AT – TADBIR
JURNAL ILMIAH MANAJEMEN

Homepage: ojs.uniska.ac.id/attadbir



The Effect Of Influencer Marketing, Content Marketing, And Price Perceptions On Consumer Purchase Intention (An Investigation Of Luxcrime Cosmetic Consumers In Karawang)

Hendra Hermawan[1]*, Sonny Hersona[2], Dede Jajang Suyaman[3]
[1-3] Universitas Singaperbangsa Karawang, Karawang, Indonesia
e-mail: hendra.bri.tanahabang@gmail.com

Received:
1 January 2024

Revised:
21 March 2024

Accepted:
17 June 2024

Abstract

This research aims to evaluate the impact of Influencer Marketing, Content Marketing, and Price Perception on Purchase Intention in Luxcrime Cosmetics products in Karawang. The research method applied is quantitative with hypothesis testing. A total of 100 respondents who used Luxcrime Cosmetics products in Karawang were the research samples.Data analysis was carried out using multiple linear regression, coefficient of determination (R2), partial correlation coefficient, t test, F test, and classical assumption test with the help of SPSS version 20 statistical software. Questionnaires were the main source of data in this research. Research findings show that Influencer Marketing has a significant influence on purchasing intention in Luxcrime Cosmetics products in Karawang. Meanwhile, Content Marketing also has a significant influence on intention in purchasing these products. On the other hand, Price Perception does not show a significant influence on purchase intention in Luxcrime Cosmetics in Karawang. Simultaneously, Influencer Marketing, Content Marketing, and Price Perception together influence intention in purchasing the product.

Keywords: Influencer Marketing, Content Marketing, Price Perception, Purchase Intention

Abstrak

Penelitian ini bertujuan untuk mengevaluasi dampak Influencer Marketing, Content Marketing, dan Persepsi Harga terhadap Minat Beli produk Kosmetik Luxcrime di Kabupaten Karawang. Metode penelitian yang diterapkan adalah kuantitatif dengan pengujian hipotesis. Sebanyak 100 responden yang menggunakan produk Kosmetik Luxcrime di Kabupaten Karawang menjadi sampel penelitian. Analisis data dilakukan menggunakan regresi linier berganda, koefisien determinasi (R2), koefisien korelasi parsial, uji t, uji F, dan uji asumsi klasik dengan bantuan perangkat lunak statistik SPSS versi 20. Kuesioner menjadi sumber utama data dalam penelitian ini. Temuan penelitian menunjukkan bahwa Influencer Marketing memiliki pengaruh signifikan terhadap minat beli produk Kosmetik Luxcrime di Kabupaten Karawang. Sementara itu, Content Marketing juga memiliki pengaruh yang signifikan terhadap minat beli produk tersebut. Di sisi lain, Persepsi Harga tidak menunjukkan pengaruh yang signifikan terhadap minat beli Kosmetik Luxcrime di Kabupaten Karawang. Secara simultan, Influencer Marketing, Content Marketing, dan Persepsi Harga secara bersama-sama berpengaruh terhadap minat beli produk tersebut.

Kata Kunci: : Influencer Marketing, Content Marketing, Persepsi Harga, Minat Beli

At-Tadbir: Jurnal Ilmiah Manajemen
Vol. 8, No. 2, 2024, 189 – 188
DOI: 10.31602/atd.v8i2.13763

At-Tadbir: Jurnal Ilmiah Manajemen is licensed under Creative Commons Attribution-Share A like 4.0 International License

1. INTRODUCTION

In the current digital era, advances in technology, information and communication have changed the way various human needs and desires are fulfilled. The huge impact of these digital advances extends to almost every aspect of our daily lives. An important consequence of this progress was a communications revolution and the widespread dissemination of information. Social media and the internet have simplified global connectivity, transcended geographic boundaries, and facilitated the seamless exchange of ideas. Social media, known as information technology, is often used to improve the quality of information by providing a platform for consumers to share text, video, images and audio related to the company (Kotler & Keller, 2016).

