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## ANALYSIS OF ADVERTISING INFLUENCE, BRAND TRUST, AND INSTAGRAM PRODUCT REVIEWS ON THE PURCHASE DECISION OF SKINTIFIC SKINCARE

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**Moch. Yusuf Haidar Ali Ramdhani<sup>1</sup> | Fikih Abdul M<sup>2</sup> | M. Ferdy Irzami<sup>3</sup> | Salman Al Farisi Sentika<sup>4</sup> | Syti Sarah Maesaroh<sup>5</sup>**

<sup>1,2,3,4,5</sup>Digital Business Study Program, Indonesia University of Education, Indonesia

Corresponding: [mochyar@upi.edu](mailto:mochyar@upi.edu)

### Abstract

**Objective** – This research aims to analyze how much influence the use of Instagram by Skintific on consumer purchase decisions.

**Design/Methodology/Approach** – The research method used is quantitative with a survey design. The sample was taken randomly from as many as 101 respondents from various regions in Tasikmalaya. The analysis was performed using SPSS software version 27.0.

**Findings** – The study's findings indicate that advertising, brand trust, and product reviews have a significant positive impact on the decision to purchase Skintific skincare products through Instagram in the Tasikmalaya region.

**Conclusion and Implications** – The strategy of using social media Instagram was able to bring Skintific to be known very widely. Once consumers get to know a brand, then direct them to explore and observe product reviews from other consumers. Then consumers will judge the products they buy to create brand trust in Skintific skincare products.

**Keywords:** Advertising, brand trust, product review, purchase decision

### INTRODUCTION

In this modern era, information moves like lightning, reaching various fields such as politics, economics, entertainment, sports, health, and many more. In addition to the rapid development of information, the internet has emerged as one of the most influential factors in disseminating information. The increasing number of internet users in Indonesia encourages companies to turn to social media as a product promotion platform that is considered more effective. Among the various social media that are popular today, Instagram is a platform that is fond of being used by the public.

Currently, Instagram user data reaches 400 million users worldwide. The Data comes from the British research and analysis company TNS (Taylor Nelson Sofres). TNS also provided some data on the use of Instagram in Indonesia. Almost all Instagram users in

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**Ramdhani, Abdul, Irzami, Sentika, & Maesaroh.** Published in the Jurnal Manajemen sains dan Organsasi. Published by FEB UPR Publishing Limited. This article is published under the Creative Commons Attribution (CC BY 4.0) licence. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors.

Indonesia (97%) like to comment and call their friends. Most (97%) also use search engines to dig deeper. Interestingly, the majority of users (89%) are in the 18-34 age range, with 63% of them female. In addition, 85% of users are fond of sharing their uploads to other platforms, and 45% admit that almost buying a product they find on Instagram impacts sales of Skintific skincare products.

Skintific is a popular skincare brand heavily utilizing social media, especially Instagram. The comments column of their uploads is always flooded with various opinions and user reviews about the products and photos displayed. By utilizing Instagram as a strategy to create brand trust. Brand trust plays a role in customer trust and confidence in a brand, influencing purchasing decisions and consumer loyalty (Rully, 2006).

Product reviews have a significant influence on consumer trust and loyalty (Putra, 2020). By listening to and understanding consumer reviews, both positive and negative, companies can improve their understanding of consumer needs and expectations, while building sustainable customer relationships (Farida & Wiryani, 2022). Good customer relationships are essential to retain customers, provide thorough information, receive valuable input, and build strong relationships. This contributes to the long-term profitability of the company through mutually beneficial relationships.

Purchasing decision is the process of individuals involved in decision-making regarding the purchase of a product (Ramadhani, 2023). Consumers have the freedom to choose products that suit their needs and choose where to buy, how to buy, how much to buy, and when to buy. Therefore, the purchase decision is very important to pay attention to because this is how the company makes the marketing strategy that will be carried out (Aprianti & Tjiptodjojo, 2023).

