confidence level of 95% or $\alpha = 5\%$.

Table 7 t-test (Partial Test)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.617	.783		.788	.432
CE	.293	.059	.294	4.949	.000
PK	.331	.067	.324	4.952	.000
BI	.327	.071	.319	4.595	.000

a. Dependent Variable: KP

Data Source Processed by SPSS 2025

1. The t-test result on the celebrity endorser variable has a significance value of 0.000, which is less than 0.05 or $t \text{ count} = 4.949 > t \text{ table } (n-k = 163-3 = 160) 1.974$. This means that there is a significant influence between the celebrity endorser variable and the purchasing decision.
2. The t-test result on the product knowledge variable has a significance value of 0.000, which is less than 0.05 or $t \text{ count} = 4.952 > t \text{ table } (n-k = 163-3 = 160) 1.974$. This means that there is a significant influence between the product knowledge variable and the purchasing decision.
3. The t-test result on the brand image variable has a significance value of 0.00, which is less than 0.05 or $t \text{ count} = 4.595 > t \text{ table } (n-k = 163-3 = 160) 1.974$. This means that there is a significant influence between the brand image variable and the purchasing decision.

F Test (Simultaneous Test)

The F test is conducted to determine whether the independent variables have a joint influence on the dependent variable.

**Table 8 F Test
ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	341.173	3	113.724	86.411	.000 ^b
	Residual	209.257	159	1.316		
	Total	550.429	162			

a. Dependent Variable: KP

b. Predictors: (Constant), BI, CE, PK

Data Source Processed by SPSS 2025

The results of the F test in this study indicate that the Sig. value of 0.000 is smaller than the alpha value of 5% (0.05) or the calculated F value ($86.411 > F \text{ table } 2.66 (df = n-2-1) (163-3-1 = 159)$). Thus, it can be concluded that simultaneously celebrity endorsers, product knowledge and brand image have a significant effect on purchasing decisions.

Determination Coefficient Test (R²)

The determination coefficient (R²) aims to measure how far the model's ability to explain variations in the dependent variable.

Table 9 Determination Coefficient Test (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787 ^a	.620	.613	1.147

a. Predictors: (Constant), BI, CE, PK

b. Dependent Variable: KP

Data Source Processed by SPSS 2025

The results of the determination coefficient test in this study indicate that the R-Square value is 0.620, which means that 62% of purchasing decisions are influenced by celebrity endorsers, product knowledge, and brand image. While the remaining 38% are influenced by variables not examined in this study.

Multiple Regression Analysis Test

The Multiple Regression Analysis Test aims to determine whether the correlation between the independent variables is positive or negative with the dependent variable with the following regression equation formula: $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$.

Table 10 Multiple Regression Analysis Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.617	.783		.788	.432
CE	.293	.059	.294	4.949	.000
PK	.331	.067	.324	4.952	.000
BI	.327	.071	.319	4.595	.000

a. Dependent Variable: Buying decision

Data Source Processed by SPSS 2025

From the results of the data processing above, the regression coefficients obtained are as follows:

$$Y = 0.617(a) + 0.293(X_1) + 0.331(X_2) + 0.327(X_3) + e$$

The multiple regression model means:

- Constant value of 0.617, This value is the value of the state when independent variables such as celebrity endorser (X_1), product knowledge (X_2), and brand image (X_3) have not influenced the purchasing decision variable (Y) or dependent variable. If there is no independent variable, the variable (Y) remains constant.
- The celebrity endorser variable (X_1) has a regression coefficient of 0.293, which indicates that a one-unit increase in this variable will cause an increase in purchasing decisions by 0.293.
- The product knowledge variable (X_2) has a regression coefficient of 0.331, which indicates that a one-unit increase in this variable will cause an increase in purchasing decisions by 0.331.
- The brand image variable (X_3) has a regression coefficient of 0.327, which indicates that a one unit increase in this variable will cause an increase in purchasing decisions of 0.327.

