


Analysis of the Influence of Content Marketing, Influencer Marketing and Online Customer Reviews on Purchase Decisions that Impact Customer Loyalty of Skintific Sunscreen Products in Dki Jakarta

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Article Info	ABSTRACT
<p>Keywords: Content marketing, influencer marketing, online customer reviews, purchase decisions, customer loyalty</p>	<p>The development of social media has changed people's consumption patterns and encouraged cosmetics companies to optimize their digital marketing strategies. Facing a competitive market, Skintific is required to maximize the role of content marketing, influencers, and online customer reviews to strengthen purchase decisions and maintain customer loyalty. The purpose of this study is to analyze the effect of content marketing, influencer marketing, and online customer reviews on purchase decisions and their impact on the loyalty of Skintific sunscreen customers in DKI Jakarta. The type of research is causal associative. Sampling was conducted using non probability sampling with purposive sampling techniques, and data collection was carried out using an online questionnaire. The sample size was 250 people. Data analysis was performed using PLS-SEM method. The results of the study indicate that content marketing, influencer marketing, and online customer reviews partially have a positive and significant effect on purchase decisions and customer loyalty. Purchase decisions are also proven to have a positive and significant effect on customer loyalty, and indirectly, content marketing, influencer marketing, and online customer reviews affect loyalty through purchase decisions for Skintific sunscreen in DKI Jakarta.</p>
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INTRODUCTION

The development of the digital era has had a significant impact on changes in Indonesian people's behavior, including aspects of habits, lifestyle, and consumption patterns. The use of digital platforms and social media is now an integral part of real-time communication activities. Based on data from the Indonesian Internet Service Providers Association (APJII) in early 2024, the number of internet users in Indonesia reached 221.56 million people or 79.5% of the total population, an increase of 1.31% compared to the previous year, which confirms the rapid digital transformation in society⁽¹⁾. The increasing dependence of consumers on social media encourages companies to optimize digital marketing communication strategies

Analysis of the Influence of Content Marketing, Influencer Marketing and Online Customer Reviews on Purchase Decisions that Impact Customer Loyalty of Skintific Sunscreen

Products in Dki Jakarta—Marlien Bokko et.al

to expand market reach and build customer loyalty⁽²⁾. In an era of increasingly competitive competition, maintaining loyalty is a crucial aspect for company sustainability, because loyalty is formed through satisfaction, positive experiences, and consumer trust in the brand⁽³⁾. Therefore, companies need to design targeted and effective digital marketing strategies across various platforms to attract and retain customers sustainably.

One marketing approach in digital media is through the implementation of a content marketing strategy. Content marketing is a marketing activity that focuses on creating and distributing content that is relevant, valuable, informative, and engaging for the audience. This strategy plays an important role in building closeness with consumers, increasing brand awareness, and influencing purchase decisions. Interactions created through content can also strengthen customer engagement and form loyal communities⁽⁴⁾. Influencer marketing is a digital marketing strategy that utilizes the influence and credibility of individuals (influencers) to promote products to relevant audiences⁽⁵⁾. This strategy is effective in increasing brand awareness, building trust, and driving purchase decisions and customer loyalty through the influencer's role as a trusted source of information⁽⁶⁾. Online customer reviews play a strategic role in influencing purchase decisions and building customer loyalty, as they are considered a credible source of information⁽⁷⁾. Positive reviews contribute to increasing trust and encouraging repeat purchases, while negative reviews can raise consumer doubts about the product. In addition, a company's active response to customer reviews reflects a commitment to consumer satisfaction and plays a role in strengthening customer loyalty⁽⁵⁾.

The cosmetics industry, particularly facial care, is experiencing rapid growth as public awareness of the importance of protecting skin from ultraviolet light increases. Sunscreen is a highly sought-after product in tropical countries like Indonesia. According to data from the Kompas Market Insight Dashboard, in 2024, sunscreen products recorded the highest sales growth in the care and beauty category, with an increase of 61% compared to the previous year, surpassing the beauty package category which only increased by 46%⁽⁸⁾. This indicates increasing consumer awareness of skin health and the importance of using sunscreen before outdoor activities.

One of the most sought-after sunscreen brands in Indonesia is Skintific. This Canadian cosmetics brand first entered the Indonesian market in August 2021 and quickly became one of the most sought-after products. This increase was driven by numerous reviews from beauty influencers and positive user responses to Skintific products⁽²⁾. Skintific consistently develops sunscreen products by presenting various innovations tailored to consumers' skin needs, in an effort to maintain customer loyalty. Skintific sunscreen products are available in several variants specially formulated for various skin types, such as normal, sensitive, oily, and acne-prone⁽⁹⁾.

Digital marketing strategies through content, influencers, and online customer reviews effectively strengthen the brand and influence purchase decisions. However, in the context of increasingly fierce competition, maintaining customer loyalty is a strategic challenge for Skintific. Measurement of customer loyalty can be seen from repeat purchases, customer loyalty, purchases between other products. Based on the results of a pre-survey of 30 Skintific

sunscreen users, it was found that most respondents regularly repurchase the product, but 20% are not consistent. Furthermore, as many as 76.7% of respondents also use other Skintific products outside of sunscreen. This indicates that customer loyalty has been formed, although it still needs to be strengthened for sustainable development.

