

ABSTRACT

This study investigates the influence of influencer marketing, brand image, customer reviews, and price discounts on purchasing decisions for skincare products on the Shopee Indonesia e-commerce platform. The research employs a case study approach, focusing on Skintific as an international skincare brand and Wardah as a local skincare brand. The primary objective of this study is to analyze consumer purchase intentions and to assess the extent to which the independent variables affect the dependent variable.

A mixed-method explanatory sequential design was applied, combining both quantitative and qualitative approaches. Quantitative data were collected from 220 respondents who have purchased Skintific or Wardah products on the Shopee Indonesia platform, while qualitative data were obtained through in-depth interviews with selected users of both brands. The data were analysed using SPSS (Statistical Package for the Social Sciences), involving validity tests, reliability tests, multiple linear regression analysis, t-tests, and F-tests to evaluate the relationships between the independent and dependent variables. The findings reveal that Indonesian skincare consumers tend to prefer international brands over local ones. On the other hand, qualitative data was collected by interviewing 4 informants who had purchased Skintific and Wardah products through the Shopee Indonesia platform. Qualitative data collection was conducted through in-depth online interviews via Microsoft Teams and Google Meet. The data were analysed using comparative analysis and triangulation to validate and support the quantitative data results.

Furthermore, the study confirms that influencer marketing, brand image, customer reviews, and price discounts significantly affect purchasing decisions on the Shopee platform. Among these factors, customer reviews emerged as the most influential determinant of consumer purchase decisions. These results offer valuable insights for both international and local skincare companies in developing effective digital marketing strategies, particularly within e-commerce platforms. Additionally, this research contributes to the existing literature on consumer behaviour in online purchasing within the beauty industry.

Keywords: Influencer Marketing, Brand Image, Customer Review, Price Discount, Purchase Decision, Shopee, E-commerce, Skintific, Wardah, Skincare.