

The Role of Influencer Marketing and Brand Image in Purchase Decisions for Hanasui Products among University Students

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Abstract:

The growth of Indonesia's cosmetics industry has encouraged companies to implement marketing strategies that strengthen consumer purchase decisions. Influencer marketing and brand image development are widely used to build trust and attract consumer interest in products. This study aims to analyze the effects of influencer marketing and brand image on purchase decisions for Hanasui products among students of the Faculty of Economics and Business, Universitas Muhammadiyah Cirebon. A quantitative survey approach was employed involving 67 respondents selected through purposive sampling. Data were collected through questionnaires and analyzed using IBM SPSS Statistics, including validity tests, reliability tests, classical assumption tests, multiple linear regression, individual significance tests (t-tests), a joint significance test (F-test), and the coefficient of determination. The findings indicate that influencer marketing and brand image have positive and significant effects on purchase decisions, both individually and jointly. The two variables also explain a substantial proportion of the variation in consumer purchase decisions. These findings suggest that effective influencer communication supported by a strong brand image enhances consumers' confidence in purchasing Hanasui cosmetics. The study implies that companies should select credible influencers and consistently develop their brand image to improve competitiveness and sustain consumer purchase decisions.

Keywords:

influencer marketing; brand image; purchase decisions; cosmetics; Hanasui.

I. Introduction

Indonesia's cosmetics industry has grown rapidly in recent years alongside increasing public awareness of personal care and appearance. These conditions encourage cosmetics companies to introduce product innovations and implement marketing strategies that attract consumers' attention. Intensifying competition requires companies to focus not only on product quality but also on effective digital marketing communication that encourages sustained purchasing decisions (Kotler & Keller, 2016)

Digital transformation has changed how consumers seek information before purchasing. Consumers increasingly trust recommendations from influential social media personalities more

than conventional advertising. This phenomenon has made influencer marketing a rapidly growing marketing communication strategy. Influencers are considered capable of establishing credibility, sharing firsthand product experiences, and increasing consumer trust in brands (Lou & Yuan, 2019). This trust can subsequently influence consumer attitudes and purchase decisions.

Alongside influencer marketing, brand image is an important asset in achieving market success. Brand image reflects consumers' perceptions of a product's quality, reputation, and characteristics, formed through their experiences and the information they receive (Aaker, 1997).

Brands with positive images are more readily trusted, strengthening consumers' confidence in purchasing decisions. Companies therefore need to develop strong brand images to maintain consumer loyalty amid an increasingly dynamic cosmetics industry (Keller, 2013).

Hanasui is a local cosmetics company that has successfully attracted attention in Indonesia. Its products are known for diverse innovations, affordable prices, and digital marketing strategies that actively use social media and influencers. Introducing Hanasui products through influencers across digital platforms is one way the company seeks to increase awareness, build brand image, and encourage purchases. This strategy demonstrates that cosmetics marketing success depends not only on product quality but also on effective marketing communication and positive brand perceptions. University students are a consumer segment with high social media use and substantial exposure to digital promotions. As an economically active age group that follows beauty trends, students often consult influencers before buying cosmetics. Brand image is also an important consideration because it relates to product quality, safety, and brand trust. Students therefore constitute a relevant group for examining the relationships among influencer marketing, brand image, and purchase decisions.

Previous studies indicate that influencer marketing positively affects purchase decisions by increasing consumer trust and interest in products (Lou & Yuan, 2019; Sokolova & Kefi, 2020). Other studies find that brand image plays an important role in shaping consumer perceptions and encouraging purchase decisions (Aaker, 1997; Keller, 2013). However, the effects of these variables may differ across product categories and consumer characteristics, warranting further research in the local cosmetics industry, particularly on Hanasui products.

This study analyzes the effects of influencer marketing and brand image on purchase decisions for Hanasui products among students of the Faculty of Economics and Business, Universitas Muhammadiyah Cirebon. It is expected to contribute to digital marketing research, particularly understanding the effectiveness of influencer marketing and brand image development in strengthening consumer purchase decisions. The findings are also expected to inform cosmetics companies in designing more effective digital marketing strategies and strengthening brand positioning amid growing industry competition.

