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THE EFFECT OF INFLUENCER MARKETING AND PRICE PERCEPTION ON PURCHASE DECISIONS FOR GLAD2GLOW SKINCARE PRODUCTS IN BEKASI CITY

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Abstract

Influencer marketing and price perception are two important factors that influence consumer behavior, especially in the currently rapidly growing skincare industry. This study aims to analyze the influence of influencer marketing and price perception on purchasing decisions for Glad2Glow skincare products in Bekasi City. This study uses a quantitative descriptive method with a population of Glad2Glow product consumers. The research sample consisted of 96 respondents determined using the Lemeshow formula, with data collection techniques through questionnaires. The collected data were processed using the SPSS application version 24 through validity tests, reliability tests, classical assumptions, multiple linear regression, and hypothesis testing. The results indicate that influencer marketing has a positive and significant effect on purchasing decisions, with a significance value of $0.000 < 0.05$ and a t -count of $4.238 > t$ -table 1.616. Similarly, price perception also exerts a positive and significant influence on purchasing decisions, with a significance value of $0.000 < 0.05$ and a t -count of $13.048 > t$ -table 1.616. Furthermore, influencer marketing and price perception simultaneously have a significant effect on purchasing decisions, as evidenced by a significance value of $0.000 < 0.05$ and an F -count of $391.777 > F$ -table 3.09. These findings suggest that effective marketing strategies through influencers combined with appropriate pricing can enhance consumer interest and strengthen purchasing decisions, thereby contributing to the competitiveness of local skincare brands.

Keywords: *The Influence of Influencer Marketing, Price Perception, Glad2glow Skincare Products*

Abstract

Pemasaran influencer dan persepsi harga merupakan dua faktor penting yang memengaruhi perilaku konsumen, terutama di industri perawatan kulit yang saat ini berkembang pesat. Penelitian ini bertujuan untuk menganalisis pengaruh pemasaran influencer dan persepsi harga terhadap keputusan pembelian produk perawatan kulit Glad2Glow di Kota Bekasi. Penelitian ini menggunakan metode deskriptif kuantitatif dengan populasi konsumen produk Glad2Glow. Sampel penelitian terdiri dari 96 responden yang ditentukan menggunakan rumus Lemeshow, dengan teknik pengumpulan data melalui kuesioner. Data yang dikumpulkan diolah menggunakan aplikasi SPSS versi 24 melalui uji validitas, uji reliabilitas, uji asumsi klasik, regresi linier berganda, dan pengujian hipotesis. Hasil penelitian menunjukkan bahwa pemasaran influencer memiliki pengaruh positif dan signifikan terhadap keputusan pembelian, dengan nilai signifikansi $0,000 < 0,05$ dan t -hitung $4,238 > t$ -tabel 1,616. Demikian pula, persepsi harga juga memberikan pengaruh positif dan signifikan terhadap keputusan pembelian, dengan nilai signifikansi $0,000 < 0,05$ dan t -hitung $13,048 > t$ -tabel 1,616. Lebih lanjut, pemasaran influencer dan persepsi harga secara simultan



memiliki pengaruh signifikan terhadap keputusan pembelian, sebagaimana dibuktikan oleh nilai signifikansi $0,000 < 0,05$ dan $F\text{-hitung } 391,777 > F\text{-tabel } 3,09$. Temuan ini menunjukkan bahwa strategi pemasaran yang efektif melalui influencer yang dikombinasikan dengan penetapan harga yang tepat dapat meningkatkan minat konsumen dan memperkuat keputusan pembelian, sehingga berkontribusi pada daya saing merek perawatan kulit lokal.

Kata kunci: Pengaruh Pemasaran Influencer, Persepsi Harga, Produk Perawatan Kulit Glad2glow

I. INTRODUCTION

Along with technological advances, various industrial sectors are also developing, one of which is the cosmetics industry. According to the Ministry of Industry (2024), the cosmetics industry in Indonesia is expected to grow by 4.86% per year until 2029. Public awareness of the importance of skincare is increasing, as it is seen as a long-term investment. This is supported by numerous beauty trends on social media, where skincare products are considered a primary need for various generations.

