Global Education Journal
Vol. 3, 1 (January-April, 2025), pp. 157-163
EISSN: 2808-5094, DOI: 10.59525/gej.v3i1.892

Analysis of Product Diversity, Perceived Value, and Product Quality on Skintific Purchasing Decisions; Influencer Endorsement as a Moderating Variable

Ifa Sefti Selfiana[1], Imas Sukaesih[2], Wanda Yulia Utami[3]
[1] Universitas Islam Syekh Yusuf, Indonesia; ifaseftiselfiana30@gmail.com
[2] Universitas Islam Syekh Yusuf, Indonesia; isukaesih@unis.ac.id
[3] Universitas Islam Syekh Yusuf, Indonesia; wanda.utami@unis.ac.id

ARTICLE INFO

Keywords:

Influencer Endorsements, Perceived Value, Product Diversity, Product Quality.

Article history:

Received: 2025-03-15
Revised: 2025-05-11
Accepted: 2025-08-10

ABSTRACT

The development of the cosmetics industry in Indonesia, particularly in the skincare sector, has experienced significant growth. The purpose of this study was to examine how product diversity, perceived value, and product quality influence perceived value for Skintific in Tangerang, with influencer endorsement as a moderating variable. This study used a quantitative approach with a causal associative method. Data were collected through questionnaires from 180 Skinacre Skintific users and analyzed using SmartPLS 3 software to test the relationship between variables and their moderating effects. The results showed that all four variables had a positive and significant effect on purchase decisions. Influencer endorsement significantly moderated the relationship between the three variables and purchase decisions. This study addresses a gap in the literature by integrating four key variables that are typically studied separately and positioning influencer endorsement as a moderating variable in a model that has not been widely integrated.

Corresponding Author:
Ifa Sefti Selfiana
Universitas Islam Syekh Yusuf, Indonesia; ifaseftiselfiana30@gmail.com

1. INTRODUCTION

The development of the cosmetics industry in Indonesia, particularly in the skincare sector, has experienced significant growth. Skintific, a local brand formulated in China by PT. May Sun Yuan, began marketing in Indonesia in August 2021 in collaboration with PT. Mayume Manufacturing. Despite its recent entry into the Indonesian market, Skintific is able to compete with other local brands (Rindha, 2023). Consumer interest in safe and environmentally friendly skincare products has grown, driven by awareness of the importance of skin health, the impact of pollution, and the influence of trends like South Korean dramas that promote a glowing complexion products (Afzal et al, 2025). Skincare products are gaining popularity over makeup products because they can be used routinely from morning to night (Stefany, 2022). Consumers are now more selective in choosing products based

on their needs, preferences, and convenience. This has driven Skintific to innovate, adapting to market trends and consumer behavior, to remain competitive in this rapidly evolving industry (Wahyudi et al. 2024).

Purchasing decisions in the beauty industry are complex and influenced by many factors, including quality, price, and recommendations from friends and influencers (WYU et al., 2024). More than 83% of consumers rely on social recommendations before purchasing beauty and skincare products (Sukaesih et al., 2021). Product quality and price perception also play a significant role in shaping consumer trust and decisions. A product that doesn't meet expectations can decrease customer loyalty, while satisfied consumers will be more loyal and recommend the brand (Rahardjo, 2022). The growing trend of awareness of natural and chemical-free products also reinforces the importance of marketing strategies that focus on health and sustainability values (Pratiwi, 2023). Therefore, marketers need to utilize influencers as a more effective and educational link between brands and consumers (Belanche et al, 2021).

The primary problem in this study is how product quality and the role of influencers influence consumers' purchasing decisions for Skintific. In-depth research is needed to empirically understand these factors so they can be used in more targeted marketing strategies. The urgency of this research is reinforced by the highly competitive skincare industry in large cities like Tangerang. With a multitude of product choices, a solid understanding of perceived value, quality, and the influence of endorsements on purchasing decisions is required (Aslinda et al, 2024). The novelty of this study lies in its approach, which combines three main variables product diversity, perceived value, and product quality and uses influencers as a moderating variable (Uzir et al, 2021). This study uses indicators from two previous sources to support its conceptual framework.

The purpose of this study is to enrich the beauty product marketing literature and provide implementable contributions for marketers, particularly in optimizing endorsement strategies through influencers to increase appeal and loyalty to skincare products. This study is expected to integrate four key variables that are usually studied separately and position influencer support as a moderating variable in a model that has not been integrated.