Based on previous research, there were various results regarding the relationship between content marketing, influencer marketing, online customer reviews, purchase decisions, and customer loyalty. Several previous studies showed that content marketing, influencers, and online reviews had a significant influence on purchase decisions(5,10). However, different results were shown by other studies that stated that these factors did not have a significant influence(2,11). Furthermore, other studies found that content marketing, influencers, and online reviews have an influence on customer loyalty(3,12,13), while other studies have stated that influencers have no influence on customer loyalty(14).

Based on this description, researchers are interested in analyzing the influence of content marketing, influencer marketing and online customer reviews on purchase decisions that impact customer loyalty to Skintific sunscreen products in DKI Jakarta.

Literature Review

Social media

Social media is an internet-based digital platform that allows users to interact, share information, and communicate through various formats such as text, photos, audio, and video. Social media plays a vital role in increasing brand awareness through engaging content, building relationships with customers, and driving engagement through content, influencers, and effective digital campaigns to build a loyal user community⁽¹⁵⁾.

Content Marketing

Content marketing is now a popular strategy in marketing products because it is able to attract attention and influence consumers⁽²⁾. Content marketing is a marketing strategy that includes planning, creating, and distributing relevant content in various formats to attract audiences, build interactions, and strengthen loyalty through digital media such as websites, blogs, and social media. High-quality content marketing can build a positive brand image, encourage more active interactions with customers, and strengthen customer loyalty to the product brand. Content marketing strategies aim to attract and retain customers by consistently presenting valuable and relevant content⁽¹⁶⁾. According to Milhinhos, there are six important dimensions in content marketing, namely: relevance, accuracy, value, ease of understanding, ease of finding, and consistency.

Influencer Marketing

Influencer marketing is a digital strategy widely used by companies to reach audiences, build credibility, increase brand awareness, and drive purchase decisions through the role of influencers in communicating products⁽⁵⁾. Influencers are individuals who act as sources of information on certain topics and have the ability to attract audience attention through social media. With a large number of followers and active engagement on digital platforms, influencers become an effective communication channel, considering that today's consumers

are more interested in personal content delivered by the influencers they follow⁽¹³⁾. According to Rossister & Percy, the dimensions of influencer marketing include: popularity, credibility, attractiveness, and power.

Online Customer Reviews

Online customer reviews are voluntary assessments from consumers after using a product, containing positive or negative evaluations and available on online purchase platforms⁽²⁾. Before making a purchase, potential consumers usually pay attention to product reviews because they are considered a reliable reference. As the use of online media increases, online customer reviews have now become a strategic tool for companies in assessing and strengthening the quality of their products. In addition, customer reviews also plays a significant role as a source of information for potential consumers in determining purchase decisions⁽¹⁷⁾. According to Lackermair, there are four dimensions in online customer reviews, namely: awareness, frequency, comparison, and effect.

Purchase decisions

Purchase decisions are the result of a consumer consideration process that is influenced by various factors, such as economic conditions, technological developments, political situations, prices, locations, and marketing communications. These factors shape consumers' attitudes in processing information before finally deciding on a product to purchase⁽⁷⁾. According to Kotler, purchase decisions are a process of evaluating and integrating knowledge to choose between various alternatives, where consumer behavior plays an important role in determining the choice of brand to be purchased⁽¹⁶⁾. Thus, the purchase decisions can be interpreted as the final stage in the marketing process, where consumers choose one product from various available alternatives in order to obtain satisfaction and fulfill their needs.

Customer Loyalty

Customer loyalty is defined as a deep commitment from a customer to make repeated purchases of a preferred product or service consistently in the future, despite the influence of marketing efforts that cause changes in consumer behavior to switch to competitors⁽¹⁴⁾. In addition, loyalty refers more to decision-making behavior in making repeated purchases of products or services from the chosen company. Customer loyalty is formed when consumers feel satisfied because the product or service received is in accordance with expectations, thus encouraging consumers to make repeat purchases. Customer loyalty supports business sustainability by reducing marketing costs, encouraging repeat purchases, and expanding reach through effective word of mouth promotion⁽⁴⁾.

RESEARCH METHODOLOGY

The type of research used in this study is causal associative research with quantitative techniques. Primary data was obtained from respondents' responses to a research questionnaire based on a Likert scale to measure respondents' tendencies towards each variable. The sampling method in this study is non probability sampling with purposive

sampling technique, where samples are selected based on certain criteria set by the researcher⁽¹⁸⁾. The number of samples is determined using the Lemeshow formula, namely:

$$n = \frac{Z^2 \cdot P \cdot (1-P)}{d^2}$$

So the number of samples used is:

$$n = \frac{1.96^2 \cdot 0.5 (1 - 0.5)}{(0.1)^2}$$

$$n = 96.04 \approx 100$$

To obtain optimal statistical results, the number of samples in this study was increased to 250 respondents, with sample determination based on inclusion and exclusion criteria. Data were collected through questionnaires distributed online via google form and analyzed quantitatively using SEM techniques based on Partial Least Squares (PLS-SEM) with the help of SmartPLS 4 software. In this study there are five variables: content marketing (X1), influencer marketing (X2), online customer reviews (X3), purchase decisions (Z) and customer loyalty (Y).