This increases the interest of researchers to conduct further research to effectively investigate the impact of Instagram ads on consumer brand perception, brand trust for consumer loyalty to a product, and product reviews to provide an overview of the benefits of certain products to increase consumer interest and confidence and then increase the number of sales from consumer purchasing decisions. Therefore, the authors are interested in conducting a study entitled “Analysis of the Influence of Advertising, Brand Trust, and Product Reviews on Instagram on the Purchase Decision of Skintific Skincare”.

**METHODS**

The research method used is the quantitative method with a survey design. The population of this study is Skintific users in Tasikmalaya, with a sample taken randomly from as many as 101 respondents from various regions in Tasikmalaya. The data collection instrument was a closed questionnaire consisting of 13 Questions with a Likert scale. The questionnaire was distributed online via Google Forms over one month. The data collected was then analyzed using inferential statistics (linear regression) to test the effect of Instagram use on consumer purchase decisions. The analysis was performed using SPSS software version 27.0. The operational definition of this research variable is:

Table 1. Variable identification

Variable	Definition	Variable Indicators
Advertising (X1) (Natalia & Mulyana, 2022)	The communication efforts made by a company to promote its products or services to consumers.	- Frequency of ads - Type of media - Creativity of ads - Advertising budget

Brand Trust (X2) (Adiwidjaja & Tarigan, 2022)	The level of confidence consumers have in the reliability and integrity of a brand.	<ul style="list-style-type: none"> <li>- Brand reliability</li> <li>- Brand integrity</li> <li>- Consistency of brand experience</li> <li>- Past satisfaction</li> </ul>
Product Reviews (X3) (Latief & Ayustira, 2020)	Evaluations or reviews given by consumers about a product after purchase and use.	<ul style="list-style-type: none"> <li>- Number of reviews</li> <li>- Average rating</li> <li>- Detailed review content</li> <li>- Credibility of reviews</li> </ul>
Purchase Decisions (Y) (Anwar, 2015)	The decision made by consumers to buy or not to buy a product or service.	<ul style="list-style-type: none"> <li>- Purchase intention</li> <li>- Purchase frequency</li> <li>- Purchase satisfaction</li> <li>- Influence from others</li> </ul>

Source: (Adiwidjaja & Tarigan, 2022), (Anwar, 2015), (Latief & Ayustira, 2020), and (Natalia & Mulyana, 2022)

**RESULTS AND DISCUSSION**

The data on respondent characteristics offer a statistical overview of various respondent conditions, providing straightforward information about the status of the respondents who participated in the study, with the following results:

Table 2. Characteristics Of Respondents

Characteristics Of Respondents		Frequency	Percentage
Age	16-20	58	57,43%
	21-25	35	34,65%
	26-30	4	3,96%
	31-35	4	3,96%

Source: Primary data processed (2024).

In Table 2, it is known that the majority of respondents are based on age in the range of 16-20 years, namely 58 people or 57.43% of 101 respondents. Then the second most in the age range of 21-25 years as many as 35 people or 34.65%. The rest are in the age range of 26-35 years.

Partial test or t-tests aims to determine the effect of each independent variable on the dependent variable. In this study, the independent variables are in the form of advertising, brand trust, and product reviews. The significance value becomes a reference in making decisions on this test

Table 3. Partial Test

	Unstandardized Coefficient	Standardized Coefficient	t	Sig.
	B	Std. Error	Beta	
Constant	0.017	0.458		0.971

Advertising (X1)	0.349	0.051	0.369	6.813	0,001
Brand Trust (X2)	0.413	0.051	0.528	8.133	0,001
Product Reviews (X3)	0.119	0.055	0.124	2.175	0.032

Source: Primary data processed (2024).

In Table 3 there is a significance value of the variable ad which is 0.001. This value is less than 0.05, which means that advertising has a significant effect on purchasing decisions. The significant value of the brand trust variable is 0.001 which means less than 0.05. It can be concluded that brand trust has a significant effect on purchasing decisions. The significance value of the product review variable is 0.032, which means it is smaller than 0.05. This explains the product reviews have a significant effect on purchasing decisions.