2. METHODS

A research design is a structure used as a guide in conducting a study. This type of research uses quantitative research methods, and the data used in this method are in the form of numbers analyzed using statistics. The population in this research is all consumers who purchase and use Skintific skincare products in Tangerang (infinite). The sample in this study was drawn from consumers who purchase and use Skintific skincare products in Tangerang, aged 19 to 25. This research identified 36 indicators, resulting in a total recommended sample size of 180 respondents (180 samples).

The data used in this research is primary data. This data was obtained by distributing questionnaires to respondents who use Skintific products. This questionnaire was administered online using Google Forms. The data analysis technique used descriptive and inferential statistics. The data analysis approach used structural equation modeling partial least squares (SEM-PLS) using the SMART PLS program.

3. FINDINGS AND DISCUSSION

Based on the results of data processing conducted using SmartPLS 3 software in a study focusing on 180 Skintific skincare users in Tangerang City, and using a Likert scale of 1 to 5 for a total of 36 statements, it was shown that the majority of respondents were female (71.7%) and male (28.3%). Skintific skincare users were predominantly aged 17–20 (15%), followed by 52.80% aged 21–25 (52.8%), 25% aged 26–30 (25%), and 7.20% aged 30 and above (100%).

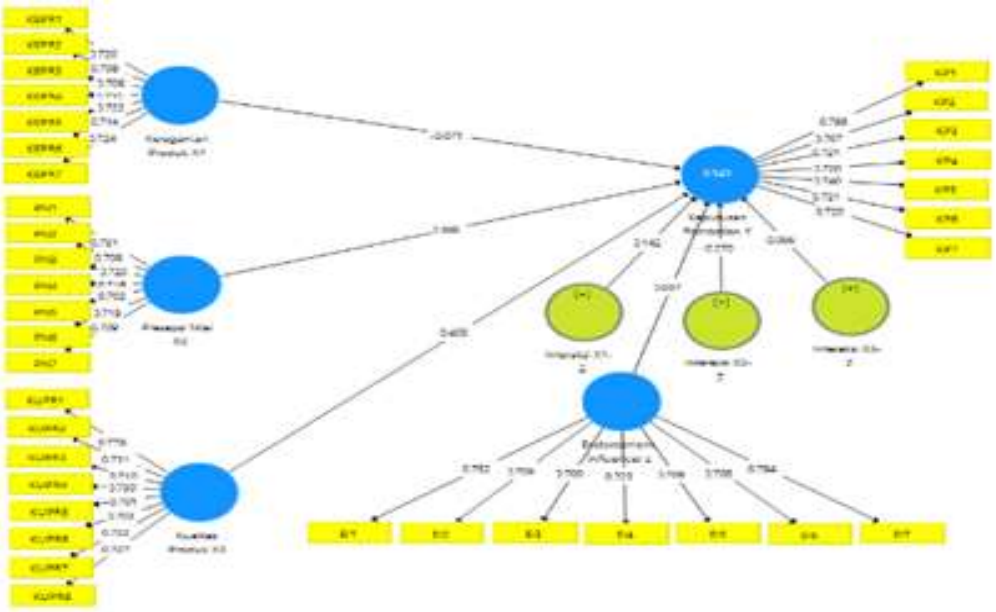

Figure 1. Outer Model Diagram

Measurement Model (Outer Model)

To test convergent validity using the SMART PLS analysis tool, the factor loading values of each latent variable that makes up the research model can be understood. The requirements for convergent validity testing are as follows (Prastowo, 2024) For confirmatory research, the loading factor value exceeds 0.7. 2) For exploratory research, a loading factor value of 0.6 to 0.7, with an AVE value exceeding 0.5. 3) For developmental research, a loading factor value of 0.5 to 0.6 is acceptable, indicating that the questionnaire items or statements as parameters of the construct can be declared to have passed the convergent validity test (Baistaman et al, 2020).

Table 1. Validity and Reliability Test

Variabel	*Cronbach's Alpha*	*Reliabilitas Komposit*	*Mean Variance Extracted (AVE)*	*Conclusion*
Product Diversity X1	0.844	0.882	0.516	Valid & Reliabel
Perceived Value X2	0.842	0.880	0.511	Valid & Reliabel
Product Quality X3	0.872	0.899	0.527	Valid & Reliabel
Purchase Decision Y	0.855	0.889	0.534	Valid & Reliabel
Influencer Endorsement Z	0.853	0.886	0.527	Valid & Reliabel
Interaction X1-Z	1.000	1.000	1.000	Valid & Reliabel
Interaction X2-Z	1.000	1.000	1.000	Valid & Reliabel
Interaction X3-Z	1.000	1.000	1.000	Valid & Reliabel

