



**THE EFFECT OF INFLUENCER MARKETING, GREEN MARKETING, AND
BRAND IMAGE ON CONSUMER BUYING INTEREST IN SKINTIFIC
BEAUTY PRODUCTS (A CASE STUDY OF FEMALE STUDENTS IN BIMA
CITY)**

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Abstract

This study aims to analyze the influence of influencer marketing, green marketing, and brand image on consumer purchasing interest of Skintific beauty products among female students in Bima City. The method used is associative quantitative research with a sample of 96 respondents selected using purposive sampling. Data were collected through questionnaires and analyzed using multiple linear regression. The results showed that influencer marketing had a negative and significant effect on purchasing interest ($t = -2.435$; $p < 0.05$). Green marketing had a positive and significant effect on purchasing interest ($t = 2.991$; $p < 0.05$). Brand image had the most dominant positive and significant effect on purchasing interest ($t = 4.861$; $p < 0.05$). Simultaneously, the three variables had a significant effect on purchasing interest with an F-value of 17.257 and a coefficient of determination of 36%.

Keywords: Influencer Marketing; Green Marketing; Brand Image; Purchase Interest



INTRODUCTION

The beauty industry in Indonesia has experienced rapid growth in recent years. The emergence of various local and international brands offering innovative skincare products marks a shift in consumer behavior, particularly among the younger generation. One brand that has attracted considerable attention is Skintific, a foreign skincare brand now widely used by Indonesian consumers, including female students. Skintific's growing popularity is inextricably linked to the role of influencers, who share personal experiences and reviews deemed credible. According to Hariyanti & Wirapraja (in Agustin & Amron 2022), an influencer is someone with a large following on social media who can encourage others to take action. According to Lengkawati (2021), influencer marketing is a marketing strategy that showcases a person (individual) with a following when promoting a product, thereby influencing others/their environment to make a decisive decision, ultimately using the product. Skintific has its own social media accounts on Facebook, TikTok, Instagram, and YouTube. Influencers also frequently upload endorsement content to their personal accounts because they have a large following on social media, especially TikTok, and they wield significant influence over their followers. The influencers I'm referring to are Tasya Farasya, Mahalini Raharja, and Alyssa Daguisse, among many others.

Influencer marketing strategies are considered capable of transmitting opinions and consumer purchasing interest on social media. This aligns with research by Atika, Puruwita, and Krissanya (2025), which demonstrated that the credibility of an influencer on social media significantly influences brand awareness and drives consumer purchase intention. Furthermore, Fitri and Syaefulloh (2023) also emphasized that persuasive information exposure from influencer marketing activities can direct public opinion and strengthen consumer purchasing intention through interactive product reviews. Owning environmentally friendly products has become a consumer consideration today, giving rise to a new phenomenon in the marketing world: green marketing strategies. This phenomenon is emphasized by Utami (2020), who stated that environmental awareness has changed consumer behavior globally, where they now actively seek out and prioritize products that promote an environmentally friendly concept (green consumer behavior). Furthermore, Jannah and Hernawati (2021) explain that implementing the green marketing concept is no longer just a trend, but a crucial strategy for producers to respond to shifting consumer values that demand ecological responsibility from brands. Consumer behavior in the current era is not only focused on influencers but also on safe ingredients for use,



because many similar products are labeled BPOM even though they contain chemical elements. According to the analysis of Utami, Lekstari, and Maulana (2024), consumer purchasing preferences are currently greatly influenced by the transparency of information related to product safety, such as the presence of eco-labels and guarantees of material safety. Consumers are now more skeptical and selective due to the rise of counterfeiting. They no longer immediately believe claims on the outside, but instead critically evaluate the material content to avoid the risk of health hazards from hidden chemical residues.