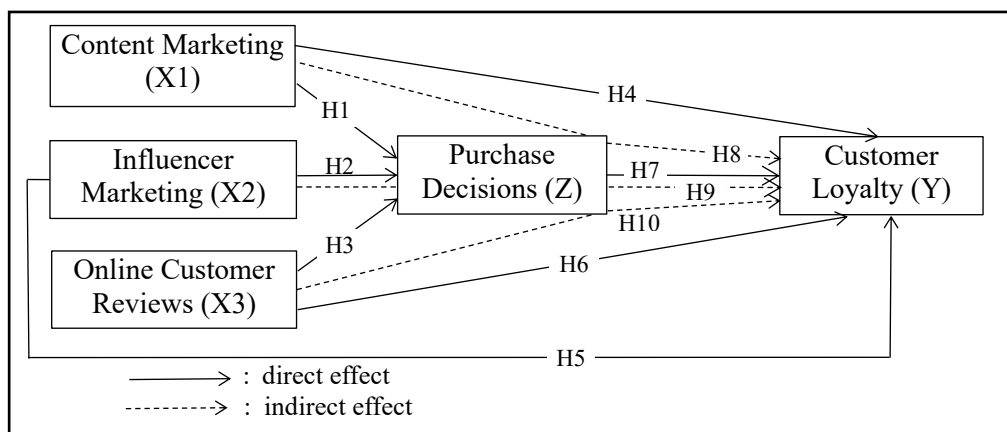


Figure 1. Framework of thought

Based on the research framework, the hypothesis in this study is as follows:

- H1 : Content marketing on social media has a significant influence on purchase decisions for Skintific sunscreen products
- H2 : Influencer marketing on social media has a significant influence on purchase decisions for Skintific sunscreen products
- H3 : Online customer reviews have a significant influence on purchase decisions for Skintific sunscreen products
- H4 : Content marketing on social media has a significant influence on customer loyalty Skintific sunscreen products
- H5 : Influencer marketing on social media has a significant influence on customer loyalty Skintific sunscreen products

- H6 : Online customer reviews have a significant influence on customer loyalty of Skintific sunscreen products
- H7 : Purchase decisions have a significant influence on customer loyalty to Skintific sunscreen products
- H8 : Content marketing on social media has a significant influence on customer loyalty through purchase decisions Skintific sunscreen products
- H9 : Influencer marketing on social media has a significant influence on customer loyalty through purchase decisions Skintific sunscreen products
- H10 : Online customer reviews have a significant influence on customer loyalty through purchase decisions Skintific sunscreen products

RESULTS AND DISCUSSION

This research involved female/male consumers aged 18-45 years, domiciled in the DKI Jakarta area and who had made purchases of Skintific sunscreen more than twice.

Respondent Characteristics

The characteristics of respondents in this study consist of gender, age, domicile, occupation and frequency of product purchases.

Table 1. Respondent characteristics.

Category	Information	f	%
Gender	Woman	202	81
	Man	48	19
Age	36 - 45 years old	94	38
	18 - 25 years old	80	32
	26 - 35 years old	76	30
Domicile	South Jakarta	97	39
	East Jakarta	57	23
	Central Jakarta	39	16
	North Jakarta	29	11
	West Jakarta	28	11
Work	Private employees	102	41
	Students	67	27
	Government employees	41	16
	Housewife	24	10
	Businessman	13	5
	Other	3	1
Frequency of purchase Skintific sunscreen	3 times	123	49
	5 times	42	17
	4 times	39	15
	> 6 times	34	15
	6 times	12	5

Of the 250 respondents, the majority of Skintific sunscreen users were female (81%), aged 36–45 years (38%), residing in South Jakarta (39%), working as private employees (41%), and having made up to three purchases (49%). These findings indicate that consumers are highly concerned about skin health and appearance, and demonstrate a positive level of satisfaction with their use of Skintific sunscreen products.

Evaluation of Measurement Model (Outer Model)

Evaluation of the measurement model (outer model) is conducted to test and assess the validity and reliability of indicators in measuring the construct. Evaluation can be done through convergent validity testing, discriminant validity testing, and reliability testing.

1. Convergent Validity

Convergent validity used to measure the extent to which an indicator is able to explain a construct or latent variable accurately, which is shown through the Loading factor value and Average Variance Extracted (AVE) value. An indicator is declared valid if it has a Loading factor > 0.70, but in exploratory research, a value of 0.5 - 0.6 is still acceptable. Meanwhile, for an AVE value of > 0.5, the indicator is declared valid⁽¹⁹⁾.