The adoption of information technology and the internet in Indonesia is experiencing rapid growth, as evidenced by the increasing number of internet users. According to data from the Indonesian Internet Service Providers Association (APJII), around 210 million Indonesians are internet users in 2022, and it is projected to reach 215 million in 2023. Insights from (Riyanto, 2023) show that the number of social media users in Indonesia has reached 167 million people, or equivalent to 60.4% of the total population who actively use social media in 2023. Instagram and YouTube, as the leading social media platforms, have respectively 104.8 million and 139 million active users in Indonesia in 2023 Indonesia is the fourth largest country globally in terms of Instagram and YouTube users (Cindy, 2023). By purpose classification, 50.4% use these platforms to seek inspiration and engage in shopping, demonstrating the efficacy of social media as a powerful tool to advance business marketing efforts.

The integration of technology into business practices, especially as a sophisticated promotional media, makes it possible to convey information to consumers in a more interesting and up-to-date way. Almost all levels of society use social media as a means of transactions, including online shopping. The digital revolution has driven transformative changes in various aspects of life, including lifestyle choices, communication modalities, work dynamics, and business frameworks. The dynamic landscape of information and communication technology motivates adaptations in product marketing methodologies, with digital marketing facilitating instant communication and transactions on a wide scale (Gumilang, 2019).

The digital era has experienced significant transformation in various aspects of life, including the cosmetics industry. With advances in technology, cosmetics companies have been able to harness the power of innovation to create more modern products, improve the shopping experience, and intensively interact with customers. In addition, they can also provide consumers with more in-depth product information. When choosing cosmetic products, consumers tend to sort and select carefully before making a purchasing decision. This process allows consumers to understand the product better, according to their needs or desires. Purchase intention is defined as the initial step before making a purchase, where consumers plan and make purchasing decisions regarding a product (Alatas & Tabrani, 2018).

For many women, beauty is an important aspect of their appearance. Achieving this beauty can involve using skin care products or makeup. Cosmetic products are a common choice, especially for women. According to the Katadata Insight Center survey (2023), beauty products, including cosmetics, occupy one of the top three types of products most purchased by the public in 2022, with a percentage of 14.3%. This beauty product was ranked second after credit and vouchers which reached 16.3%, while credit and vouchers were ranked first with a percentage of 24.9% (Muhamad, 2021).

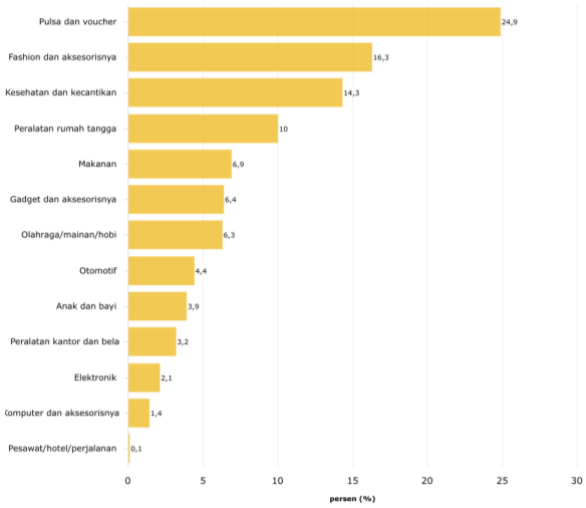


Figure 1. Graph of consumer transactions in E-commerce based on category
Source : Databoks.com, 2023

Currently, local products or what are known as local brands are increasingly appearing, especially in the cosmetics industry. Many locally produced cosmetic products show quality that can compete with imported products. One of the local brands that is becoming increasingly well known is Luxcrime, a cosmetics brand that was founded in 2015 based on an idea from the owner's thesis. Luxcrime continues to follow the latest marketing trends and implement interesting campaigns, such as #BeautyDiQuity (Beauty in Diversity & Equity), where they collaborate with several models with disabilities. Based on statistical data, in 2022, Luxcrime managed to reach fourth position in sales of the best-selling local cosmetic products in Indonesia.