Influencer marketing is the most effective way to promote products because Indonesians spend a high average amount of time on social media. According to an empirical report by Kemp (2024), Indonesians spend an average of 3 hours and 11 minutes per day on social media, significantly exceeding the global average of 2 hours and 23 minutes. In line with this high duration, Hariyanti and Wirapraja (2018) emphasized that utilizing influencers in the digital era is a crucial marketing tactic because public figures on social media can bridge a brand's promotional message more naturally, interactively, and persuasively directly to the target audience. The use of influencers to promote goods and services is increasingly being used because currently, people, especially Generation Z or female students, are more active on social media than on television. The characteristics of this young audience are explained by Campbell and Farrell (2020), where the power of influencer influence no longer rests on conventional popularity like television celebrities, but rather on the ability to build dynamic horizontal relationships through two-way interactions on digital platforms. This phenomenon is reinforced by real data from the leading agency INSG (2024) which shows that 76% of social media users in Indonesia actively follow at least one influencer account, and the majority are dominated by the productive age group and generation Z. Influencers are people who have a large number of followers or audiences on social media and they have a strong influence on their followers such as artists, TikTokers, Instagram celebrities, YouTubers, and so on. They are liked and trusted by their followers so that what they wear, say or do can inspire and influence followers, including to try and buy a product. Based on the analysis of Lengkawati and Saputra (2021), the level of trust (trustworthiness) and attractiveness built by an influencer empirically act as a strong stimulus that triggers consumer motivation to make purchasing decisions. From a macroeconomic perspective, this effectiveness is captured in the Influencer Marketing Benchmark Report (2024), which notes that the global market value of this industry has reached USD 24 billion, proving that the absorption of



advertising capital through digital content creators provides a much higher return on investment for business actors.

According to Agustini (2019), green marketing is a marketing activity carried out by companies that are concerned with environmental issues, by distributing goods and services in an environmentally friendly manner to satisfy consumers and the wider community. In the product context, Skintific focuses its strategy on improving quality through the use of clinically tested active ingredients. Skintific uses a combination of natural, plant-based ingredients such as *Centella asiatica*, but its main advantage lies in its formulation that combines laboratory-derived active ingredients such as Ceramide, Niacinamide, Hyaluronic Acid, and AHA/BHA. This combination of active ingredients contributes significantly to strengthening the skin's defense layer (skin barrier), maintaining moisture, and reducing epidermal tissue irritation. Providing a varied product mix that is relevant to the cosmetics market segmentation is supported by a study by Alamsyah et al. (2020) which confirmed that the expansion of products with environmentally friendly functional performance has been proven to stimulate green awareness among customers. Skintific implements this mix through comprehensive product diversification, ranging from cushion, loose powder, pressed powder, skin tint, concealer, serum, moisturizer, toner, essence, sunscreen, facial wash, to sleeping mask which are specifically formulated to address deviations in skin conditions such as dullness, dehydration, excess sebum production, and acne. Skintific carries the concept of "Smart and Safe Skincare" which emphasizes that all products are formulated through the use of modern scientific technology with active ingredients that are safe for sensitive skin conditions. The implementation of the cosmetic product concept that prioritizes formula safety and transparency of non-hazardous chemical active ingredients is a reflection of the green marketing mix strategy. This environmentally friendly marketing concept is in line with the comparative operational mix study by Kurniawan Chairul and Erdi (2025) which explains that corporate commitment to highlighting formula cleanliness values (clean beauty) is a crucial element in encouraging sustainable consumption behavior. The applied green marketing focuses more on the representation of "safe and clean" products (free from hazardous chemical contaminants). Through a green marketing lens, Skintific adopts sustainability principles in both product formulation and packaging material design. Skintific designs product formulas by avoiding the use of harmful excipients such as parabens and alcohol to minimize the risk of contact dermatitis on sensitive skin. From a secondary logistics perspective, Skintific optimizes the use of recyclable packaging by



utilizing plastic and glass-based materials that are compatible with waste management systems at local recycling centers. In addition, the provision of cosmetic products in refill variants, especially for cushion products, is a concrete manifestation of the reduce principle to reduce the rate of accumulation of single-use plastic waste in the environment. The simultaneous implementation of this integrated green marketing strategy not only strengthens the brand's position in the cosmetics market but also contributes significantly to educating the market ecosystem towards sustainable green consumption.