Source: Processed by researchers with SmartPLS 3 (2025)

The convergent validity test of each questionnaire indicator is used to ensure that the question items as a measure (manifest variable) of a latent variable or construct in the questionnaire are able to explain other latent variables (Cheung et al, 2024). To conclude the results of the convergent validity test can be known from the loading factor value in each question item, where those that have a high correlation of the manifest variable to the construct, it can indicate that the question item is convergently valid, meaning the measuring indicator is able to explain the construct or latent variable, development research with a loading factor value of 0.5-0.6 is considered sufficient as a parameter that the question item or questionnaire statement as a parameter measure of the construct has passed the convergent validity test (Prastowo, 2024).

Table 2. Discriminant Validity Test

	Endorsement Influencer (Z)	*Purchase Decision (Y)*	*Product Diversity (X1)*	*Product Quality (X3)*	*Value Perception(X2)*
Influencer Endorsement Z	0.726				
Purchase Decision Y	0.284	0.731			
Product Variety X1	0.282	0.433	0.718		
Product Quality X3	0.697	0.408	0.452	0.726	
Perceived Value X2	0.326	0.683	0.461	0.460	0.715

Source: Processed by researchers with SmartPLS 3 (2025)

Tabel 3. Heterotrait-Monotrait Ratio (HTMT)

	Endorsement Influencer (Z)	*Purchase Decision Y*	*Product Diversity X1*	*Product Quality X3*	*Value Perception X2*
Endorsement Influencer Z					
Purchase Decision Y	0.312				
Product Variety X1	0.327	0.500			
Product Quality X3	0.799	0.454	0.522		
Perceived Value X2	0.387	0.779	0.534	0.527	

Source: Processed by researchers with SmartPLS 3 (2025)

In table 3. Heterotrait-Monotrait Ratio (HTMT) shows that the HTMT value in each research variable does not reach 0.9, in all research variables, namely product diversity, perceived value, product quality, purchasing decisions and influencer endorsements, as a result it can be concluded that the questions in the research instrument or questionnaire are valid by means of discriminants.

Structural Model (Inner Model)

Multicollinearity tests were conducted to investigate whether a significant linear interaction exists between exogenous variables (Prastowo, 2024). The recommended VIF value is <10 or <5, indicating no signs of multicollinearity. Multicollinearity testing with SMART PLS can be performed based on the inner VIF values. If the inner VIF values do not reach 10 or 5, it can be concluded that no multicollinearity violations have occurred.

Tabel 4. Collinearity Statistics (VIF)

	Purchase Decision (Y)
Endorsement Influencer Z	2.211
Purchase Decision Y	
Product Variety X1	2.396
Product Quality X3	2.336
Perceived Value X2	2.196

Source: Processed by researchers with SmartPLS 3 (2025)

In table 4. Collinearity Statistics (VIF), there is no VIF value for each research variable > 5, so it can be concluded that there is no high linear intercorrelation between exogenous variables or there are no symptoms of multicollinearity.

Table 5. Coefficient of Determination (R Square)

	R Square	**Adjusted R Square**
Purchase Decision Y	0.543	0.524

Source: Processed by researchers with SmartPLS 3 (2025)

The large R Square value indicates the magnitude of the influence of exogenous variables simultaneously on the model on changes in the variation of endogenous variables in the model. The

coefficient of determination value is between 0 and 1. The closer the R Square value is to 1, the better or more suitable the model is (Prastowo, 2024). The coefficient of determination is categorized as strong. An R-squared value of 0.75 is categorized as strong; an R-squared value of 0.50 is categorized as moderate; and an R-squared value of 0.25 is categorized as weak.

The results of boothstrapping can be seen in the following output table:

Tabel 6. Path Coefficiencents

	Original Sample (O)	Sample Mean (M)	Standar Deviasi (STDEV)	T Statistik (| O/STDEV |)	P Values
Interaction X1-Z -> Purchase Decision Y	0.142	0.113	0.184	0.771	0.441
Interaction X2-Z -> Purchase Decision Y	0.270	0.211	0.206	1.311	0.191
Interaction X3-Z -> Purchase Decision Y	0.066	0.028	0.101	0.651	0.515
Product Variety X1 -> Purchase Decision Y	0.071	0.006	0.151	0.467	0.641
Product Quality X3 -> Purchase Decision Y	0.403	0.342	0.173	2.326	0.020
Perceived Value X2 -> Purchase Decision Y	0.388	0.349	0.134	2.889	0.004
Influencer Endorsement Z -> Purchase Decision Y	0.037	0.099	0.145	0.255	0.799