Figure 2. Sales Chart of Local Cosmetic Products in Indonesia
Source : Kompas.com, 2023

Communication is considered the main key in influencing consumer buying intention. The social interactions that companies build through social media, accompanied by good product information, are able to attract consumers' intention in making purchases (Yin et al., 2019). The significant impact of digital developments on the cosmetics industry can be seen in product marketing and sales strategies. Beauty influencers and bloggers now play a very important role in shaping consumer preferences and increasing sales. Marketing strategies using influencer marketing have become a trend, and the trust built through this method can increase purchasing targets by as much as 89.7% (Astuti, 2016). An influencer, who generally has a large number of followers on social media, has the ability to motivate other people to take certain actions (Hariyanti & Wirapraja, 2018). Many

companies have adopted influencer marketing as part of their product promotion strategy.

Influencer marketing is a marketing strategy where a product is promoted by individuals who are considered to have influence (Lengkawati & Saputra, 2021). With this approach, buyers can obtain information about the products they are considering. It is important for an influencer to be honest and consistent in promoting a product, so that the message conveyed matches the reality of the product and does not disappoint customers. The ability of social media influencers to design and convey marketing messages is the main key in understanding social media marketing rhetoric (Ge & Gretzel, 2018).

Apart from involving the influencer phenomenon which expands the dissemination of information, the content of the videos or photos shared is the main consideration whether consumers are interested in hearing about a product, which is known as content marketing. Content marketing is a marketing strategy that creates invitational content with the aim of providing information to potential consumers. This technique includes the creation and distribution of relevant and valuable content to attract, acquire and engage the target audience with the aim of encouraging profitable customer action (Pasaribu, Rahma & Dharma, 2023).

Pricing is also an important aspect in product sales. The value a consumer obtains from a purchase, resulting from discounts, is referred to as acquisition utility, referring to the price paid for the perceived utility of the product (Khare et al., 2019). Price, as a key component in a company's marketing strategy, aims to provide added value to consumers so that they continue to use the products and services offered (Prihatini & Gumilang, 2021). Consumers tend to choose an affordable price to obtain an item. Skincare products with relatively cheap prices but good quality are increasingly in demand. Consumer value perception is a comprehensive assessment of the usefulness of a product or service, so that this perception can influence consumer purchase intention (Rinawati et al., 2022). Purchase intention is a statement within a person that indicates intention in buying a product in a certain amount, which is a prediction of customer desires (Japarianto & Adelia, 2020).

Given that marketing strategies are evolving alongside technological advancements and people’s lifestyle, this research endeavors to explore the factors impacting consumers' purchase intentions. Specifically, it delves into the influence of influencer marketing, content marketing, and price perception on purchasing intention. The researchers aim to title this study "The Effect of Influencer Marketing, Content Marketing, and Price Perception on Purchase Intentions (An Investigation of Luxcrime Cosmetic Consumers in Karawang) ".

2. LITERATURE REVIEW

2.1. Purchase Intention

Purchase intention is defined as consumer actions that express the possibility of purchasing a brand, with the hope that the consumer will make a purchase. Purchase intention reflects a consumer's mental statement that expresses a desire to buy a product. A deep understanding of consumer purchasing intentions is an important aspect for marketers to accurately predict future consumer behavior (Ali, 2013). Kotler & Keller (2010) state that buying intention can be indicated by several factors, including: First, Transactional intention includes the consumer's tendency or desire to consume a particular brand of product or service. In this context, consumers have shown intention in purchasing the product or service. Second, Referential intention refers to a consumer's tendency to recommend a product or service to others, especially if the consumer has had a positive experience with the product. Third, Preferential intention describes a consumer's behavioral

tendency to prefer certain products or services when making a purchase.