II. Review of Literature

2.1 Influencer Marketing

Influencers are individuals who can affect their followers' attitudes, perceptions, and behavior through content published on social media. In digital marketing, influencers serve as communication channels because of their perceived credibility, closeness to audiences, and ability to build emotional connections. Compared with conventional advertising, influencer recommendations tend to be more trusted, improving the effectiveness of product promotion (Lou & Yuan, 2019).

According to Lou and Yuan (2019), influencer effectiveness depends on the informational value provided, credibility, attractiveness, and alignment with followers. When consumers perceive influencers as honest information sources with product experience, their trust in the product increases, encouraging purchase intentions and decisions

In this study, influencer marketing refers to promotional activities conducted through social media figures who influence consumer purchase decisions through credibility, attractiveness, expertise, and the ability to communicate information about Hanasui products.

2.2 Brand Image

Brand image is the set of perceptions, beliefs, and associations that consumers hold in memory about a brand. A positive brand image creates perceptions of quality, increases consumer trust, and differentiates a product from competitors. The stronger a brand's image, the more likely consumers are to choose its products when considering similar alternatives (Keller, 2013).

Aaker (1997) explains that brand image develops through consumer experiences, marketing communication, product quality, and brand associations. A strong image adds value and strengthens consumers' confidence in the benefits offered. In cosmetics, brand image is particularly important because it relates to perceptions of safety, quality, and trust in the products used.

Accordingly, brand image in this study refers to consumers' perceptions of Hanasui products, reflected in reputation, quality, trust, and the ease with which consumers recognize and recall the brand.

2.3 Purchase Decisions

Purchase decisions involve consumers selecting and buying products through stages of need recognition, information search, evaluation of alternatives, the purchase decision, and post-purchase behavior. Purchase decisions are influenced by individual characteristics and companies' marketing strategies (Kotler & Keller, 2016).

In digital marketing, purchase decisions are influenced not only by product characteristics but also by information received through social media, influencer recommendations, and brand image perceptions. Highly credible influencers can increase consumer trust in products, while positive brand images strengthen confidence in making purchases (Lou & Yuan, 2019; Keller, 2013).

Purchase decisions are therefore positioned as the dependent variable influenced by influencer marketing and brand image for Hanasui cosmetics.

2.4 The Effect of Influencer Marketing on Purchase Decisions

Influencer marketing has become an effective marketing communication strategy for encouraging consumer purchase decisions. Influencers' credibility, expertise, attractiveness, and ability to build relationships with followers increase product trust and encourage purchases. Lou and Yuan (2019) show that informational value and influencer credibility positively affect consumer trust, which subsequently increases purchase intention.

These findings are supported by studies reporting that influencer marketing positively affects purchase decisions by strengthening credibility and emotional connections between influencers and their audiences.

2.5 The Effect of Brand Image on Purchase Decisions

A positive brand image strengthens consumer confidence in product quality, increasing the likelihood of purchase decisions. Consumers tend to select reputable products because they perceive them as safer, higher in quality, and better able to meet their needs. Keller (2013) identifies a strong brand image as a major factor in developing consumer product preferences.

Previous studies also show that brand image positively and significantly affects purchase decisions by enhancing perceived quality, trust, and consumer loyalty toward a brand.

2.6 Research Hypotheses

Based on the theoretical review and previous research, the following hypotheses are proposed.

- H1: Influencer marketing has a positive and significant effect on purchase decisions for Hanasui products.
- H2: Brand image has a positive and significant effect on purchase decisions for Hanasui products.
- H3: Influencer marketing and brand image jointly have a positive and significant effect on purchase decisions for Hanasui products.

III. Research Methods

This study employs a quantitative approach with descriptive and hypothesis-testing methods. The quantitative approach tests the relationships of the independent variables, influencer marketing (X_1) and brand image (X_2), with the dependent variable, purchase decisions (Y). The descriptive method describes the characteristics of each research variable, while hypothesis testing evaluates the effects among variables through statistical analysis.

The population comprises students of the Faculty of Economics and Business, Universitas Muhammadiyah Cirebon, who have used or purchased Hanasui cosmetics. Purposive sampling was employed to select respondents according to criteria aligned with the research objectives. Based on these criteria, the sample comprised 67 respondents.

The study uses primary and secondary data. Primary data were collected through questionnaires employing a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Secondary data were obtained from books, academic journals, documents, and literature on influencer marketing, brand image, and purchase decisions. Observation and document review supplemented the questionnaire data.