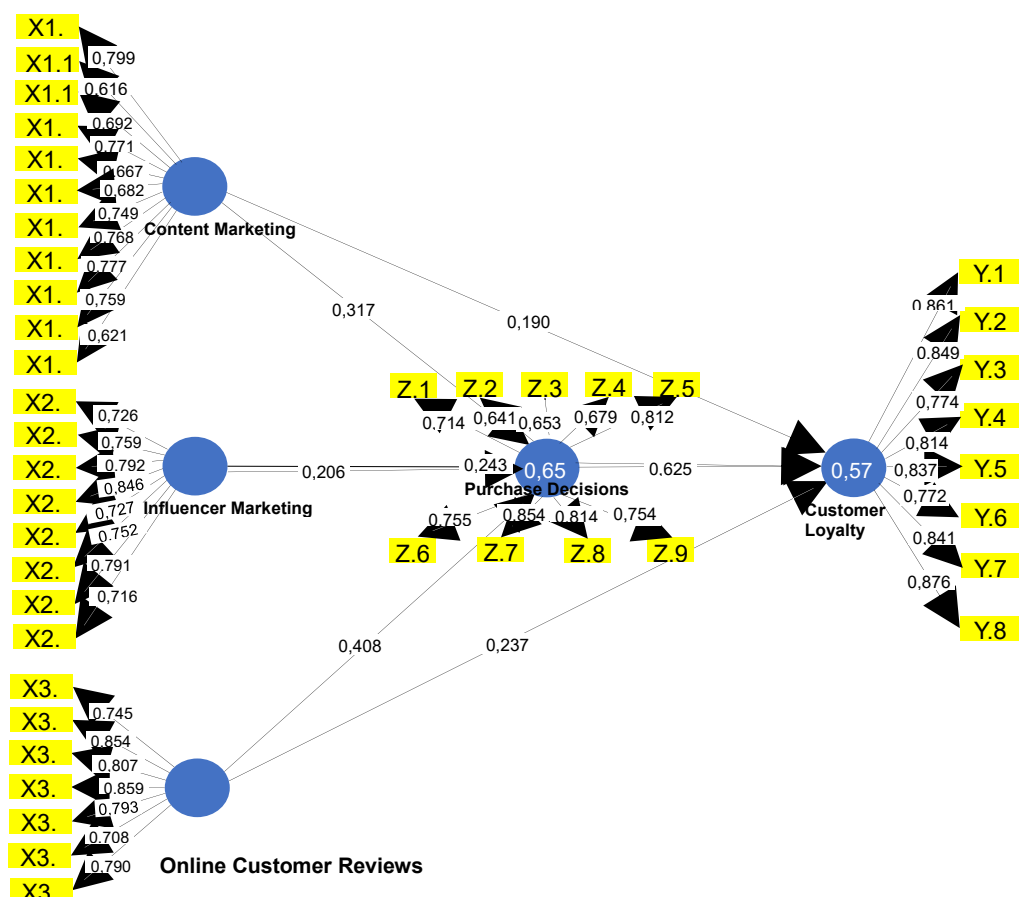


Figure 2. Outer Loading

Table 2. Average Variance Extracted (AVE).

Variables	Average Variance Extracted (AVE)	Results
Content Marketing (X1)	0.520	Valid
Influencer Marketing (X2)	0.585	Valid
Online Customer Reviews (X3)	0.542	Valid
Purchase Decisions (Z)	0.687	Valid
Customer Loyalty (Y)	0.633	Valid

Source: SEM-SmartPLS 4 data processing results

All indicators in the latent variables have Loading factor values > 0.6 and AVE value > 0.5, which indicates that each indicator has met the convergent validity criteria and can be declared valid.

2. Discriminant Validity

Discriminant validity is used to ensure that the construct measured by an indicator can be clearly distinguished from other constructs in the research model, which is tested through the Cross loading values and Fornell-Larcker criterion.

Table 3. Cross loading analysis.

	Content Marketing (X1)	Influencer Marketing (X2)	Purchase Decisions (Z)	Customer Loyalty (Y)	Online Customer Reviews (X3)
X1.1	0.799	0.578	0.501	0.453	0.463
X1.2	0.771	0.563	0.491	0.500	0.346
X1.3	0.667	0.488	0.490	0.420	0.394
X1.4	0.682	0.541	0.466	0.534	0.376
X1.5	0.749	0.628	0.594	0.625	0.418
X1.6	0.768	0.567	0.587	0.539	0.457
X1.7	0.777	0.578	0.566	0.489	0.624
X1.8	0.759	0.582	0.615	0.551	0.557
X1.9	0.621	0.462	0.441	0.329	0.417
X1.10	0.616	0.494	0.412	0.428	0.395
X1.11	0.692	0.525	0.563	0.473	0.465
X2.1	0.482	0.726	0.465	0.433	0.375
X2.2	0.504	0.759	0.471	0.471	0.325
X2.3	0.658	0.792	0.501	0.536	0.371
X2.4	0.635	0.846	0.547	0.557	0.386
X2.5	0.575	0.727	0.489	0.534	0.393
X2.6	0.569	0.752	0.446	0.585	0.289
X2.7	0.627	0.791	0.578	0.567	0.487
X2.8	0.586	0.716	0.515	0.442	0.485
X3.1	0.512	0.393	0.548	0.328	0.745