Meanwhile, exploratory intention shows consumers' desire to seek additional information about the products or services they are currently interested in.

2.2. Influencer Marketing

Influencers can be defined as individuals who have a fairly large number of followers or audiences on social media and have significant influence on their followers (Brown & Hayes, 2008). Typically, influencers have a large follower base and their content tends to influence the behavior of their followers. Influencers can be defined as individuals who have the ability to influence purchasing decisions, opinions, behavior and beliefs of others through authority, knowledge, status or relationships with their followers (Martin, 2020). Influencer Indicators according to Solis (2012) consist of the following aspect including: First, the engagement. The number of followers who engage with an influencer's posts through likes, shares, retweets, comments, clicks on advertising links or URLs, or other actions such as filling out a form or making a purchase. Second, the reach, a total number of people who viewed the influencer's content. In other words, reach reflects the number of people who saw the ad or content, regardless of whether they clicked or not. Reach relates to the number of followers an influencer has. And third, the Impressions, The number of times the content or ad was displayed on the screen, regardless of whether there was a click or not. For example, if an advertisement appears 300 times on netizens' screens, then the number of impressions or impressions of the advertisement is 300 (Solis, 2012).

2.3. Content Marketing

According to (Andreas, 2013), content marketing is the use of various forms of content such as text, images, audio and video on a broader marketing scale, including the basic concepts of marketing, distribution, web search tools, social media and digital advertising. (Kotler et al., 2017) defines content marketing as a marketing approach that involves creating processes, collecting accurate and up-to-date information, and providing content that is interesting and useful to well-defined consumers or audiences. Another definition states that content marketing distributes high-quality content that offers benefits and solutions, not just sharing product information (Saragih et al., 2020).

According to (Milhinhos, 2015), several indicators that need to be considered when creating content marketing with the aim of measuring content quality and quantity standards include: Relevance: The information conveyed must be in accordance with consumer needs and problems. Accuracy: Information in the content must be in accordance with conditions and reality. Value: Content information should have value and benefit to consumers. Easy to understand: Content information should be easily understood by consumers. Easy to find: Content needs to be distributed through various appropriate media so that it is easily accessible to consumers. Consistent: The content distributed needs to pay attention to quantity by updating regularly.

2.4. Price Perception

According to Zeithaml (1998), price perception refers to price information that can be understood and provides meaning for consumers. Price perception is defined as a consumer's assessment of the comparison between the sacrifices made and the benefits that will be obtained from the product or service. Poon and Jevons (1997) revealed that internet sales are heavily influenced by pricing

strategies, where prices become more standardized, so that price differences between sellers become smaller, allowing consumers to easily find out and compare prices. This finding is reinforced by research (Jarvenpaa et al., 2000) and (Kim and Benbasat, 2006), which confirms that price has long been considered a key predictor in consumer decision making, with consumers' ability to compare product prices across different e-commerce sites and choose a cheaper alternative. According to Tjiptono (2015:156), there are four measures that characterize prices: First, Price Affordability: Price affordability reflects consumer expectations before making a purchase. Consumers tend to choose products whose prices are within their respective affordability and vary depending on the type of goods purchased. Second, matching Price to Quality: When it comes to certain products, consumers may be willing to pay a higher price if the quality of the product is good. However, consumers generally want products at affordable prices and good quality. Consumers will assess the extent to which the price corresponds to the quality of the product and whether it is commensurate with the benefits provided. Third, Competitive Prices: Companies determine product prices by considering competitors' prices in order to compete in the market. Consumers often compare product prices with similar products from other competitors. Fourth, Matching Price to Benefits: Sometimes, consumers focus more on the benefits provided by a product than on the price. They will buy a product if the perceived benefits are comparable or greater than the value they spent to get it.

