THE INFLUENCE OF INFLUENCERS ON PURCHASING LUXCRIME PRODUCTS (CASE STUDY OF STUDENTS IN MEDAN CITY)

Nadya Tasya Rawi[1], Sarah Rouli Tambunan[2]

[1,2]Politeknik Negeri Medan, Indonesia
*Corresponding Author: nadyatasyarawi@students.polmed.ac.id

Article Info	ABSTRACT

Luxcrime is a local cosmetic brand produced by PT Luxury Cantika Indonesia. Its flagship product is Luxcrime Two Way Cake which is a combination of powder and foundation that merge into one. Luxcrime Two Way Cake has won the most sales, beating foreign brands. One of the factors that influence purchasing decisions is influencer recommendations. Luxcrime brand endorses an Indonesian beauty influencer named Tasya Farasya to review Luxcrime products on her social media accounts. The purpose of this study was to determine the effect of influencers on purchasing decisions for Luxcrime products among students in Medan city. The type of research used is quantitative research. The data collection technique used in this research is the questionnaire method and uses a Likert scale. The sample in this study were 100 respondents, namely students in Medan city who know Luxcrime Two Way Cake products, have bought Luxcrime Two Way Cake, and have watched Luxcrime Two Way Cake reviews on Tasya Farasya's social media accounts. The sampling method used is accidental sampling. The analysis method used is simple regression with hypothesis testing using the SPSS 23 program. The results of simple regression calculations explain that the independent variable influencer has a positive effect on the dependent variable of purchasing decisions. Then based on hypothesis testing, it is proven that H1 accepted.
Keywords: *Influencer, Purchasing, Decision, Luxcrime*

1. INTRODUCTION

In the current era of globalization, the development of the domestic cosmetics industry has a positive impact, because it has increased every year. This is influenced by the lifestyle of modern society, various beauty trends have emerged so that competition in the cosmetics industry sector is getting tighter. With the highly competitive conditions of cosmetic manufacturers, consumers have many

alternative choices to buy cosmetics according to their needs and advances in information technology can help consumers buy the cosmetic products they consume.

According to information from data obtained by BPOM (Food and Drug Supervisory Agency) in 2024 about local cosmetic products in Indonesia from 2019 to the end of 2023 tends to increase to 64.91% (Badan POM, 2024). This proves that the demand for cosmetics in Indonesia has increased. The increasing local cosmetics industry in Indonesia encourages cosmetics producers to always provide nes innovations according to the needs of their consumers in order to compete with foreign brand cosmetics. Promoting local brand cosmetics is an effective step to introduce Indonesian products to the domestic and global markets.

One of the local cosmetic brands is Luxcrime produced by PT Luxury Cantika Indonesia. The company was founded in 2015 by Achmad Nurul Fajri who produces cosmetics and skincare. Its flagship product is Luxcrime Blur & Cover Two Way Cake which is a combination of powder and foundation that merge into one. Luxcrime brand is one of the best face powder products based on its popularity in the marketplace. This is based on a survey conducted by Mybest, one of the online media companies that introduces and recommends various kinds of daily needs (Humaizi et al., 2024; Dalimunthe, 2018), that there are the best face products in Indonesia in 2023 based on their popularity in the marketplace. That Luxcrime products are superior based on their popularity in the marketplace compared to local competitors Madame Gie and Inez as well as foreign products Maybelline and BNB Barenbliss. The survey also explained that Luxcrime Blur & Two Way Cake product claims have been approved by beauty influencer Tasya Farasya. Then it was emphasized again in a survey conducted by a recommendation and price comparison service, namely Compas in February 2023. Luxcrime Blur & Cover Two Way Cake's flagship product won the most sales, beating local brands such as Make Over and Wardah to foreign brands such as Maybelline and Focallure. The survey also explained that Luxcrime obtained nearly 12 thousand sales quantity and 1.3 billion sales revenue.