Analysis of the Influence of Content Marketing, Influencer Marketing and Online Customer Reviews on Purchase Decisions that Impact Customer Loyalty of Skintific Sunscreen

Products in Dki Jakarta—Marlien Bokko et.al

	Content Marketing (X1)	Influencer Marketing (X2)	Purchase Decisions (Z)	Customer Loyalty (Y)	Online Customer Reviews (X3)
X3.2	0.524	0.386	0.603	0.330	0.854
X3.3	0.468	0.379	0.502	0.286	0.807
X3.4	0.459	0.348	0.534	0.263	0.859
X3.5	0.438	0.400	0.473	0.265	0.793
X3.6	0.539	0.537	0.600	0.540	0.708
X3.7	0.512	0.394	0.635	0.426	0.790
Y.1	0.534	0.570	0.681	0.861	0.345
Y.2	0.527	0.511	0.576	0.849	0.316
Y.3	0.590	0.575	0.675	0.774	0.497
Y.4	0.597	0.617	0.572	0.814	0.362
Y.5	0.613	0.588	0.683	0.837	0.374
Y.6	0.485	0.518	0.632	0.772	0.417
Y.7	0.529	0.489	0.534	0.841	0.281
Y.8	0.618	0.588	0.626	0.876	0.343
Z.1	0.502	0.393	0.714	0.411	0.592
Z.2	0.453	0.426	0.641	0.321	0.436
Z.3	0.565	0.465	0.653	0.391	0.730
Z.4	0.479	0.396	0.679	0.355	0.648
Z.5	0.569	0.519	0.812	0.615	0.537
Z.6	0.503	0.432	0.755	0.515	0.481
Z.7	0.619	0.542	0.854	0.692	0.507
Z.8	0.550	0.526	0.814	0.718	0.409
Z.9	0.573	0.614	0.754	0.818	0.433

Source : SEM-Smar Source: SEMPLS 4 data processing results

Based on Table 3, it can be seen that each indicator has a higher cross-loading value for the construct it measures compared to other constructs. This indicates that these indicators have met the criteria for good discriminant validity.

Table 4. Fornell-Lacker Criterion .

	Content Marketing	Influencer Marketing	Purchase Decisions	Customer Loyalty	Online Customer Reviews
Content Marketing (X1)	0.772				
Influencer Marketing (X2)	0.761	0.765			

Analysis of the Influence of Content Marketing, Influencer Marketing and Online Customer Reviews on Purchase Decisions that Impact Customer Loyalty of Skintific Sunscreen

Products in Dki Jakarta—Marlien Bokko et.al

Purchase Decisions (Z)	0.730	0.659	0.736		
Customer Loyalty (Y)	0.680	0.675	0.758	0.829	
Online Customer Reviews (X3)	0.625	0.513	0.708	0.448	0.795

Source: SEM-SmartPLS 4 data processing results

Table 4 shows that the square root value of AVE is greater than the correlation between constructs, so that discriminant validity is fulfilled and each indicator represents its construct clearly and separately.

3. Reliability Test

The reliability test aims to show the extent to which the research instrument can provide consistent and accurate results in measuring the construct. A construct is considered reliable if it has Composite reliability and Cronbach's alpha values greater than 0.70⁽¹⁹⁾.

Table 5. Composite reliability and Cronbach's alpha.

Variables	Composite Reliability	Cronbach's Alpha	Results
Content Marketing (X1)	0.922	0.907	Reliable
Influencer Marketing (X2)	0.918	0.898	Reliable
Purchase Decisions (Z)	0.913	0.892	Reliable
Customer Loyalty (Y)	0.946	0.935	Reliable
Online Customer Reviews (X3)	0.923	0.902	Reliable

Source: SEM-SmartPLS 4 data processing results

Based on Table 5, all constructs have Composite Reliability and Cronbach's Alpha values above 0.70, indicating that the constructs in this study are reliable and measured consistently by their indicators.

Structural Model Evaluation (Inner Model)

The structural model (inner model) testing aims to determine the relationship between latent variables. This model provides an overview of the extent to which independent variables influence dependent variables, thereby providing a comprehensive explanation of the relationship between constructs in the research model. The structural model can be evaluated using R-square and Q-square.

1. R-Square (R²)

Square (R²) is used to measure how much the independent variable explains the dependent variable, with a value of 0.75 considered strong, 0.50 moderate, and 0.25 weak⁽¹⁹⁾.

Table 6. R-Square and Adjusted R-Square.