The research variables were operationalized as influencer marketing (X_1), brand image (X_2), and purchase decisions (Y). Each variable was measured using indicators derived from the theoretical framework and incorporated into the questionnaire. The research instrument was first assessed through validity and reliability tests to ensure that each statement accurately and consistently measured the intended construct.

Data were analyzed using IBM SPSS Statistics. The analysis included validity and reliability tests and classical assumption tests for normality, multicollinearity, heteroskedasticity, autocorrelation, and linearity. After the assumptions were satisfied, multiple linear regression was performed to examine the effects of influencer marketing and brand image on purchase decisions. Hypotheses were evaluated using t-tests for the individual effects of each independent variable, an F-test for their joint effect, and the coefficient of determination (R^2) to assess the model's ability to explain variation in purchase decisions. All tests used a 5% significance level ($\alpha = 0.05$).

IV. Result and Discussion

4.1 Respondent Characteristics

This study involved 67 respondents who were consumers of Hanasui products. Most respondents were of economically active age and were therefore considered representative of consumers who actively use social media and are frequently exposed to influencer promotions.

Table 1. Respondent Characteristics by Age

Age	Frequency	Percentage (%)
15–25 years	65	97.0
26–36 years	1	1.5
34–47 years	1	1.5
Total	67	100.0

Source: Processed primary data (2026).

Most respondents were aged 15–25 years. This indicates that the study was dominated by young consumers, who are Hanasui’s main target market and frequent social media users.

Research Instrument Test Results

All statements measuring Influencer Marketing, Brand Image, and Purchase Decisions were valid because their correlation coefficients exceeded the critical r-value. Reliability testing also showed that all variables had Cronbach’s Alpha values above the minimum threshold, making them suitable for use in the research instrument.

Table 2. Summary of Instrument Test Results

Variable	Number of Items	Validity	Reliability	Assessment
Influencer Marketing (X1)	6	Valid	Reliable	Suitable for use
Brand Image (X2)	5	Valid	Reliable	Suitable for use
Purchase Decisions (Y)	6	Valid	Reliable	Suitable for use

Source: SPSS data processing results (2026).

Classical Assumption Test Results

Classical assumption tests were conducted before multiple linear regression. The findings indicate that the research model satisfies all statistical assumptions, allowing regression analysis to proceed.

Table 3. Summary of Classical Assumption Tests

Test	Result	Assessment
Normality	Sig. = 0.077	Normally distributed
Multicollinearity	Tolerance = 0.678; VIF = 1.476	No multicollinearity
Heteroskedasticity	Sig. X1 = 0.091; Sig. X2 = 0.695	No heteroskedasticity
Linearity	Sig. Deviation > 0.05	Linear relationship

Source: SPSS data processing results (2026).

Multiple Linear Regression Results

Multiple linear regression was used to examine the effects of Influencer Marketing and Brand Image on purchase decisions for Hanasui products.

Table 4. Multiple Linear Regression Results

Variable	B	Beta	t	Sig.
Constant	8.631	-	4.181	0.000
Influencer Marketing (X1)	0.285	0.346	3.238	0.002
Brand Image (X2)	0.488	0.453	4.235	0.000

Source: SPSS data processing results (2026).

The resulting regression equation is:

$$Y = 8.631 + 0.285X_1 + 0.488X_2$$

These results indicate that both independent variables have positive effects on purchase decisions. Brand Image has a higher beta coefficient than Influencer Marketing and therefore makes a greater contribution to strengthening purchase decisions.

Hypothesis Test Results

Table 5. Hypothesis Test Results

Hypothesis	β	t	Sig.	Decision
H1: Influencer Marketing → Purchase Decisions	0.346	3.238	0.002	Accepted
H2: Brand Image → Purchase Decisions	0.453	4.235	0.000	Accepted

Source: SPSS data processing results (2026).

The tests show that Influencer Marketing has a positive and significant effect on purchase decisions. Brand Image also has a positive and significant effect. The beta coefficients indicate that Brand Image has a more dominant effect than Influencer Marketing.

Joint Significance Test and Coefficient of Determination Results

Table 6. F-Test and Coefficient of Determination Results

Indicator	Value
F-statistic	32.465
Sig. F	0.000
R	0.710
R Square	0.504
Adjusted R Square	0.488

Source: SPSS data processing results (2026).