One of local skincare business that's currently garnering attention and competing to promote its products is Glad2Glow. It uses natural ingredients like aloe vera, chamomile, vitamin C, and hyaluronic acid, and is enriched with active ingredients like salicylic acid, niacinamide, ceramides, and fruit extracts.

Social media is not only for communication, but is used as a medium for obtaining information and as a platform for buying and selling and promotion (Tarik et al., 2024). The last few years, influencer marketing has become one of the most effective marketing strategies for reaching consumers. An influencer is someone who wields significant influence on social media platforms due to their ability to create emotional connections with consumers and have a large following, which can influence consumer purchasing decisions (Agustin & Amron, 2022).

Glad2Glow has partnered with young Indonesian actress Syifa Hadju as its first brand ambassador. This collaboration has positively impacted the brand's image, particularly through Syifa's influence on social media platforms like TikTok and her support for offline promotions. Although Glad2Glow has implemented an influencer marketing strategy in its promotions, further research is needed to determine the extent to which this strategy truly influences consumer purchasing decisions.

Another equally important factor influencing consumer purchasing decisions is price perception. Price perception refers to consumers' perceptions of a product's price level, whether they perceive it as high, low, or reasonable. This perception plays a significant role because it

not only determines purchasing decisions but also influences consumer satisfaction and loyalty to a product (Nabilah et al., 2023).

Price is not only an indicator of the value and quality of a product, but is also a major component in the marketing mix (Pratiwi et al., 2021). These differences in perception can create doubt and influence purchasing decisions, especially for price-sensitive consumers. This suggests the need for further research into the influence of price perception on purchasing decisions for Glad2Glow products.

Purchasing decisions are a crucial aspect for consumers in determining which products to purchase. The intention to purchase a product is usually formed through consideration of various factors, such as estimated income, perceived price, and expectations regarding the product's benefits (Pratiwi et al., 2021). Other factors such as individual preferences, needs, and information obtained also influence the purchasing decision-making process (Ramadhani & Darmawan, 2025).

Previous research has shown that there is a difference between influencer marketing and price perceptions on purchasing decisions (Patrisya et al., 2025) it was found that influencer marketing had a negative influence or did not have a significant influence on purchasing decisions, whereas previous research according to (Wicaksana & Nuryanto, 2024) shows that influencer marketing has a positive and significant influence on purchasing decisions. Then, research on the influence of price perception according to (Raubet et al., 2024) has a negative influence or no positive influence on purchasing decisions, whereas previous research according to (Melindawaty & Istikomah, 2024) Price perception has a positive and significant partial effect on purchasing decisions. This inconsistency indicates a research gap that requires further investigation. Based on this description, this study aims to analyze the influence of influencer marketing and price perception on purchasing decisions for Glad2Glow skincare products in Bekasi City.

II. THEORITICAL STUDIES

Influencer marketing is a rapidly growing marketing strategy in the digital age, where brands leverage individuals with significant influence on social media to promote their products or services. Influencer marketing is defined as a marketing practice that identifies and engages individuals who have influence over potential buyers (Fera Anggraini, 2025).

Price is the value of an item expressed in monetary terms. Price is the amount of money a customer must pay to obtain a product. Price perception is related to how price information

is fully understood by consumers and provides deep meaning to the brand (Salman Paludi, 2021).

The purchasing decision is the decision stage where the consumer actually purchases a product (Arti Sukma Lengkawati, 2021). Consumer purchasing decisions are actually a collection of a number of decisions, namely decisions about the type of product, decisions about the form of the product, decisions about the brand, decisions about the seller, decisions about the quantity of the product, decisions about the time of purchase, and decisions about the method of payment (Nabilah, Nursal, & Wulandari, 2023)

III. RESEARCH METHODS

This research uses a quantitative statistical research method. According to Sugiyono in (Badruzaman et al., 2024) Quantitative research methods are research methods based on the philosophy of positivism which are used to research certain populations or samples (Darwin et al., 2021). The population in this study were consumers of Glad2Glow skincare products residing in 12 sub-districts in Bekasi City. Because the exact population size was unknown, the sample size was determined using the Lemeshow formula, resulting in 96 respondents. The sampling technique used was non-probability sampling with a purposive sampling method, where respondents were selected based on specific criteria aligned with the research objectives.