	R-square	R-square adjusted	Results
Purchase Decisions (Z)	0.656	0.652	Moderate
Customer Loyalty (Y)	0.574	0.572	Moderate

Source: SEM-SmartPLS 4 data processing results

Based on Table 6, the Adjusted R-Square value for the purchase decisions variable (Z) is 0.652 (moderate). This indicates that 65.2 % of the variation in the purchase decisions variable can be explained by the variables of content marketing, influencer marketing and online customer reviews. Meanwhile, the remaining 34.8% is influenced by other variables not included in this model. The Adjusted R-Square value for the customer loyalty variables (Y) is as big as 0.572 (moderate). This indicates that 57.2 % of the variation in the customer loyalty variable can be explained by the variables of content marketing, influencer marketing and online customer reviews. Meanwhile, the remaining 42.8% is influenced by other variables not included in this model.

2. Q-Square or Q² Predictive Relevance

Square (Q²) is used to assess the predictive ability of the model, where a Q² value > 0 indicates good predictive relevance, and Q² < 0 indicates the opposite⁽¹⁹⁾.

Table 7. Q²-Square.

Variables	Q ²	Results
Purchase Decisions (Z)	0.344	Relevant
Customer Loyalty (Y)	0.382	Relevant

Source: SEM-SmartPLS 4 data processing results

Table 7, it can be seen that the purchase decisions variable has a Q² value of 0.344 or 34.4%, while customer loyalty has a Q² value of 0.382 or 38.2%. Since both values are > 0, it can be concluded that the model has good predictive relevance for both variables (purchase decisions and customer loyalty).

Hypothesis Testing

The hypothesis testing is used to measure the magnitude of the influence of independent variables on dependent variables within a model through Path coefficient analysis using the bootstrapping method. The original sample value indicates the strength of influence, both direct and indirect, between variables. Meanwhile, the T-statistic and P-value are used to determine the significance of the relationship between variables and to assess whether the hypothesis in the research model are accepted or rejected. At a 5% significance level, the hypothesis is accepted if the T-statistic > 1.96 and the P-value < 0.05. The indirect effect test assesses the role of the intervening variable in mediating the relationship between the independent and dependent variables.

Table 8. Hypothesis testing based on Path Coefficients (direct and indirect effects)

	Original sample (O)	Sample mean (M)	T -statistics (O/STDEV)	P -values	Results
Content Marketing (X1) → Purchase Decisions (Z)	0.317	0.318	4,418	0,000	Accepted
Influencer	0.206	0.207	2,693	0.007	Accepted

Marketing (X2) → Purchase Decisions (Z)					
Online Customer Reviews (X3) → Purchase Decisions (Z)	0.408	0.411	6,523	0,000	Accepted
Content Marketing (X1) → Customer Loyalty (Y)	0.190	0.190	2,442	0.015	Accepted
Influencer Marketing (X2) → Customer Loyalty (Y)	0.243	0.246	3,460	0.001	Accepted
Online Customer Reviews (X3) → Customer Loyalty (Y)	0.237	0.239	3,718	0,000	Accepted
Purchase Decision (Z) → Customer Loyalty (Y)	0.625	0.625	8,785	0,000	Accepted
Content Marketing (X1) → Purchase Decisions (Z) → Customer Loyalty (Y)	0.198	0.200	3,684	0,000	Accepted
Influencer Marketing (X2) → Purchase Decisions (Z) → Customer Loyalty (Y)	0.129	0.128	2,705	0.007	Accepted
Online Customer Reviews (X3) → Purchase Decisions (Z) → Customer Loyalty (Y)	0.255	0.257	5,193	0,000	Accepted

Source: SEM-SmartPLS 4 data processing results

Based on Table 8, the results of the Path coefficient values for the research hypothesis can be explained as follows :

The influence of content marketing on purchase decisions

The direct influence between the content marketing variable (X1) and the purchase decision (Z) has an original sample value of 0.317, indicating a positive effect between the two variables. This means that the higher the content marketing value, the higher the purchase decision value. The T-statistic test result is $4.418 > 1.96$ and the P-value is $0.000 < 0.05$, which means that it meets the significance requirements. Thus, content marketing has a direct influence on consumer purchase decisions. Therefore, the first hypothesis (H1) is accepted.

The results of the study show that relevant, informative, and visually appealing content can drive interest in purchase Skintific sunscreen, especially on social media that emphasizes visuals and audience interaction.

These results are in line with research by Rahayu S (2025) which shows that content marketing has a significant influence on purchase decisions through relevant information, interesting and interactive content(20), and is supported by Evania S (2023) which confirms that creative and high-quality content is the main factor in consumers' purchase decisions⁽²¹⁾.

The influence of influencer marketing on purchase decisions

The direct influence between influencer marketing variables (X2) and purchase decision (Z) has an original sample value of 0.206, indicating a positive relationship between the two variables. This means that the higher the influencer marketing value, the greater the level of purchase decisions perceived by consumers. The T-statistic test results is $2.693 > 1.96$, and the P-value is $0.007 < 0.05$, which means it meets the significance requirement. Therefore, influencer marketing has a direct influence on shaping consumer purchase decisions. Therefore, the second hypothesis (H2) is accepted.

The research results indicate that influencers play a significant role in building consumer trust, where recommendations conveyed through content can influence purchase decisions for Skintific sunscreen.