Source: Processed by researchers with SmartPLS 3 (2025)

Direct Effects

Substructure I:

The direct influence of product diversity, perceived value, and product quality on purchasing decisions, along with influencer endorsement as a moderating variable, is evident. The Path Coefficients table, resulting from boothstrapping, can be interpreted as follows:

1) The Influence of Product Diversity and Influencer Endorsement on Purchasing Decisions:
   The interaction between Product Diversity (X1) and Influencer Endorsement (Z) on Purchasing Decisions (Y) has a coefficient value of 0.142. However, the t-statistic value of 0.771 is <1.96, and the p-value of 0.441 is >0.05, indicating that the interaction is not statistically significant. It can be concluded that influencer endorsement does not significantly moderate the correlation between Product Diversity and Purchasing Decisions.
2) The Influence of Perceived Value and Influencer Endorsement on Purchasing Decisions:
   The interaction between Perceived Value (X2) and Influencer Endorsement (Z) on Purchasing Decisions (Y) has a coefficient value of 0.270. However, the t-statistic value of 1.311 < 1.96, and the p-value of 0.191 > 0.05, indicate that the interaction is not statistically significant. It can be concluded that influencer endorsement does not significantly moderate the relationship between Perceived Value and Purchase Decisions.
3) The Influence of Product Quality and Influencer Endorsement on Purchase Decisions: Interaksi antara Kualitas Produk (X3) dan Endorsement Influencer (Z) terhadap Keputusan Pembelian (Y) memiliki nilai koefisien sejumlah 0,066. Namun, nilai t-statistik sebesar 0,651 < 1,96, dan p-value A value of 0.515 > 0.05 indicates that the interaction is not statistically significant. It can be concluded that influencer endorsement does not significantly moderate the correlation between Product Quality and Purchase Decisions.

Substructure II:

1) The Influence of Product Diversity on Purchasing Decisions:
   The correlation between Product Diversity (X1) and Purchasing Decisions (Y) has a coefficient value of 0.071. However, the t-statistic value of 0.467 < 1.96, and the p-value of 0.641 > 0.05, indicating that the interaction is not statistically significant. It can be concluded that Product Diversity does not significantly influence Purchasing Decisions.
2) The Influence of Product Quality on Purchasing Decisions:

The relationship between Product Quality (X3) and Purchasing Decisions (Y) has a coefficient value of 0.403. However, the t-statistic value of 2.326 > 1.96, and the p-value of 0.020 < 0.05, indicating that the interaction is valid and statistically significant. It can be concluded that Product Quality has a significant influence on Purchasing Decisions.

3) The Influence of Perceived Value on Purchase Decisions:
The relationship between Perceived Value (X2) and Purchase Decisions (Y) has a coefficient of 0.388. However, the t-statistic of 2.889 > 1.96, and the p-value of 0.004 < 0.05, indicating that the interaction is valid and statistically significant. It can be concluded that Perceived Value significantly influences Purchase Decisions.
4) The Influence of Influencer Endorsements on Purchase Decisions:
The relationship between the moderating variable Influencer Endorsements (Z) and Purchase Decisions (Y) has a coefficient of 0.037. However, the t-statistic of 0.255 < 1.96, and the p-value of 0.799 > 0.05, indicating that the interaction is not statistically significant. It can be concluded that influencer endorsements do not significantly moderate Purchase Decisions.

Table 6 shows several Path Coefficiencies that are not valid and significant. Previous literature has shown similar findings, suggesting that influencer endorsements do not always impact purchasing decisions. This may be because respondents in this study were more influenced by personal experiences, reviews from fellow consumers, or the product's value proposition (Kuppelwieser et al, (2022). However, these results are still important because they illustrate that not all marketing strategies are suitable for all market segments. This study also did not analyze indirect effects because the model used was a moderated interaction model, not a mediation model. Therefore, the results of the indirect effect test are not presented, and the discussion focuses on the direct influence and moderating interactions between variables. Based on the calculations, the total effect value in this study is identical to the path coefficient. This occurs because the research model does not include mediating variables that could create indirect effects. Therefore, the total effect displayed represents the direct effect of each variable on the dependent variable.