Data collection was conducted through online and offline questionnaires, using a Likert scale to measure the research variables. Data analysis was conducted using SPSS version 24 through several stages. The first stage was a validity and reliability test to ensure the feasibility of the research instrument. Next, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests. The analysis continued with multiple linear regression to determine the effect of influencer marketing and price perception on purchasing decisions. To test the hypothesis, a t-test (partial) and an F-test (simultaneous) were used, while the coefficient of determination (R^2) was used to determine the magnitude of the contribution of the two independent variables to purchasing decisions.

IV. RESEARCH RESULTS

a. Uji Validitas

Influencer Marketing (X₁)	R hitung	R table (0.05)	Keterangan
X _{1.1}	0,704	0,2006	Valid
X _{1.2}	0,817	0,2006	Valid
X _{1.3}	0,664	0,2006	Valid
X _{1.4}	0,772	0,2006	Valid
X _{1.5}	0,815	0,2006	Valid

X _{1.6}	0,720	0,2006	Valid
X _{1.7}	0,855	0,2006	Valid
X _{1.8}	0,791	0,2006	Valid
X _{1.9}	0,744	0,2006	Valid
X _{1.10}	0,749	0,2006	Valid

Source: Data processed with SPSS (2025)

Based on the results of the instrument validity test for the Influencer Marketing variable, all indicators showed correlation coefficients higher than the minimum threshold of 0.2. Therefore, all indicators in this variable were declared valid and suitable for use as data collection tools in this study.

Persepsi Harga (X₂)	R hitung	R table (0,05)	Keterangan
X _{2.1}	0,630	0,2006	Valid
X _{2.2}	0,700	0,2006	Valid
X _{2.3}	0,787	0,2006	Valid
X _{2.4}	0,827	0,2006	Valid
X _{2.5}	0,818	0,2006	Valid
X _{2.6}	0,837	0,2006	Valid
X _{2.7}	0,768	0,2006	Valid
X _{2.8}	0,778	0,2006	Valid
X _{2.9}	0,82	0,2006	Valid
X _{2.10}	0,773	0,2006	Valid

Source: Data processed with SPSS (2025)

Based on the results of the instrument validity test for the price perception variable, all indicators showed correlation coefficients higher than the minimum threshold of 0.2. Therefore, all indicators for this variable were declared valid and suitable for use as data collection tools in this study

Keputusan Pembelian (Y)	R hitung	R table (0,05)	Keterangan
Y.1	0,808	0,2006	Valid
Y.2	0,813	0,2006	Valid
Y.3	0,678	0,2006	Valid
Y.4	0,757	0,2006	Valid
Y.5	0,781	0,2006	Valid
Y.6	0,691	0,2006	Valid
Y.7	0,706	0,2006	Valid
Y.8	0,715	0,2006	Valid
Y.9	0,704	0,2006	Valid
Y.10	0,82	0,2006	Valid

Source: Data processed with SPSS (2025)

Based on the results of the instrument validity test for the purchasing decision variable, all indicators showed correlation coefficient values higher than the minimum limit of 0.2.

Therefore, all indicators in this variable were declared valid and suitable for use as data collection tools in this study.