2.5. Hypothesis Development

Agustini & Komariah (2022) discovered that influencer marketing significantly and positively impacts consumer purchase intention. Influencer marketing is a promotional strategy in which individuals deemed influential endorse a product (Lengkawati & Saputra, 2021). Through this approach, buyers can access information about the products under consideration. It is crucial for influencers to maintain honesty and consistency in promoting a product to ensure that the conveyed message aligns with the actual qualities of the product, thereby avoiding customer disappointment.
H1: Influencer marketing influences intention in purchasing Luxcrime cosmetics

In study by Pasaribu, Rahma, and Dharma (2023) investigated the influence of content marketing, viral marketing, and influencers on purchasing intention. They concluded that content marketing has a positive and significant effect on purchasing intention, while the influencer variable showed no significant impact. Content marketing aims to educate consumers and foster relationships between producers and consumers through engaging and interconnected communication via information or messaging. Creative content marketing has the ability to capture consumers' attention and inspire them to make purchases (Riska et al., 2020).
H2: Content Marketing influences intention in purchasing Luxcrime cosmetics

Agustin & Amron's (2022) investigation into price perception concluded that this variable is significantly associated with and impactful on the intention to purchase skincare products. Price, being a fundamental element in a company's marketing strategy, is designed to offer added value to consumers, encouraging continued usage of the products and services provided (Prihatini & Gumilang, 2021). Consumers often opt for an affordable price point when acquiring an item, and there is an increasing demand for skincare products that offer good quality at relatively lower prices. Consumer value perception, which involves a comprehensive assessment of the usefulness of a product or service, can shape their buying intentions (Rinawati et al., 2022).

H3: Price perception influences intention in purchasing Luxcrime cosmetics

In the realm of cosmetic products, influencer marketing, content marketing, and price perception collectively contribute to the generation of purchasing intentions. Cosmetic products not only fulfill women's fundamental beauty needs but also serve as a means of expressing social identity in the eyes of society (Fabricant & Gould, 1993). Given the unique nature of these products and potential risks associated with their use (as not all chemicals have the same effect for every consumer), evaluation often involves direct input from influencers, and cosmetic outcomes are assessed through content marketing. Consumers typically consider whether the price paid aligns with the results obtained. Thus, understanding the extent to which influencers, content, and prices can meet consumers' psychological needs becomes crucial in generating the intention to purchase cosmetic products.

H4: Influencer marketing, content marketing and price perceptions influence intention in purchasing Luxcrime cosmetics