This test aims to examine the influence of all independent variables (advertising, brand trust, and product reviews) of the regression parameters together against the dependent variable (purchase decision). If the significance value is less than 0.05 then all independent variables simultaneously or simultaneously have a significant effect on the dependent variable.

Table 4. F-test

	Sum of Square	df	Mean Square	F	Sig.
Regression	469.561	3	156.520	217.867	<,001
Residual	69.687	97	0.718		
Total	539.248	100			

Source: Primary data processed (2024).

The results in Table 4 show a significance of less than 0.05 which means that simultaneously the independent variables in the model affect the purchase decision or at least there is one independent variable in this study that influences the dependent variable. The results showed the significance value of the test result F is 0.001 which is smaller than 0.05. Therefore, the variables of this study, namely advertising, brand trust, and product reviews have an influence together on purchasing decisions.

The effect of the independent variables produced in this model in the form of advertising, brand trust, and product reviews on the dependent variable, purchase decisions, can be observed in the following table.

Table 5. Coefficient Of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.933	0.871	0.867	0.848

Source: Primary data processed (2024).

Based on Table 5, R Square was found to be 0.871 which means that independent variables (advertising, brand trust, and product review) simultaneously affect the dependent variable (purchase decision) by 87.1%.

From the results found that the variable X1 (advertising) has a significant effect on variable Y (purchase decision), then the higher the influence of advertising, the higher the influence on consumer purchase decisions. Similarly, variable X2 (brand trust) and variable X3 (product review), each of which has a significant effect on purchasing decisions. When Brand Trust is high, then the higher the purchase decision. Similarly, the higher the product review will improve the purchase decision. This indicates that advertising, brand trust, and good product reviews add value to the product purchase decision.

The results of calculating the value of respondents' responses to advertising variables showed good results because the majority of respondents thought they agreed with the questions given. Some claim that advertising Skintific skincare products on Instagram is interesting, unique, and understandable for consumers. Skintific uploads Instagram posts and reels very professionally. This is a very positive value because it gives a good impression when potential customers first see it. The results of this study are also supported by previous research conducted by (Ilaisyah & Sulistyowati, 2020) which shows the significant positive influence of advertising on purchase decisions in the Tokopedia marketplace.

The results of calculating the value of respondents' responses to brand trust variables also give good results because the majority of respondents think they agree with the questions given. Some claim that the claims of skintific skincare product ads on Instagram match the original product. Skintific ensures that there are no discrepancies between the descriptions given in Instagram ads and the original product packaging. Skintific is also very reliable by its customers in overcoming their facial problems. One of the most popular products is a moisturizer that is always relied on to repair damaged skin barriers. It has become a brand trust among consumers. The results of this study are also supported by previous research conducted by (Hasugian, 2015) which shows the significant positive influence of brand trust on brand loyalty in Telkomsel customers.

The results of calculating the value of respondents' responses to product review variables also showed good results because the majority of respondents thought they agreed with the questions given. Some statements that testimonials or likes on skintific skincare posts or reels on Instagram encourage consumers to make purchases. This is because consumers tend to observe reviews from other consumers related to products that are considered by consumers. When Skintific Skincare gets a lot of positive reviews, it becomes easier for potential consumers to make a purchase decision. The results of this study are also supported by previous research conducted by (Putra, 2020) which shows the significant positive influence of product reviews on purchasing decisions in the Shopee marketplace.

## CONCLUSION

Skintific is a well-known skincare brand that uses social media, especially Instagram to expand its reach. By utilizing Instagram can be used as a strategy to advertise products and brands more widely so that it can attract many consumers. Skintific uploads Instagram posts and reels with professional design and video shooting to give consumers a luxurious impression. This skincare brand certainly provides funds that are not small so that their Instagram use is right on target.

It can be concluded from the results of this study shows that advertising, brand trust, and product reviews significantly influence the purchase decision of Skintific skincare products through

Instagram in the Tasikmalaya region. The strategy of using social media Instagram was able to bring Skintific to be known very widely. After consumers get to know a brand, then direct them to explore and observe product reviews from other consumers. Then consumers will judge the products they buy to create brand trust in Skintific skincare products.

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