Brand image is a customer's impression of a brand that is formed from personal experiences, information received, and the relationship formed in the consumer's mind towards the brand (Kotler & Keller, 2016). In the fashion industry, brand image includes not only perceptions of product quality, but also visual style, brand values, and the emotions and identity offered to consumers. The positive image built by Skintific through elegant design, scientific claims, and influencer endorsements strengthens trust and increases consumer purchasing interest. Furthermore, a good product will be easily accepted by consumers, thus increasing consumer purchasing interest in a product.

Female students in Bima City, generally aged 17-24, are active users of beauty products, especially skincare. They seek information extensively through social media platforms like TikTok, Instagram, and YouTube, frequently encountering beauty influencer reviews, campaigns promoting chemical-free or environmentally friendly ingredients, and the brand image built by companies. With limited pocket money, female students tend to be selective and compare products before purchasing.

Initial observations among female students in Bima City indicate that their purchasing interest in beauty products, particularly skincare, is influenced by various factors arising from their social media activities. Many female students admitted to purchasing products after seeing reviews from beauty influencers, but others felt that these reviews did not always reflect actual results, raising doubts. Furthermore, although many brands implement green marketing campaigns, such as using natural ingredients or eco-friendly packaging, students do not fully understand whether these claims are true or merely marketing strategies. Furthermore, brand image is also a problem because some viral products are disputed simply because of trends, not because of proven quality.



LITERATURE REVIEW

Influencer Marketing

Influencer marketing is a marketing strategy that leverages influential individuals to influence consumer purchasing decisions through their credibility and close relationships with their audience. According to Kotler and Keller (2016), influencer marketing is a form of word-of-mouth marketing that leverages influential figures to strengthen a brand's image in a personal and authentic way. Meanwhile, Lou and Yuan (2019) explain that the effectiveness of influencer marketing is influenced by the influencer's level of trust, expertise, and appeal, which in turn drives consumer interest in the promoted product.

Widely used influencer marketing indicators refer to Ohanian (1990) and were developed by Lou and Yuan (2019) and Schouten et al. (2020). First, trustworthiness, which is the level of audience trust in an influencer who is honest, consistent, and transparent. Second, expertise, which is the influencer's ability or knowledge relevant to the product being promoted. Third, attractiveness, which includes appearance, communication style, and personality that attracts the audience's attention. Fourth, match-up, or the suitability between the influencer and the product, where a high match can increase the perception of the promotion's authenticity and reduce consumer skepticism (Schouten et al., 2020). Fifth, engagement, which is reflected in interactions such as likes, comments, and shares, is a form of social validation that strengthens the relationship between the influencer and their followers (De Veirman et al., 2017).

Green Marketing

According to Kumar and Polonsky (2017), green marketing involves "all activities designed to generate and facilitate any exchange aimed at satisfying human needs in a way that minimizes adverse impacts on the physical environment." This means that companies focus not only on economic profit but also on social responsibility and environmental preservation. More broadly, the concept of green marketing, according to Dangelico and Vocalelli (2017), aims to satisfy consumer needs in an environmentally responsible manner, while simultaneously creating economic and ecological value.

Brand Image

According to Keller (2021), brand image is a collection of brand associations held in consumers' minds. These associations must be strong (memorable), favorable (providing positive value), and unique (differentiating from competitors). Meanwhile, according to Rahmawati (2022), brand image is the consumer's perception of a brand formed through experience, product quality, and promotional messages delivered by the company. The stronger and more



positive the brand image, the greater its influence on consumer purchasing intention. Furthermore, according to Keller & Swaminathan (2020) in their book *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, brand image is measured through three main aspects of brand association embedded in consumers' minds: Strength of Brand Association, Uniqueness of Brand Association, and Favorability of Brand Association.