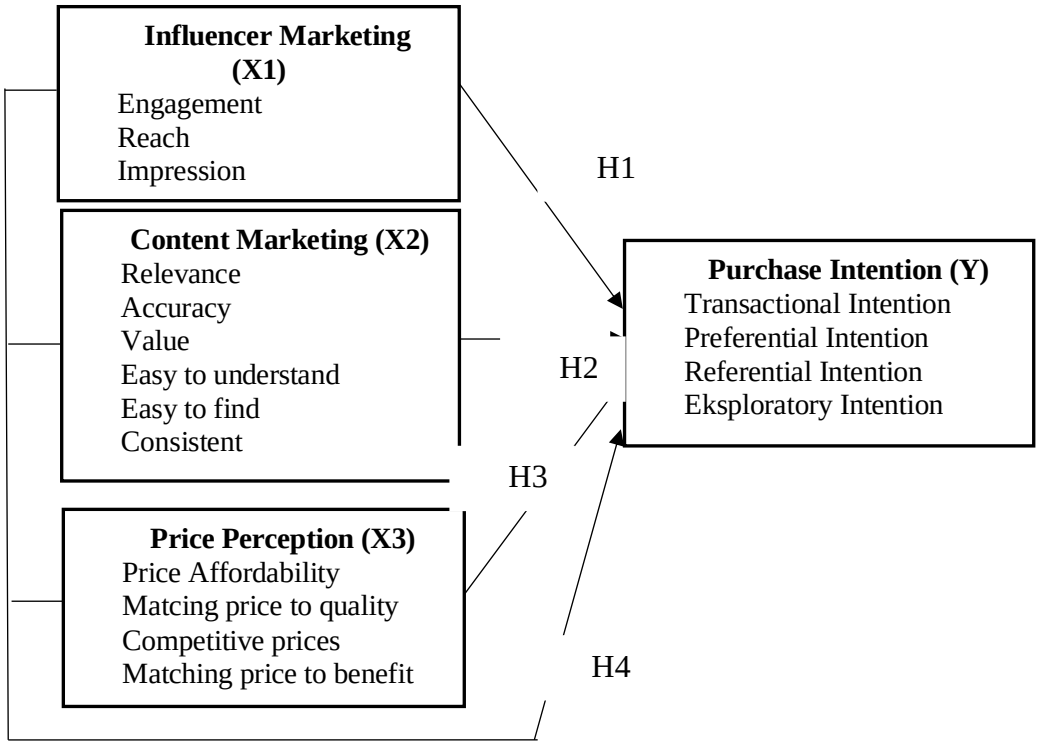


Figure 3. Research Framework
Source: Authors, 2023

3. RESEARCH METHODS

3.1. Types of Research

This research was conducted in the quantitative realm, which means that the aim is to provide a visual representation of actual variables, symptoms or conditions, with the support of data in the form of numbers analyzed using statistical methods through distributing questionnaires. Apart from using a quantitative approach, this research also aims to obtain a description or explanation of data collected from one or several other variables, without comparing the variables themselves, which is

called the descriptive method (Sugiyono, 2017). The associative method is used to evaluate significant relationships between two or more variables (Sugiyono, 2017).

3.2. Population and Sample

In this research, the approach used for sampling was non-probability sampling using convenience sampling techniques, due to the infinite nature of the population or the lack of probability sampling. This entails selecting samples based on their availability and ease of access. Samples were chosen opportunistically, considering their presence at the appropriate place and time (Sekaran, 2006: 137). In determining a representative sample size, considering that the population that knows the Luxcrime brand is very large and the total is not even known, sampling in this study was determined based on the number of indicators by multiplying the number between 5 and 10, in accordance with the methodology suggested by Ferdinand (2006). The minimum sample size for this research is:

Minimum sample = Number of indicators x 5
= 17 x 5
= 85

From the results of the calculations above, it can be concluded that the minimum number of samples that need to be used is 85 samples. In this research, the number of samples taken was 100 samples. The criteria for selecting samples were people in Karawang who were familiar with the Luxcrime brand.

3.3. Data Collection

Data calculations were carried out using the SPSS 20 application. The source of the calculated data came from primary data and secondary data. Secondary data was obtained from literature studies, internet site data, and various other sources. Meanwhile, primary data was collected by distributing questionnaires to respondents who were part of the research sample.

Table 1. Instrument Development

Variables	Statement Items		Source
Influencer Marketing (X1)	X1.1	Product reviews conducted by influencers influenced my desire to buy Luxcrime products	Solis (2012)
	X1.2	People who promote Luxcrime products such as influencers make it easier for me to recognize the need to purchase Luxcrime products	
	X1.3	The number of followers of an influencer on social media (Instagram, Tiktok, Twitter) is a reference for decisions in purchasing Luxcrime products	
	X1.4	The large number of views regarding the content of Luxcrime product posts increases my information and curiosity about Luxcrime products	
	X1.5	The quality of the content uploaded by influencers regarding Luxcrime products is not blurry, making me interested in watching the influencer's content again	
	X1.6	Influencers who work with Luxcrime have an interesting and convincing speaking style	
Content	X2.1	The content from Luxcrime contains the information I need	Milhinhos