Indonesian women tend to choose local cosmetic brands for several significant reasons. First, because supporting local products is part of a sense of pride in the country. This is further emphasized by the results of a survey conducted by a research company and online survey platform provider, populix, entitled Unveiling Indonesian Beauty & Dietary Lifestyle. It is known that one of the reasons Indonesian women use local brands is because they are recommended by Influencers (Kholil et al., 2024). Therefore, Influencers may be a determining factor in consumer purchasing decisions. According to Kotler (2019) purchasing decisions are actions from consumers to buy or not to buy products, from various factors that influence consumer behavior in purchasing a product or service, usually consumers always consider cultural factors, social factors and personal

factors that are well known by the community. According to Kotler in Kumbara (2021), there are several indicators in purchasing decisions, namely: (1) Stability in a product; (2) Habit of buying products; (3) Provide recommendations to others (Harianto et al., 2023; Ohorella et al., 2024).

To get information about Luxcrime powder, consumers need someone who recommends it and masters the beauty field to convince decision making. Therefore, the Luxcrime brand endorses an Indonesian beauty Influencer named Tasya Farasya who has 6.6 million followers on Instagram and is one of the beauty Influencers who received an award from the Luxcrime brand in 2023 for having contributed positively to the growth of the Indonesian beauty industry. Tasya Farasya posts video reviews on several of her social media accounts such as Instagram, Tiktok, and Youtube. Furthermore, on the Youtube channel Tasya Farasya discusses the local brand Luxcrime powder and Make Over has been watched up to 1.6 million impressions. It is known that Tasya Farasya has the slogan "Tasya Farasya Approved" making many women influenced by the makeup and skincare products she uses (Good News From Indonesia, 2023). According to Herviani et al (2020) Influencers are social media users with a high number of followers on social media, who are trusted by the general public and can spread information on social media easily and anytime an Influencer publishes a post it will reach many other users. According to Smuda in (Wardah, 2023) there are three indicators of influencers, namely: (1) Trustworthiness; (2) Expertise; (3) Attractiveness (Ritonga et al., 2024).

The use of cosmetics is one of the important things to support women's appearance to look attractive. Based on the results of online research conducted by nusaresearch, one of the online market research sites for women in Indonesia with a sample size of 2830 respondents and with the criteria of female respondents aged 18 years and over, it proves that women who use makeup the most are students (29.4%). Therefore, researchers chose students aged 18-24 years as the object of research. Based on this background description, the researcher took the research title "The Influence of Influencers on Purchasing Decisions for Luxcrime Products (Case Study of Students in Medan City)"

2. RESEARCH METHOD

The type of research used is quantitative research. According to Sugiyono (2022), quantitative research is defined as a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative statistics, with the aim of testing predetermined hypotheses. Quantitative research aims to show the relationship between variables, test theories and seek generalizations that have perspective value. The variables used in this study are the purchasing

decision variable as the dependent variable and the influencer variable as the independent variable.

3. RESULT AND ANALYSIS

The data in this study were collected through a questionnaire method. According to Sugiyono (2019) a questionnaire is a data collection technique that is done by giving a set of questions or statements in writing to respondents to answer. In this study, the quantitative data analysis used was using a Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2019). The Likert scale used in this study uses a value of 1-5 where the order is strongly agree with a value of 5 and strongly disagree with a value of 1. With a Likert scale, the variables to be measured are translated into variable indicators. Then the indicator is used as a starting point for compiling questions and statements. The indicators used from each variable can be seen in table 1.

Table 1. Research Variable Indicators

Research variables	Variable Indicators
Influencers (X_1)	1. Trustworthiness
	2. Expertise
	3. Attractiveness
Purchase Decision (Y)	1. Steadiness on a product
	2. Habit of buying products
	3. Provide recommendations to others

Source: Nadya Tasya Rawi, 2024

A good framework will explain theoretically the relationship between the variables to be studied. The main components in the developed framework are the independent variable and the dependent variable. The following is a conceptual framework chart of this research:
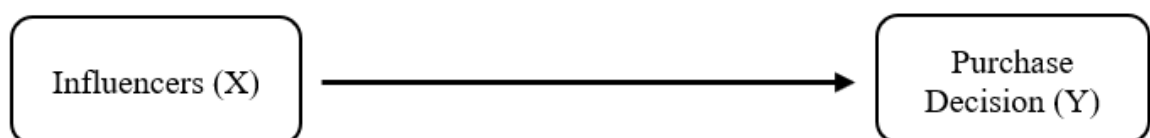

Figure 1. Conceptual Framework
Source: Nadya Tasya Rawi, 2024

Data Quality Test
Data quality test consists of validity test and reliability test conducted with SPSS 23 software.