The joint significance test indicates that Influencer Marketing and Brand Image jointly have a significant effect on purchase decisions. The coefficient of determination shows that the model explains approximately 50.4% of the variation in purchase decisions, with the remainder influenced by factors outside the research model.

4.2 Discussion

The findings indicate that Influencer Marketing has a positive and significant effect on purchase decisions for Hanasui products. This suggests that influencers can act as trusted information sources when consumers evaluate products before purchasing. Influencers' credibility, attractiveness, and ability to communicate product experiences strengthen consumers' confidence in the quality of promoted products. In the digital era, influencer recommendations serve both as promotional channels and as social reference points that influence consumer perceptions and purchasing behavior.

These findings align with marketing communication theory, which describes influencer marketing as a strategy that uses highly influential social media individuals to build brand awareness and influence consumer purchase decisions (Kotler & Keller, 2016). Greater influencer credibility increases consumer trust in promoted products. The findings also support Sanny et al. (2020) and Lou and Yuan (2019), who find that influencer credibility positively affects purchase intentions and decisions by strengthening trust and product perceptions.

The study also finds that Brand Image has a positive and significant effect on purchase decisions. Consumers tend to select products with a favorable brand image because they perceive them as offering the quality, safety, and value they expect. For cosmetics such as Hanasui, brand image is important because it relates to consumer confidence in product safety, ingredient quality, and corporate reputation.

This finding supports Keller (2013), who defines brand image as the set of brand perceptions stored in consumer memory. A more positive brand image increases the likelihood of purchase. The findings are also consistent with Pradana and Hudrasyah (2022), who identify brand image as a major determinant of purchase decisions in cosmetics. Consumers consider not only functional product benefits but also symbolic value and brand reputation when making purchasing choices.

The regression analysis indicates that Brand Image has a more dominant effect on purchase decisions than Influencer Marketing, as reflected in its higher standardized beta coefficient. Although influencers attract consumer attention during the initial stages of purchasing, final decisions are influenced more strongly by consumers' perceptions of the brand itself. Consumers tend to evaluate brand quality and reputation before deciding to purchase.

Influencer Marketing and Brand Image jointly have a significant effect on purchase decisions. This suggests that digital marketing communication is more effective when companies combine influencer promotion with consistent efforts to develop a strong brand image. Together, these variables increase consumer trust, strengthen perceptions of product quality, and encourage purchase decisions. Companies should therefore select influencers whose characteristics align with the brand identity so that marketing messages reinforce brand positioning in consumers' minds.

From a managerial perspective, these findings suggest that cosmetics companies should develop integrated digital marketing strategies. Influencer selection should consider not only follower numbers but also credibility, alignment with the brand identity, and the ability to build authentic relationships with the target audience.

V. Conclusions

This study concludes that influencer marketing and brand image are important factors affecting consumer purchase decisions for Hanasui products. Influencers increase consumer trust and interest through marketing communication that is more personal and readily accepted by the target market. A positive brand image, meanwhile, strengthens consumer confidence in product quality, reputation, and value, thereby encouraging purchase decisions.

The findings indicate that a strong brand image provides a foundation for consumer purchase decisions, while influencers serve as a communication strategy that reinforces the delivery of brand value and advantages to the target market. Companies should therefore integrate influencer marketing with brand image development to improve marketing communication effectiveness and maintain competitiveness in the cosmetics industry.

Managerially, the findings suggest that companies should select influencers based not only on reach but also on credibility, alignment with brand identity, and the ability to build authentic audience relationships. Companies should also maintain consistency in product quality, innovation, and brand communication to sustain a positive image and build long-term consumer trust and loyalty.

This study has several limitations. First, it focuses solely on consumers of Hanasui products, limiting generalization to all cosmetics categories. Second, it includes only two independent variables, influencer marketing and brand image, although other factors may influence purchase decisions, including price, product quality, electronic word of mouth (e-WOM), digital promotion, and consumer trust. Third, the quantitative cross-sectional design does not capture changes in consumer behavior over time.

Future research should extend the model by incorporating relevant variables such as electronic word of mouth (e-WOM), brand trust, brand loyalty, perceived value, customer engagement, or social media marketing to provide a more comprehensive understanding of purchase decisions. Future studies could also examine other cosmetics brands and industries, recruit larger samples, and combine quantitative and qualitative approaches to gain deeper insights into consumer behavior in the digital marketing era.

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