Marketing (X2)	X2.2	Content from Luxcrime can help solve my problem of cosmetic needs	(2015)
	X2.3	Content from Luxcrime contains real information related to products	
	X2.4	Content from Luxcrime explains the current condition of the product	
	X2.5	Content from Luxcrime can be trusted	
	X2.6	Content from Luxcrime provides benefits	
	X2.7	The information or messages in the content from Luxcrime are easy to understand	
	X2.8	The text or sentences in the Luxcrime content can be read clearly	
	X2.9	Content from Luxcrime is easy to find	
	X2.10	Content from Luxcrime is available on several social media such as Instagram, Tiktok Youtube and others	
	X2.11	Content from Luxcrime is updated regularly	
	X2.12	Content from Luxcrime is uploaded consistently every time	
Price Perception (X3)	X3.1	The price of Luxcrime cosmetic products corresponds to their quality	Tjiptono (2015)
	X3.2	The prices of Luxcrime cosmetic products do not disappoint	
	X3.3	The quality of Luxcrime cosmetics is in line with the costs I spend	
	X3.4	Luxcrime cosmetic prices are suitable for all types of groups	
	X3.5	The price of Luxcrime cosmetics is affordable	
	X3.6	Luxcrime cosmetics have competitive prices with other brands	
Purchase Intention (Y)	Y1.1	After seeing Luxcrime advertisements or content, I want to find information about Luxcrime	Kotler & Keller (2010)
	Y1.2	I am interested in buying Luxcrime products because they have good quality	
	Y1.3	I am interested in recommending Luxcrime Products to others	
	Y1.4	I will refer the Luxcrime social media account to other people who want to buy products online	
	Y1.5	Luxcrime products are my choice to fulfill my daily cosmetic needs	
	Y1.6	I am interested in following Luxcrime's social media accounts	
	Y1.7	I am interested in looking for information on the internet or social media about Luxcrime products	
	Y1.8	I asked for Luxcrime product information from people who had already purchased and used Luxcrime products	

Source: (Solis, 2012; Milhinhos, 2015; Tjiptono, 2015:156; Kotler & Keller, 2010)

3.4. Data Analysis

A measurement analysis method uses multiple linear regression which involves steps such as normality and reliability tests. The next step involves partial hypothesis testing (via T Test), simultaneous hypothesis testing (via F Test), as well as evaluating the Determination Coefficient and Correlation Coefficient. Apart from that, classical assumption tests were also carried out which included normality and multicollinearity tests on the data.

4. RESULTS AND DISCUSSION

Results

Sample Description

Of the 100 samples recorded, almost all were women, namely 98 samples, while the remaining two were men. The age range of respondents in this study varied, with the majority being 21-25 years old (70 samples), followed by 17-20 years old (24 samples), and finally, 26-30 years old (6 samples). Therefore, it can be concluded that this research was dominated by respondents from Generation Z and Millennials.

Table 2. Validity and Reliability Test

Variables	Item Code	r Count	Sig.	*Cronbach's Alpha*	Explanation
Influencer Marketing (X1)	X1.1	0,500	0,000	0,610	Valid and Reliable
	X1.2	0,578	0,000		
	X1.3	0,520	0,000		
	X1.4	0,415	0,000		
	X1.5	0,686	0,000		
	X1.6	0,765	0,000		
Content Marketing (X2)	X2.1	0,483	0,000	0,749	Valid and Reliable
	X2.2	0,615	0,000		
	X2.3	0,630	0,000		
	X2.4	0,476	0,000		
	X2.5	0,576	0,000		
	X2.6	0,547	0,000		
	X2.7	0,493	0,000		
	X2.8	0,566	0,000		
	X2.9	0,591	0,000		
	X2.10	0,361	0,000		
	X2.11	0,425	0,000		
	X2.12	0,451	0,000		
Price Perception (X3)	X3.1	0,537	0,000	0,641	Valid and Reliable
	X3.2	0,589	0,000		
	X3.3	0,608	0,000		
	X3.4	0,706	0,000		
	X3.5	0,577	0,000		
	X3.6	0,582	0,000		
Purchase Intention (Y)	Y1.1	0,581	0,000	0,660	Valid and Reliable
	Y1.2	0,617	0,000		
	Y1.3	0,323	0,000		
	Y1.4	0,655	0,000		
	Y1.5	0,568	0,000		
	Y1.6	0,545	0,000		
	Y1.7	0,505	0,000		
	Y1.8	0,547	0,000		