b. Uji Reliabilitas

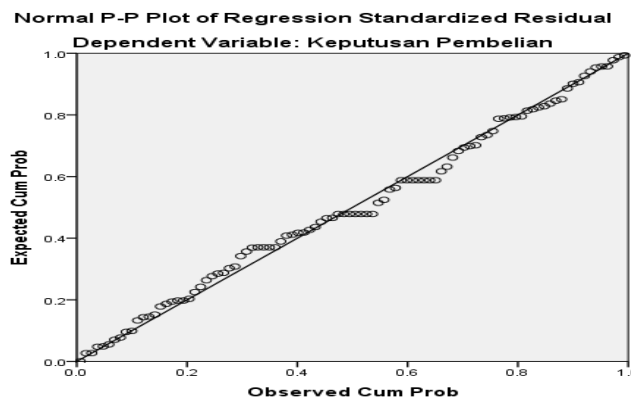
Variabel	Nilai Cronbach's Alpha	Kriteria	Keterangan
Influencer Marketing (X ₁)	0,922	> 0,60	Reliabel
Persepsi Harga (X ₂)	0,925	> 0,60	Reliabel
Keputusan Pembelian (Y)	0,909	> 0,60	Reliabel

Source: Data processed with SPSS (2025)

All questions in the research variables were declared consistent and reliable, and were suitable for use as data collection instruments because the Cronbach Alpha value produced for each variable exceeded 0.60.

c. Uji Normalitas

In the probability plot normality test, the regression model is said to be normally distributed if the plotting data (points) that describe the actual data follow a diagonal line (Imam, 2011).



Source: Data processed with SPSS (2025)

Based on the results of the normal probability plot, it can be seen that all data points follow a parallel pattern and approach a diagonal line. This indicates that the residuals are normally distributed.

d. Uji Multikolinearitas

In the multicollinearity test, there are no symptoms of multicollinearity if the Tolerance value is greater than 0.1 and the VIF value is less than 10 (Imam, 2011). A good regression model should not have any correlation between independent variables.

Coefficients							
Model		Unstandardized Coefficients		t	Sig.	Collinearity Statistic	
		B	Std. Error			Tolerance	VIP
1	(Constans)	2.307	1.398		1.650		
	Influencer Marketing (X1)	.229	.054	.241	4.238	.354	2.828
	Persepsi Harga (X2)	.716	.055	.741	13.048	.354	2.828

a. Dependent variable: Keputusan Pembelian (Y)

Source: Data processed with SPSS (2025)

Based on the figure, it can be seen that the variables for influencer marketing (X1) and price perception (X2) have a tolerance value of $0.354 > 0.10$ and a VIF of $2.828 < 10.00$. Thus, it can be concluded that the regression model does not experience multicollinearity.

e. Uji Heteroskedastisitas

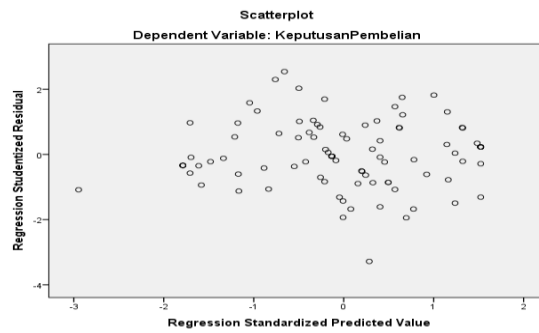
In the heteroscedasticity test using the Scatterplot technique, it is stated that heteroscedasticity does not occur if there are no clear patterns, whether they are undulating, widening and then narrowing in the scatterplot image, and the points are spread above and below the number 0 on the Y axis (Imam, 2011).

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constans)	1.634	.890		1.835	.070
	Influencer Marketing (X1)	-.018	.034	-.092	-.526	.600
	Persepsi Harga (X2)	.014	.035	.072	.414	.680

a. Dependent Variable: abs_res

Source: Data processed with SPSS (2025)

The results of the heteroscedasticity test on the research variables above show that the sig probability value for the influencer marketing variable (X1) is $0.600 > 0.05$, and the sig for the price perception variable is $0.680 > 0.05$, so all questions in this study are said to have no heteroscedasticity. This indicates that the regression model meets the homoscedasticity assumption, so there is no heteroscedasticity problem in the model used.