Purchase Intention

According to Kotler and Keller (2022), purchase intention is a person's tendency to purchase a particular brand or product after going through a process of evaluation and consideration. Purchase intention arises when consumers perceive that the product can meet their needs and provide added value compared to other products. Meanwhile, Firmansyah (2019) explains that purchase intention is the stage of consumer tendency to act before a purchase decision is actually made. This means that purchase intention is a form of motivation that arises from emotional or rational drives towards a product.

RESEARCH METHOD

This study uses a quantitative approach with an associative method to analyze the influence of Influencer Marketing, Green Marketing, and Brand Image on Consumer Purchase Intention of Skintific beauty products among female students in Bima City. The associative method is used to determine the relationship and influence between research variables (Sugiyono, 2016). The research instrument is a questionnaire with a five-point Likert scale, ranging from strongly disagree to strongly agree, which is used to measure respondents' perceptions of the variables studied (Sugiyono, 2016). The study population is all female students who use Skintific products in Bima City. Because the population size is not known for certain, the sample determination uses the Purba formula in Sujarweni (2020) with a 10% error rate, so that a minimum sample of 96 respondents is obtained. The sampling technique uses purposive sampling with the criteria for respondents being at least 17 years old, having seen Skintific promotions by influencers, having used Skintific products, and having used them for at least three months. The study was conducted in Bima City, West Nusa Tenggara. Data collection was conducted through observation, questionnaire distribution, and literature review (Sugiyono, 2016; Arikunto, 2016). Data analysis included validity tests, reliability tests, and classical assumption tests covering normality, multicollinearity, heteroscedasticity, and autocorrelation (Ghozali, 2018). Furthermore, multiple linear regression analysis was conducted to test the



influence of independent variables on the dependent variable. The strength of the relationship and the contribution of variables were measured using the correlation coefficient (R) and the coefficient of determination (R^2), while hypothesis testing was conducted through the t-test (partial) and F-test (simultaneous) (Sugiyono, 2016; Ghozali, 2018).

RESULTS AND DISCUSSION

Instrument Test

1. Validity Test

The validity test is used to measure the validity of a questionnaire used. A questionnaire can be said to be valid if the statements in the questionnaire are able to reveal something that will be measured in the questionnaire (Ghozali, 2018). The existing testing criteria are if $r_{\text{count}} > r_{\text{table}}$ with $\alpha = 0.05$ then the measuring instrument is declared valid, conversely if $r_{\text{count}} < r_{\text{table}}$ then the measuring instrument is declared invalid. In this study, the number of respondents used was 96 people, so the significance value is 0.2006 or rounded to (0.201). The following are the results of the validity test calculation using SPSS version 24. The following are the results of the validity test.

Table 1
Validity Test

Influencer marketing variable (X1)			
Statement Items	r-count	r-table	Information
X1.1	0.345	0.201	Valid
X1.2	0.589	0.201	Valid
X1.3	0.529	0.201	Valid
X1.4	0.334	0.201	Valid
X1.5	0.638	0.201	Valid
X1.6	0.602	0.201	Valid
X1.7	0.585	0.201	Valid
X1.8	0.442	0.201	Valid
X1.9	0.355	0.201	Valid
X1.10	0.346	0.201	valid
Green marketing variable (X2)			
Statement Items	r-count	r-table	Information
X2.1	0.313	0.201	Valid
X2.2	0.274	0.201	Valid
X2.3	0.285	0.201	Valid



X2.4	0.303	0.201	Valid
X2.5	0.484	0.201	Valid
X2.6	0.477	0.201	Valid
X2.7	0.403	0.201	Valid
X2.8	0.264	0.201	Valid
Brand image variable (X3)			
Statement Items	r-count	r-table	Information
X3.1	0.592	0.201	Valid
X3.2	0.593	0.201	Valid
X3.3	0.485	0.201	Valid
X3.4	0.420	0.201	Valid
X3.5	0.245	0.201	Valid
X3.6	0.511	0.201	Valid
Purchase interest variable (Y)			
Statement Items	r-count	r-table	Information
Y.1	0.511	0.201	Valid
Y.2	0.380	0.201	Valid
Y.3	0.511	0.201	Valid
Y.4	0.303	0.201	Valid
Y.5	0.318	0.201	Valid
Y.6	0.403	0.201	Valid
Y.7	0.383	0.201	Valid
Y.8	0.511	0.201	Valid

Source: (SPSS output data processing, 24)

Based on all the statement items of the influencer marketing variable, the calculated r_{value} is $> r_{\text{table}}$ with a large level of r_{table} of 0.2006 or (0.201), so it can be concluded that all the statement items in the influencer marketing variable are valid.