These findings is in line with research by Devi AC (2024) and Evania S (2023), which shows that influencer marketing influences purchase decisions. Messages delivered by influencers tend to be perceived as credible and capable of building audience trust(5) . Influencers with popularity, credibility, and a large number followers have a stronger appeal in influencing consumer purchase decisions⁽²¹⁾.

The influence of online customer reviews on purchase decisions

The direct influence between the online customer review variable (X3) and purchase decision (Z) has an original sample value 0.408, indicating a positive influence between the two variables. This means that the higher the online customer review score, the greater the level of purchase decisions perceived by consumers. The T-statistic test result is $6.523 > 1.96$, and the P- value is $0.000 < 0.05$, which means it meets the significant requirements. Thus, online customer reviews have an influence in shaping consumer purchase decisions directly. So the third hypothesis (H3) is accepted.

The research results indicate that consumer reviews act as a primary source of information in purchase decisions, where real experiences and honest assessments from previous consumers shape perceptions of the quality and effectiveness of Skintific sunscreen products.

This finding is in line with research Herman H (2023) stated that previous consumer reviews serve as an important reference in the online product purchase process, because they are considered more honest and reliable⁽⁷⁾. In addition, research by Rahayu P (2025) also emphasized that online customer reviews describe user experiences that reflect levels of satisfaction and disappointment, while also functioning as an important source of information in the purchase decisions-making process⁽¹⁷⁾.

The influence of content marketing on customer loyalty

The direct influence between the content marketing variable (X1) and customer loyalty (Y) has an original sample value of 0.190, indicating a positive influence between the two variables. This means that the higher the content marketing value, the greater the increase in customer loyalty. The T-statistic test results is $2.442 > 1.96$, and the P-value is $0.015 < 0.05$, which means it meets the significant requirements. Thus, content marketing has an influence in forming customer loyalty directly. So the fourth hypothesis (H4) is accepted.

The research results indicate that presenting quality, informative, and relevant content not only increases consumer engagement, but also builds trust which ultimately strengthens loyalty to the Skintific brand through long-term relationships.

The results of this study are in line with research by Setiawan FA (2024) who found that consistent and relevant content contributes to increasing audience engagement and building customer loyalty, because it is able to provide a better understanding of the product⁽¹²⁾. This study is also supported by research by Nurcahyadi A (2024) who found that customer loyalty is formed when content marketing is able to increase brand awareness, foster trust, and encourage deep engagement⁽⁴⁾.

The influence of influencer marketing on customer loyalty

The direct influence between influencer marketing variables (X2) and customer loyalty (Y) has an original sample value of 0.243, indicating a positive relationship between the two variables. This means that the more optimal the use of influencers, the higher the level of customer loyalty that is formed. The T-statistic test results is $3.460 > 1.96$ and the P-value is $0.001 < 0.05$, which means that it meets the significance requirements. Thus, influencer marketing has a direct influence on shaping customer loyalty. Therefore, the fifth hypothesis (H5) is accepted.

The results show that influencer recommendations contribute to building a convincing product image and encouraging consumer loyalty. This finding are in line with research by Maulidiyah IZ (2024) and Sari SA (2024) regarding the influence of influencer marketing on customer loyalty. Influencer marketing has been proven effective in building emotional connections between brands and customers through the trust and credibility held by

influencers. Customers who follow recommendations from influencers tend to be more trusting and loyal to the brands being promoted⁽⁶⁾. Furthermore, influencer marketing not only encourages initial purchases but also forms long-term positive perceptions of the brand, which leads to customer loyalty⁽¹³⁾.

The influence of online customer reviews on customer loyalty

The direct influence between online customer review variables (X3) and customer loyalty (Y) has an original sample value of 0.237, which indicates a positive influence between the two variables. This means that the more optimal online customer reviews are, the higher the level of customer loyalty that is formed. The T-statistic test result is $3.718 > 1.96$ and the P-value of $0.000 < 0.05$, which means it meets the significant requirements. Thus, online customer reviews have a direct influence on shaping customer loyalty. Therefore, the sixth hypothesis (H6) is accepted .

The results of this study indicate that online customer reviews play a role in strengthening customer loyalty through satisfaction and validation of other users' experiences, while negative reviews tend to weaken trust and reduce loyalty.

This finding is in line with research by Wulandari C (2025) which states that customer reviews not only strengthen customer relationships with brands, but also serve as social validation that forms positive perceptions, increases the purchase intentions of potential consumers, and encourages the creation of ongoing loyalty⁽³⁾.

The influence of purchase decisions on customer loyalty

The direct influence between the purchase decisions variable (Z) and customer loyalty (Y) has an original sample value of 0.625, which indicates a positive influence between the two variables. This means that the higher the purchase decisions value, the higher the level of customer loyalty formed. The T-statistic test results is $8.785 > 1.96$, and the P-value is $0.000 < 0.05$, which means it meets the significant requirements. Thus, purchase decisions have a direct influence on shaping customer loyalty. Therefore, the seventh hypothesis (H7) is accepted.