Validity Test

In this research, the questionnaire trial involved 35 respondents so that df = 35 – 2 = 33 with a significance of 5% = 0.05

Table 2. Validity Test Results

Variable	Indicator	R_{count}	Rtable	Outcome evaluation
Influencers (X)	X1	0,721	0,3338	*Valid*
	X2	0,579	0,3338	*Valid*
	X3	0,729	0,3338	*Valid*
	X4	0,778	0,3338	*Valid*
	X5	0,718	0,3338	*Valid*
	X6	0,648	0,3338	*Valid*
	X7	0,709	0,3338	*Valid*
	X8	0,712	0,3338	*Valid*
	X9	0,794	0,3338	*Valid*
	Y1	0,775	0,3338	*Valid*
	Y2	0,819	0,3338	*Valid*
	Y3	0,789	0,3338	*Valid*
	Y4	0,899	0,3338	*Valid*
Purchase Decision (Y)	Y5	0,841	0,3338	*Valid*
	Y6	0,873	0,3338	*Valid*
	Y7	0,872	0,3338	*Valid*
	Y8	0,813	0,3338	*Valid*
	Y9	0,847	0,3338	*Valid*

Based on the table above, it can be seen that the results of the validity test of each statement on the Influencer variable and purchasing decisions that rcount> rtable. Then each statement of the price variable is declared valid.

Data Reliability Test

Table 3. Reliability Test Results

Variabel	*Cronbach's Alpha*	N of Items	Value of rtable	Description
Influencers (X)	0,876	9	0,60	Reliabel
Purchase Decision (Y)	0,944	9	0,60	Reliabel

Based on the reliability test in the table above, the statement items of each variable meet the Cronbach's Alpha requirements, namely> 0.60 which proves that the statements of all these variables that have been distributed by researchers to respondents are reliable and trustworthy.

Classical Assumtion Test

Normality Test

The normality test is carried out to test whether the dependent and independent variable statistical models have a normal distribution or not. The normality test is carried out with histgram charts, scatter plots, and Kolmogorov Smirnov.

Histogram Graph

The results of the normality test using a histogram graph can be seen in the following figure.
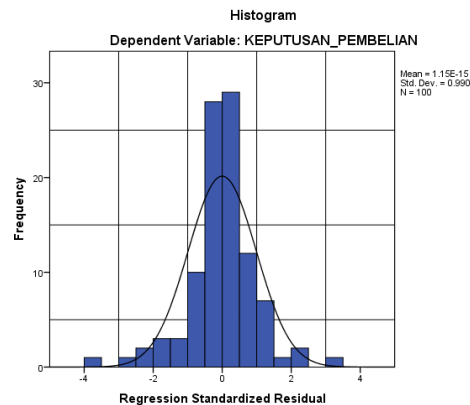

Figure 2. Histogram Graph Results
Source: SPSS 23 data processing results, 2024

In the picture above, it can be seen that the residual data is normally distributed, this is indicated by the bell-shaped distribution of data not to the left and not to the right. Therefore, the regression model complies with the assumption of normality because it meets the normality criteria for graph analysis, namely normally distributed data.
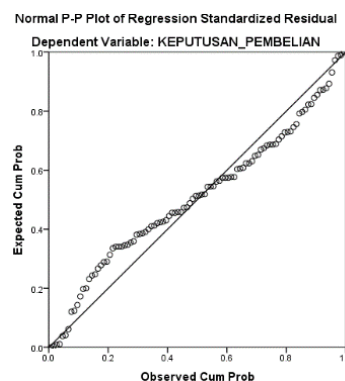
Normal Probability Graph (P-Plot)

Figure 3. Normal Probability Graph (P-Plot) Results
Source: SPSS 23 data processing results, 2024

From the picture above, it can be seen that the points follow and approach the diagonal line, which states that the data is normally distributed.