The following is a validity test on the green marketing variable. Based on all the statement items in the green marketing variable, the calculated r_{value} is $> r_{\text{table}}$ with a large level of r_{table} of 0.2006 or (0.201), so it can be concluded that all statement items in the green marketing variable are valid.

The following are the results of the validity test on the brand image variable. Based on all the statement items, the brand image variable has a calculated $r_{\text{value}} > r_{\text{table}}$ with a large level of r_{table} of 0.2006 or (0.201), so it can be concluded that all statement items in the brand image variable are valid.



The following are the results of the validity test on the purchase interest variable. Based on all statement items, the purchase interest variable has a calculated $r_{\text{value}} > r_{\text{table}}$ with a large level of r_{table} of 0.2006 or (0.201), so it can be concluded that all statement items on the purchase interest variable are valid.

2. Reliability test

In this study, reliability testing was conducted using the IBM SPSS statistical application version 24. Reliability testing is used to measure whether the same data or objects with the same results. Data that meets the assessment criteria using Cronbach's alpha test > 0.6 can be considered good data. In other words, the data in the study is trustworthy and in accordance with the actual situation, so the instrument used as a data collection tool can be considered reliable. The following table shows the results of the reliability test:

Table 2
Reliability Test

No.	Variables	Nominal Limit	R alpha value	Information
1	Influencer marketing (X1)	0.60	0.791	Acceptable/Reliable
2	Green marketing (X2)	0.60	0.604	Acceptable/Reliable
3	Brand image (X3)	0.60	0.637	Acceptable/Reliable
4	Purchase interest (Y)	0.60	0.806	Acceptable/Reliable

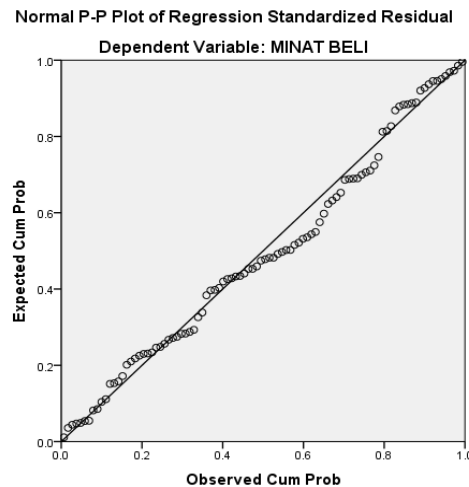
Source: (SPSS output data processing, 24)

Based on the table above, all instruments have values that exceed the normal limit of Cronbach's alpha > 0.6 , therefore, it can be concluded that all instruments in this study can be said to be reliable/acceptable.

3. Classical assumptions

a. Normality Test

The normality test is used to determine whether the population residuals in a regression model are normally distributed. The Kolmogorov-Smirnov test used in this study has a significance value of 0.05. If the statistical test result is greater than or equal to 0.05, the data are considered normally distributed. However, if the significance value is less than 0.05, the data are not normally distributed.

**Figure 1**

The output of SPSS version 24 on the normal pp plot of regression standardized residual graph, above shows that the foam grains follow the diagonal line, so it can be concluded that the research data is normally distributed and the regression model is suitable for use in predicting decisions regarding purchasing interest.