CONCLUSION

Research results demonstrate that Skintific skincare users in Tangerang City will decide to purchase a product if the product matches their needs, the product delivers the expected benefits, the price is in line with the product quality, and the service and information provided are perceived as good and relevant to consumer preferences. Furthermore, the research results also show that influencer endorsements do not have a significant moderating effect, so customer purchasing decisions are determined more by direct perception of the product. The simultaneous influence, or R-square, of the variables product diversity, perceived value, and product quality on Skintific purchasing decisions in Tangerang City, with influencer endorsements as a moderating variable, averaged 54.3%. The remaining influence of other variables, due to other variables not found in the research model, averaged 45.7%. To increase the purchase and use of Skintific skincare products in Tangerang City, the predicted most dominant variable is product quality on purchasing decisions, with an average of 40.3%, followed by the variable influencing influencer endorsements on purchasing decisions, with an average of 38.8%.

Based on the results and discussion presented, the researchers suggest that future research expand the model by adding more specific variables, such as brand image, consumer trust, loyalty, or lifestyle. Furthermore, further testing using different moderation techniques or expanding the population could be conducted to achieve more comprehensive and representative results of skincare consumer behavior.

REFERENCES

Afzal, H., Deshpande, S., & Carlini, J. (2025). Glowing Beyond Shades: Unveiling the Psychosocial Correlates of Skin Lightening Product Choice–A Systematic Review. *Social Marketing Quarterly*, *31*(1), 79-100.

Anggraini Yoshita Rindha. (2023). Profil Dan Strategi Komunikasi Pemasaran Produk Skintific. *Universitas Diponegoro*, 33–58. Retrieved from https://eprints2.undip.ac.id/id/eprint/16483/3/BAB II.pdf

Aslinda, A., & Rahayu, W. (2024). The effect of celebrity endorsement and perceived quality on purchase intention with perceived value as mediation in scarlett cosmetics in malang city. *Social Science Studies*, *4*(5), 327-348.

Baistaman, J., Awang, Z., Afthanorhan, A., & Rahim, M. Z. A. (2020). Developing and validating the measurement model for financial literacy construct using confirmatory factor analysis. *Humanities and Social Science Review*, *8*(2), 413-422.

Bastian, A. F., Qori, F. K., & Sukaesih, I. (2021). Pengaruh Produk, Lokasi, Promosi Terhadap Keputusan Pembelian Cluster Victoria (Studi Kasus Pt. Arta Buana Sakti). *Ekonomi Bisnis*, *27*(1), 574–585. https://doi.org/10.33592/jeb.v27i1.1766

Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Understanding influencer marketing: The role of congruence between influencers, products and consumers. *Journal of business research*, *132*, 186-195.

Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., & Wang, L. C. (2024). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia pacific journal of management*, *41*(2), 745-783.

Kuppelwieser, V. G., Klaus, P., Manthiou, A., & Hollebeek, L. D. (2022). The role of customer experience in the perceived value–word-of-mouth relationship. *Journal of Services Marketing*, *36*(3), 364-378.

Prastowo, S. L. (2024). *Perilaku Konsumen Lazada*. Retrieved from https://cdptraining.co.id/perilaku-konsumen-lazada/#flipbook-df_852/1/

Pratiwi, W. &. (2023). peningkatan kesadaran lingkungan. Retrieved from https://an-nur.ac.id/esy/peningkatan-kesadaran-lingkungan-bagaimana-konsumen-memilih-produk-ramah-lingkungan.html

Rabiah, A. S., & Stefany, F. A. (2022). Analisis Preferensi Konsumen Terhadap Produk Perawatan Diri (Skincare) Lokal Yang Mempengaruhi Customer Loyalty. *E-QIEN: Jurnal Ekonomi Dan Bisnis*, *11*(3), 726–740. Retrieved from www.janio.com,

Sari, L. K., & Rahardjo, B. (2022). Strategi Daya Saing Pemasaran UMKM Baby Meal. *Value Added: Majalah Ekonomi Dan Bisnis*, *18*(2), 44–53. https://doi.org/10.26714/vameb.v18i2.10100

Uzir, M. U. H., Jerin, I., Al Halbusi, H., Hamid, A. B. A., & Latiff, A. S. A. (2020). Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates?. *Heliyon*, *6*(12).

Wahyudi, M. A., & Mulyono, S. (2024). Analysis of Marketing Mix Implementation on Purchasing Decisions for Skintific Skincare Products (Survey of the Community in Jabodetabek). *International Journal of Business, Law, and Education*, *5*(2), 1570-1575.

Yunna Nur Khoirunnisa, Sutarjo Sutarjo, W. Y. U. (2024). *Pengaruh harga, influencer marketing, dan kepercayaan merek terhadap keputusan pembelian serum somethinc di kabupaten tangerang*. *30*.