DISCUSSION

The influence of celebrity endorsers on purchasing decisions

Celebrity endorsers are individuals who are recognized by the public to introduce a product through various media ranging from print media, social media, and television media. Their reviews can increase sales and profits when they communicate effectively with the audience. Based on the results of the t-test that have been studied in this study, it shows that the celebrity endorser variable has an average value of 4.94 from gen z respondents in Jabodetabek. So it can be seen that celebrity endorsers have a positive and significant influence on gen z purchasing decisions on skintific products.

These results can be explained that H_0 is rejected and H_1 is accepted, where celebrity endorsers used in promoting skintific are able to influence gen z purchasing decisions by providing

various information with a good image in advertisements. The more often promotions are carried out through celebrities, the more consumers will be interested in making purchasing decisions. This study is in line with research (Yusnidar, 2022) which found that celebrity endorsers have a positive and significant effect on purchasing decisions. Then it can be concluded that this study supports previous research. Pengaruh *product knowledge* terhadap keputusan pembelian

The more consumers know about products that are safe to use, the more confident they will be in buying the product. Knowledge of the character or characteristics of a product allows consumers to distinguish between one product and another. Based on the results of the t-test that have been studied in this study, it shows that the product knowledge variable has an average value of 4.95 from gen z respondents in Jabodetabek. So it can be seen that product knowledge has a positive and significant influence on gen z purchasing decisions on skintific products. These results can be explained that H0 is rejected and H2 is accepted, where the product knowledge possessed by consumers about product quality insight can influence purchasing decisions. This study is in line with research (Sari & Sitompul, 2023) which shows that product knowledge has a significant effect on product purchasing decisions. All product knowledge indicators provide significant positive results on purchasing decisions.

The influence of brand image on purchasing decisions

Brand image is the customer's perception and belief that is reflected in the implications stored in the customer's impression (Azizy et al., 2024). Based on the results of the t-test that have been studied in this study, it shows that the brand image variable has an average value of 4.59 from gen z respondents in Jabodetabek. So it can be seen that brand image has a positive and significant influence on gen z purchasing decisions on skintific products.

These results can be explained that H0 is rejected and H3 is accepted, where skintific has succeeded in showing positive results in this study. Building a positive brand image in the minds of consumers. skintific is claimed to be one of the beauty brands that has the best quality on the market, is visually striking, and excels in customer service. This study is in line with research (Tania Tithes Kinasih et al., 2023) which shows that brand image has a significant positive effect on purchasing decisions.

The influence of celebrity endorsers, product knowledge and brand image

simultaneously on gen z purchasing decisions on skintific products Based on the results of the F test in this study, it shows that H0 is rejected and H4 is accepted, where celebrity endorsers, product knowledge, and brand image simultaneously have a significant influence on purchasing decisions. So it can be concluded that the combination of these three factors is very important in influencing consumer behavior with complementary contributions in influencing consumer behavior.

CONCLUSION

This study examines the influence of celebrity endorsers, product knowledge, and brand image on Gen Z purchasing decisions on Skintific products in Jabodetabek. This study confirms that in a competitive beauty industry, an effective marketing strategy must consider the influence of celebrity endorsers. The use of influencers who have a good image and high credibility can attract Gen Z's attention and encourage them to buy products. Then by increasing product knowledge among consumers shows the importance of consumer education in marketing strategies. Consumers who understand the benefits and quality of products are more likely to make purchases, and build a positive brand image to encourage profitable purchasing decisions. Because a strong and trusted brand image can increase consumer buying interest, and build brand loyalty.

Suggestions

- It is important for skintific companies to regularly monitor and evaluate the effectiveness of the marketing strategies implemented. Using data analysis and consumer feedback can help in adjusting strategies to remain relevant and effective in the face of changing market trends.

- Skintific companies are advised to involve consumers in the product development and marketing process. Conducting surveys or discussion forums can provide valuable insights into consumer preferences and needs, which in turn can help in designing more effective products and marketing strategies.
- Further researchers are advised to conduct further research by expanding the scope of the variables studied, such as price factors, product quality, and other social media influences. Research in different locations or with diverse demographics can also provide more comprehensive insights into consumer behavior.

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