To confirm the results of the normality test above, the researcher conducted a Kolmogorov-Smirnov test with the following results:

Table 3
Kolmogorov-Smirnov Test Results
One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			96
Normal Parameters ^{a,b}	Mean		.0000000
	Standard Deviation		3.29720719
Most Extreme Differences	Absolute		.085
	Positive		.085
	Negative		-.049
Test Statistics			.085
Asymp. Sig. (2-tailed)			.084 ^c
Monte Carlo Sig. (2-tailed)	Sig.		.468 ^d
	99% Confidence Interval	Lower Bound	.455
		Upper Bound	.480



- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 10000 sampled tables with starting seed 299883525.

Source: (SPSS output data processing, 24)

Based on the results of the Kolmogorov-Smirnov test above, the Asymp. Sig. value of 0.084 is greater than 0.05, and is supported by the PP Plot graph which shows a pattern following a diagonal line. This indicates that the data in this study are normally distributed and the regression model is suitable for use in predicting the dependent variable, namely purchasing decisions based on the input of the independent variables content marketing and brand image. Therefore, the research data is suitable for use as research.

b. Multicollinearity test

Table 4.
Multicollinearity test results
Coefficients^a

	Model	Unsigned rdized Coefficients		Standard ized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11,053	2,865		3,858	0,000		
	INFLUENCER MARKETING	-0.314	0.129	-0.373	-2,435	0.017	0.296	3,380
	GREEN MARKETING	0.382	0.128	0.323	2,991	0.004	0.595	1,680
	BRAND IMAGE	0.899	0.185	0.668	4,861	0,000	0.368	2,715

a. Dependent Variable: PURCHASE INTEREST

Source: (SPSS output data processing, 24)

Based on the Collinearity Statistics value of the output table above, the Tolerance value of the influencer marketing variable (X1) is 0.296, green marketing (X2) is 0.595 and brand image (X3) is 0.368, so the Tolerance value of the variable is > 0.10. Meanwhile, the VIF value for the influencer marketing variable (X1) is 3.380, green marketing (X2) is 1.680 and brand image (X3) is 2.715, so the VIF value of the variable is < 10.00. So it can be concluded that there is no multicollinearity in the regression model.

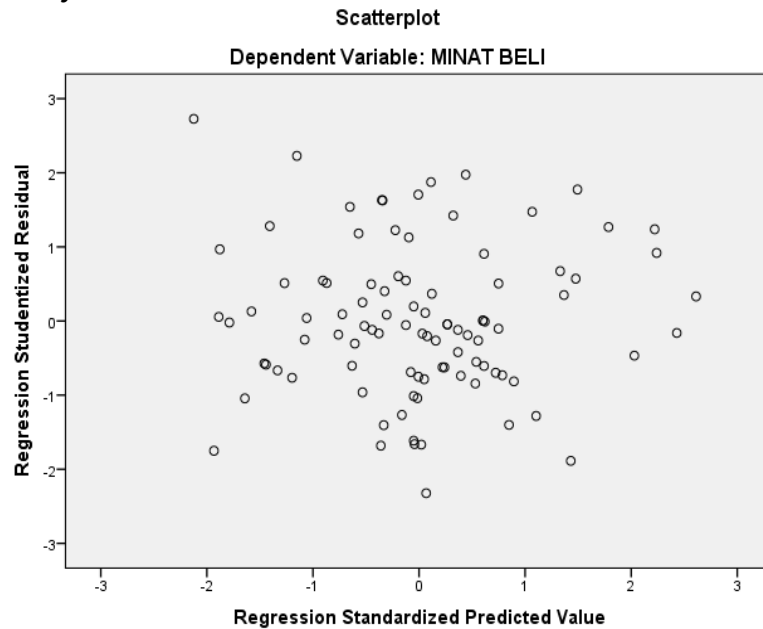
**c. Heteroscedasticity test**

Figure 2
Heteroscedasticity Test

Based on Figure 4.2, it can be seen that the residual distribution is irregular and does not form a pattern. This can be seen in the scattered points on the plot. The conclusion that can be drawn is that there are no residuals.

d. Autocorrelation test

Table 5
Autocorrelation Test
Model Summary^b

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.600 ^a	0.360	0.339	3,351	1,749