Non-parametric Kolmogorov-Smirnov (K-S)

Table 4. Non-parametric Kolmogorov-Smirnov (K-S) Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.85901537
Most Extreme Differences	Absolute		.107
	Positive		.063
	Negative		-.107
Test Statistic			.107
Asymp. Sig. (2-tailed)			.007[c]
Monte Carlo Sig. (2-tailed)	Sig. 99% Confidence Interval		.189[d]
		Lower Bound	.179
		Upper Bound	.199

Source: SPSS 23 data processing results, 2024

Based on the table above, it can be seen that the tolerance value of all independent variables is 0.429 which is greater than the determination value of 0.10 and the VIF value of all independent variables is 2.331 which is smaller than the determination value of 10. Therefore, the data in this study are said to have no multicollinearity problems.

Heterescedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is inequality / variance and residuals of one experience. In this study, heteroscedasticity testing was measured using the scatterplot graph method. A good regression model is one that does not occur heteroscedasticity.
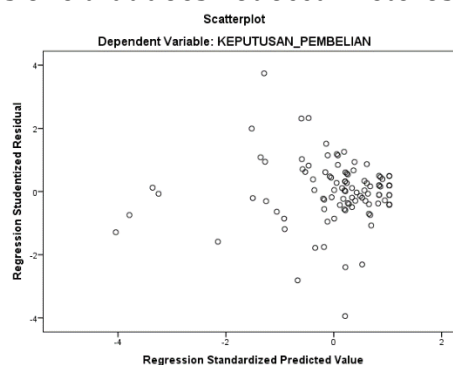

Figure 4. Heteroscedasticity Test Scatterplot
Source: SPSS 23 data processing results, 2024

Based on the picture above, it can be seen that the points do not form a certain pattern and the distribution is around zero. Based on the above assumptions, it is concluded that heteroscedasticity in the data has been fulfilled.

Simple Regression Analysis

The results of testing the effect of the independent variable (influencer) on the dependent variable (purchase decision) using simple linear regression test are presented as follows:

Table 6. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.904	2.235		1.299	.197
	Influencer	.445	.083	.435	5.371	.000

a. Dependent Variable: Purchase Decision

Based on the calculation of the value of the results of data processing using SPSS 23, a simple linear regression equation is obtained as follows:

$$Y = 2.904 + 0.445 + e$$

Based on this equation, the constant of the purchasing decision variable is 2.904. The calculation of the regression coefficient value of the influencer variable has a value of 0.445 (positive value) which shows a positive influence on the independent variable in its influence on purchasing decisions. This means that if the Influencer variable increases by 1%, the purchasing decision variable will increase by 44.5%.

Partial Test (t-test)

The t test is conducted to determine whether there is an effect of the independent variable Influencer (X) partially on the dependent variable of purchasing decisions (Y). For the results of the t test can be seen below:

Table 7. t-test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.904	2.235		1.299	.197
	Influencer	.445	.083	.435	5.371	.000

a. Dependent Variable: Purchase Decision

Based on the calculation of the value of the results of data processing using SPSS 23 seen in the table above, it can be seen that the acquisition of the t value on the Influencer variable (X) is 5.371. To find the value of t table with an alpha level of 5% (0.05) or a significance value of 95%, it is done by means of t table = α/2; n-k-1, then t table = 0.025: 100-2-1 obtained t table = 1.985. From the value obtained based on the data processing above, it can be seen that t count 5.371> t table 1.985 with a significance α of 0.000 <0.05, so it can be concluded that Ho.1 is rejected and Ha.1 is accepted, which means that the independent variable Influencer (X) has a positive and significant effect on the dependent variable purchasing decision (Y).