This study shows that purchase decisions contribute significantly to the formation of customer loyalty, where positive experiences and product value that exceed consumer expectations encourage repeat purchases and strengthen the company's success in achieving its goals .

This finding is supported by research by Sinta S (2025), which states that purchase decisions based on positive experiences tend to increase customer loyalty⁽²²⁾. In addition, research by Muhtarom A (2022) also found that consumer satisfaction with products that meet expectations contributes to repeat purchases and positive recommendations to others⁽²³⁾.

The influence of content marketing on customer loyalty through purchase decisions

The indirect influence between the content marketing variable (X1) and customer loyalty (Y) through the purchase decisions variable (Z), the original sample value of 0.198 indicates a positive correlation between the research variables. The T-statistic test result is $3.684 > 1.96$ and P-value is $0.000 < 0.05$, which means it meets the significant requirements. Therefore, the purchase decisions functions as a mediator, but the mediation effect is partial (partial mediation), because the direct effect is still significant. Thus, content marketing has an influence in shaping customer loyalty through indirect mediation of purchase decision. Therefore, the eighth hypothesis (H8) is accepted.

The results of this study indicate that the content presented by companies, whether in the form of product information, education, or storytelling, can influence consumer perceptions and interests, thus driving purchase decisions. Purchase decisions that feel right then become the foundation for forming a positive consumer experience with the product. This experience fosters satisfaction, increases trust, and ultimately encourages consumer loyalty to the product.

The influence of influencer marketing on customer loyalty through purchase decisions

The indirect influence between the influential marketing variable (X2) and customer loyalty (Y) through the purchase decisions variable (Z), the original sample value of 0.129 indicates a positive correlation between the research variables. The T-statistic test result is $2.705 > 1.96$ and P-value is $0.007 < 0.05$, which means it meets the significant requirements. Therefore, the purchase decisions functions as a mediator, but the mediation effect is partial (partial mediation), because the direct effect is still significant. Thus, influencer marketing has an influence on shaping customer loyalty through indirect mediation of purchase decisions. Therefore, the ninth hypothesis (H9) is accepted.

The results of this study indicate that credible influencers with strong appeal can increase interest and encourage consumers to make purchase decisions. A perceived correct purchase decisions then forms the basis for a positive consumer experience, which ultimately make customer loyal to the product. Therefore, Skintific needs to select and collaborate with credible influencers and deliver authentic messaging to maintain sustainable loyalty.

The influence of online customer reviews on customer loyalty through purchase decisions

The indirect influence between online customer review variables (X3) and customer loyalty (Y) through the purchase decisions variable (Z), the original sample value of 0.255, indicates a positive correlation between the research variables. The T-statistic test result is $5.193 > 1.96$ and P-value is $0.000 < 0.05$, which means it meets the significant requirements. Therefore, purchase decisions functions as a mediator, but the mediation effect is partial (partial mediation), because the direct effect is still significant. Thus, online customer reviews have an influence in shaping customer loyalty through indirect mediation of purchase decisions. Therefore, the tenth hypothesis (H10) is accepted.

The results of this study show that customer reviews are more effective in building loyalty when they encourage consumers to make a purchase first. When the purchase decisions results in a satisfying experience, trust and attachment to the product develop, so that loyalty can be formed more strongly. Therefore, Skintific should focus on how customer reviews can encourage quality purchase decisions, because a satisfying purchase experience is the key to forming loyalty.

CONCLUSION AND SUGGESTIONS

Based on the results of the analysis and discussion carried out, the following conclusions were obtained: Content marketing on social media has a positive and significant influence on the purchase decisions of Skintific sunscreen products. Influencer marketing on social media has a positive and significant influence on purchase decisions of Skintific sunscreen products. Online customer reviews has a positive and significant influence on the purchase decisions of Skintific sunscreen products. Content marketing on social media has a positive and significant effect on customer loyalty of Skintific sunscreen products. Influencer marketing on social media has a positive and significant influence on customer loyalty of Skintific sunscreen products. Online customer reviews has a positive and significant effect on customer loyalty of Skintific sunscreen products. Purchase decisions have a positive and significant influence on customer loyalty to Skintific sunscreen products. Content marketing on social media has a significant influence on customer loyalty through purchase decisions for Skintific sunscreen products. Influencer marketing on social media has a significant influence on customer loyalty through purchase decisions for Skintific sunscreen products . Online customer reviews have a significant impact on customer loyalty through purchase decisions for Skintific sunscreen products. Based on the research results, there are several limitations that form the basis for the following suggestions to provide added value to research and business practice: For further researchers, it is recommended to conduct analysis on other variables such as product innovation, customer trust or customer experience, which influence purchase decisions and customer loyalty, as well as expand the research area outside DKI Jakarta so that the results are more comprehensive and representative. For business (especially for Skintific companies), it is recommended to develop educational and interactive content, strengthening long-term collaboration with credible and authentic influencers who are experts in skincare, encourage customer participation through post-purchase reviews and establish a reward system in the form of points that can be exchanged for discounts or exclusive products as an effort to enhance customer engagement, satisfaction and loyalty.

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