A. Predictors: (Constant), Brand Image, Green Marketing, Influencer Marketing

B. Dependent Variable: Purchase Interest

Source: (SPSS output data processing, 24)

Based on the results of the autocorrelation test using the Durbin-Watson method in Table 5, the Durbin-Watson value was 1.749. This value is between the upper limit (du) of 1.733 and the value (4 - du) of 2.267. In accordance with the decision-making criteria in the Durbin-Watson test, if the DW value lies between



du and (4 - du), then the regression model is declared free from autocorrelation. Therefore, it can be concluded that in the regression model of this study there are no symptoms of autocorrelation, so that the residuals or confounding errors between observations are independent and the regression model is suitable for further analysis.

4. Results of Multiple Linear Regression Analysis

Regression Equation

Table 6
Multiple Linear Regression Analysis
Coefficients ^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,053	2,865		3,858	0,000
	Influencer Marketing	-0.314	0.129	-0.373	-2,435	0.017
	Green Marketing	0.382	0.128	0.323	2,991	0.004
	Brand Image	0.899	0.185	0.668	4,861	0,000

Source: (SPSS output data processing, 24)

Based on the results of the multiple linear regression test, it can be seen that the regression equation is as follows:

$$Y = 11.053 - 0.314 X_1 + 0.382 X_2 + 0.899 X_3$$

The results of the analysis of this equation are:

1. The constant $a = 11.053$ represents the baseline value of consumer purchase interest when the variables Influencer Marketing, Green Marketing, and Brand Image are set to zero, meaning there is no influence from these three variables. This means that without the influence of these three variables, consumer purchase interest would already have a value of 11.053.
2. The regression coefficient value for the Influencer Marketing variable is -0.314, indicating a negative influence on consumer purchasing interest. This indicates that a one-unit decrease in the influencer marketing variable will result in a -0.314-unit decrease in consumer purchasing interest, assuming other variables remain constant.
3. The regression coefficient value for the Green Marketing variable is 0.382, indicating that this variable also has a positive influence on consumer purchasing interest. This means that every one-unit increase in the Green



Marketing variable will increase consumer purchasing interest by 0.382 units, assuming the other variables remain unchanged.

4. The regression coefficient value of 0.899 for the Brand Image variable indicates that this variable also has a positive influence on consumer purchasing interest. This means that every one-unit increase in the brand image variable will increase consumer purchasing interest by 0.899 units, assuming the other variables remain unchanged.

5. Correlation Coefficient (R) Test Results

Table 7

Results of Multiple Correlation Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.600 ^a	.360	.339	3,351	.360	17,257	3	92	.000

a. Predictors: (Constant), Brand Image, Green Marketing, Influencer Marketing

Source: (SPSS output data processing, 24)

From these results, the R value can be obtained as 0.600, meaning that the relationship between the influencer marketing (X1), green marketing (X2), and brand image (X3) variables and purchasing interest as a variable (Y1) in the strong correlation table category.

Table 8

Correlation Coefficients

Interpretation of the correlation coefficient

Coefficient interval	Relationship level
0.00-0.199	Very low
0.200-0.399	Low
0.400-0.599	Currently
0.600-0.799	Strong
0,800-1,000	Very strong

Source: Sugiyono (2016)

Based on Table 7, it is known that the Sig. F Change value is smaller than 0.05. So it can be concluded that the variables influencer marketing (X1), green marketing (X2), and brand image (X3) have a significant relationship with consumer purchasing interest (Y) simultaneously.

**6. The results of the coefficient of determination (R^2)****Table 9****Results of the Determination Coefficient Test (R^2)****Model Summary**

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.600 ^a	.360	.339	3,351	.360	17,257	3	92	.000

a. Predictors: (Constant), Brand Image, Green Marketing, Influencer Marketing

Source: (SPSS output data processing, 24)

Based on Table 9, it is known that the R Square value is 0.360, which shows that the variables influencer marketing, green marketing, and brand image (independent) are able to explain the consumer buying interest variable (dependent) by 36%, while the remainder is explained by other variables not included in this study.