Determination Coefficient Test

The coefficient of determination (R2) test in this study is used to see the magnitude of the influence or the extent of the contribution of the independent variable to the dependent variable in the presence of multiple linear regression. With the guidelines if R2 obtained is close to 1, it can be said that the stronger the model explains the independent variable to the dependent variable, and vice versa. For the output results can be seen in the following table:

Table 8. Determination Coefficient Test Results (R2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853^a	.727	.722	3.34814

a. Predictors: (Constant), Influencer, Price
b. Dependent Variable: Purchase Decision

Based on the multiple linear regression test which shows the calculation of the coefficient of determination (R2) of 0.727 or R2 = 0.727 x 100% = 72.7%. So it can be concluded that 72.7% of Influencer variables have an influence on purchasing decisions for Luxcrime Two Way Cake and then 27.3% are other variables that are not examined and can influence purchasing decisions.

Discussion

Based on the research results, that the Influencer variable (X) has a significant influence on the purchasing decision variable (Y). The results are obtained from the t test where the t value is 5.371> t table value 1.985 with a significance level α of 0.000 <0.05, which indicates that Ho.1 is rejected and Ha.1 is accepted, meaning that partially the Influencer variable has a positive and significant effect on purchasing decisions for students in Medan City.

The results of descriptive analysis of Influencer variables show that 93% of respondents stated that Influencer Tasya Farasya is trusted to review Luxcrime Two Way Cake. Then 93% of respondents agreed with the statement that Influencer Tasya Farasya is trusted to review Luxcrime Two Way Cake because she has experience as a beauty influencer for 7 years. The statement agreed by 92% of

respondents who stated that Influencer Tasya Farasya was able to convince the audience to buy Luxcrime Two Way Cake And 90% of respondents agreed with the statement that Tasya Farasya is trusted to review Luxcrime Two Way Cake because she has an award in the field of beauty and looks attractive when reviewing. This shows that most consumers believe in Tasya Farasya's reviews because she has experience as a beauty influencer for 7 years and has awards in the beauty field so that she can convince consumers to buy Luxcrime Two Way Cake products. Then it is supported by the opinion of Arora et al., (2019) which states that the Influencer's reputation can be obtained from expert qualifications or awards in their field of expertise, then the success of the influencer's influence and trust can also be determined through looking attractive in the Influencer's post when reviewing. Then this research is in line with that conducted by Rahmawati Dwi (2021) which states that the way of delivery or style of speaking of influencers on social media that attracts the attention of potential buyers using videos that include audio, text, and photos is proven to influence purchasing decisions and can increase sales through e-commerce.

The results of this study are consistent with previous research conducted by Savitri et al., (2024) on "The Influence of Influencer Janes Christina and Somethinc Product Quality on Purchasing Decisions on the Tiktok Application" which states that the Influencer variable has a simultaneous effect on purchasing decisions.

The results showed that partially the independent variable (Influencer) had a positive and significant effect on purchasing decisions for Luxcrime Two Way Cake products for students in Medan City, North Sumatra. Based on the results of t count 5.371> t table 1.985 and a significance level of 0.000 <0.05. Because t count> t table, it can be concluded that H0.1 is rejected and Ha.1 is accepted.

This is also supported by the test results of multiple linear regression analysis which shows that the coefficient of determination (R2) value is 0.727 which indicates that the relationship between the independent variable, namely Influencer (X) on the dependent variable, namely the purchase decision (Y) is 72.7%. So it can be concluded that 72.7% of Influencers have an influence on the Luxcrime Two Way Cake Product Purchasing Decision and the remaining 27.3% are other variables not examined in this study. The results of this test also confirm that the independent variable in this study, namely Influencers, has a considerable influence in determining consumer purchasing decisions.

4. CONCLUSION

This study aims to determine the effect of price and influencers on purchasing decisions for Luxcrime Two Way Cake. Respondents of this study amounted to 100 students from 16 different universities in the city of Medan, North Sumatra. Based on the results of the discussion in the previous chapter, it can be concluded that Influencer (X) partially has a positive and significant effect on Purchasing

Decisions (Y) Luxcrime Two Way Cake among students, especially students in the city of Medan, North Sumatra.

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