Source: Data processed with SPSS (2025)

Based on the scatterplot graph, it can be seen that the points are randomly distributed above and below the 0 line without forming any particular pattern, like a widening and narrowing wave. This indicates that the residuals have homogeneous variance. Thus, it can be concluded that the heteroscedasticity assumption is met.

f. Uji Regresi Linier Berganda

Coefficients						
model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. error	Beta		
1	(constans)	2.307	1.398		1.650	.102
	Influencer Marketing (X1)	.299	.054	0.241	4.238	.000
	Persepsi Harga (X2)	.716	.055	.741	13.048	.000

a. Dependent Variable: Keputusan Pembelian

Source: Data processed with SPSS (2025)

Based on the table above, the multiple linear regression equation model is obtained as follows:

$$Y = 2,307 + 0,229 X1 + 0,716 X2 + e$$

- The constant value of 2.307 can be interpreted as meaning that even though there is no encouragement from influencer marketing or price assessment, consumers still have a basic level of purchasing decision for Glad2Glow products of 2.307 or are included in the neutral category.
- The coefficient of the influencer marketing variable (X1) of 0.299 indicates that every 1 unit increase in the influencer marketing variable will cause an increase in purchasing decisions (Y) of 0.299, assuming other variables remain constant. This indicates that a better influencer marketing strategy can encourage increased consumer purchasing decisions for Glad2Glow products.

- The coefficient of the price perception variable (X2) of 0.716 indicates that every 1 unit increase in price perception will contribute to an increase in purchasing decisions (Y) of 0.716, assuming other variables remain constant. This indicates that the more positive the consumer's perception of the price offered, the higher the likelihood of the consumer making a purchase.

g. Uji T Parsial

Coefficients						
model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. error	Beta		
1	(constans)	2.307	1.398		1.650	.102
	Influencer Marketing (X1)	.299	.054	0.241	4.238	.000
	Persepsi Harga (X2)	.716	.055	.741	13.048	.000

a. Dependent Variable: Keputusan Pembelian

Source: Data processed with SPSS (2025)

Based on the table regarding the t-test results for the Influencer Marketing variable (X1), it is known that the t-count value is 4.238 > from the t-table of 1.616 and for the significance value of 0.000 < from 0.05. Thus, it can be seen that H₀ is rejected and H_a is accepted. This shows that all statements that form the independent variable Influencer Marketing (X1) in this research questionnaire have a positive and significant influence partially on the dependent variable of purchasing decisions (Y) partially.

h. Uji F Simultan

ANOVA						
Model		Sum Of Squares	df	Mean Square	F	Sig.
1	Regression	3.095.799	2	1.547.900	391.777	.000 ^b
	Residual	367.440	93	3.951		
	Total	3.463.240	95			

a. Dependent Variable: Keputusan Pembelian
 b. Predictors: (Constant), Persepsi Harga, Influencer Marketing

Source: Data processed with SPSS (2025)

Based on the results of the F test, it is known that the calculated F value is 391.777 > Ftable 3.09 and the significance value is 0.000 < 0.05, so H₀ is rejected and H_a is accepted. This indicates that simultaneously there is a significant influence between the price perception variable and influencer marketing on purchasing decisions.

i. Uji Koefisien Determinasi

The coefficient of determination aims to find out how much influence the independent variable has simultaneously on the dependent variable.

Model Summary				
Model	R	R Square	Adjusted R	Std. Error of the Estimate
1	.945 ^a	.894	.892	1.988
A. Predictors: (Constant), Persepsi Harga, Influencer Marketing				

Source: Data processed with SPSS (2025)

Based on the table, the coefficient of determination (R Square) value of 0.894 indicates that the price perception and influencer marketing variables simultaneously explain 89.4% of the variation in purchasing decisions. This means that these two variables significantly influence consumer purchasing decisions. The remaining 10.6% is influenced by other factors not examined in this study.

V. CONCLUSION

Influencer marketing (X1) has a positive and significant partial influence of 4.238 on purchasing decisions (Y) of Glad2Glow skincare products in Bekasi City.

Price perception (X2) has a positive and significant partial influence of 13,048 on purchasing decisions (Y) for Glad2Glow skincare products in Bekasi City.

Influencer marketing (X1) and price perception (X2) have a significant simultaneous influence of 391,777 on purchasing decisions (Y) of Glad2Glow skincare products in Bekasi City.

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