Hypothesis Testing**7. T-Test Results (Partial)**

The T-test is used to determine whether the independent variable has a partial effect on the dependent variable. If the significance value is <0.05 , it can be concluded that the independent variable has a partial significant effect on the dependent variable. The purpose of the T-test is to determine the validity of the hypothesis formulated by the researcher. The T_{table} calculation is as follows:

$$T_{\text{table}} = (\alpha/2 ; nk-1) = (0.05/2 ; 96-3-1) = (0.025 ; 92) = 1.986$$

Table 10**t-test results****Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,053	2,865		3,858	0,000
	Influencer Marketing	-0.314	0.129	-0.373	-2,435	0.017
	Green Marketing	0.382	0.128	0.323	2,991	0.004
	Brand Image	0.899	0.185	0.668	4,861	0,000

a. Dependent Variable: Purchase Interest

Source: (SPSS output data processing, 24)

The results of the hypothesis testing indicate that the three research variables have a significant influence on consumer purchasing interest for



Skintific products. The Influencer Marketing variable has a negative and significant effect on purchasing interest with a t-value of -2.435 and a significance of 0.017 (<0.05). This finding indicates that influencer promotions that are too commercial or inappropriate for the product can cause consumer skepticism and reduce purchasing interest. Conversely, Green Marketing has a positive and significant effect on purchasing interest with a t-value of 2.991 and a significance of 0.004 (<0.05). These results indicate that marketing strategies that emphasize environmentally friendly aspects can increase consumer interest in the product. Meanwhile, Brand Image is the most dominant variable with a t-value of 4.861 and a significance of 0.000 (<0.05), and the highest regression coefficient of 0.899. This finding confirms that a strong, positive, and trusted brand image is the main factor that encourages consumers to purchase Skintific products and increases their preference over similar products.

8. F Test Results (Simultaneous)

The F test is used to determine whether independent variables have a simultaneous effect on the dependent variable. If the significance value is <0.05 , it can be concluded that the independent variables have a simultaneous effect on the dependent variable. The F_{table} calculation is as follows:

$$F_{table} = (df : df_2) = (k : nk - 1) = (3 : 96 - 3 - 1) = (3 : 92) = 2,700$$

Table 11

F test results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	581,190	3	193,730	17,257	.000 ^b
	Residual	1032,800	92	11,226		
	Total	1613,990	95			

a. Dependent Variable: Purchase Interest

b. Predictors: (Constant), Brand Image, Green Marketing, Influencer Marketing

Source: (SPSS output data processing, 24)

H4: The variables influencer marketing, green marketing, and brand image have a significant influence on consumer interest in purchasing scientific products.

Based on the F_{test} results, the F_{count} value was 17.257 with a significance level of $0.000 < 0.05$, and $F_{count} > F_{table}$ (2.700). This indicates that the variables Influencer Marketing, Green Marketing, and Brand Image simultaneously have a significant effect on consumer purchasing interest in Skintific skincare products. This finding



is in line with the research of Hildayanti, Sahrin, and Siti Kadriyanti (2024) in Business UHO: Jurnal Administrasi Bisnis which states that influencer marketing, green marketing, and brand image together have a significant effect on consumer purchasing interest.

CONCLUSION

Based on research conducted by researchers regarding the influence of influencer marketing, green marketing, and brand image on consumer purchasing interest in Skintific beauty products (study on female students in Bima City), the following conclusions can be drawn:

1. The influencer marketing variable has a significant influence on consumer purchasing interest in Skintific beauty products among female students in Bima City.
2. The green marketing variable has a significant influence on consumer interest in purchasing Skintific beauty products among female students in Bima City.
3. The brand image variable has a significant influence on consumer interest in purchasing Skintific beauty products among female students in Bima City.
4. The variables of influencer marketing, green marketing, and brand image simultaneously influence the interest in purchasing cosmetic products in Bima City.

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