Source: Authors, 2023

Based on Table 1 above, it can be seen that all variables in this study are considered valid, because the r value obtained exceeds the table r value or 0.30, in accordance with the validity standards stated by Ghozali (2018). Reliability is used as an indicator of a variable or construct in

a questionnaire, and a questionnaire is considered reliable if the respondent's answers are consistent or stable over time (Ghozali, 2013). Based on Table, it can be seen that all variables in this study are considered reliable, because the reliability test uses the Cronbach Alpha (α) technique with an α value > 0.60, in accordance with the reliability criteria explained by Sugiyono (2017).

4.1. Correlation coefficient

Table 3. Correlation Coefficient Test Results

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
,699[a]	,489	,473	1,717	2,222

Source: Authors, 2023

The results of the analysis show that the correlation between the variables influencer marketing, content marketing, price perception and purchase intention is 0.699. The calculation results with a significance level of 5% or α = 0.05 place this correlation in the strong category because the score is at the level >0.5-0.75.

Coefficient of Determination

Table 4. Coefficient of Determination Test Results

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
,699[a]	,489	,473	1,717	2,222

Source: Authors, 2023

The coefficient of determination measures the extent to which the independent variable contributes to the dependent variable. The higher the value of the coefficient of determination, the greater the contribution of the independent variable in explaining changes in the dependent variable (Suliyanto, 2011). From Table 3, it can be seen that the R Square value = 0.489 or 48.9%. Therefore, it can be concluded that the results of the coefficient of determination show a contribution of 48.9% in explaining the influence of the variables influencer marketing, content marketing, and price perception on purchasing intention. The remaining 51.1% was influenced by other factors not examined in this study.

4.2. Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,978	2,685		3,344	,001
	Total_X1	,183	,088	,173	2,074	,041
	Total_X2	,308	,061	,489	5,060	,000
	Total_X3	,195	,100	,172	1,954	,054

Source: Authors, 2023

Based on the data in the table above, the regression model of three predictors, namely influencer marketing, content marketing, and price perception, can be expressed as follows:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

Thus, the results obtained can be formulated in the following equation:

$$Y = 8.978 + 0.183\ X1 + 0.308\ X2 + 0.195\ X3$$

Constant

A positive constant value of 8.978 indicates that if the variables influencer marketing, content marketing, and price perception are fixed, then the value of purchasing intention will be constant at 8.978, in other words, if the independent variable is constant then the dependent variable is 8.978.

Influencer marketing

The positive coefficient of 0.183 between influencer marketing and purchase intention implies that a one unit increase in the influencer marketing variable will result in an increase of 0.183 in the purchase intention variable.

Content marketing

A positive coefficient of 0.308 between the content marketing variable and purchase intention indicates that a one unit increase in the content marketing variable will have an impact on an increase of 0.308 in the purchase intention variable.

Price Perception

A positive coefficient of 0.195 between the price perception variable and buying intention indicates that a one unit increase in the price perception variable will cause an increase of 0.195 in the purchase intention variable.

4.3. Partial Hypothesis Test (T Test)

The T test is used to assess the significance of the partial regression coefficient of each independent variable. Based on Table 5, if the significance value α <0.05 (5%), it can be concluded that the independent variable has a significant effect on the dependent variable. Conversely, if the significance value of α is more than 0.05, it means the hypothesis is rejected (Ghozali, 2012). From the test results it can be concluded:

Table 6. T Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,978	2,685		3,344	,001
	Total_X1	,183	,088	,173	2,074	,041
	Total_X2	,308	,061	,489	5,060	,000
	Total_X3	,195	,100	,172	1,954	,054

Source: Authors, 2023

Influencer Marketing (X1) to Purchase Intention (Y):

The results show that the calculated t value is 2.074 and has a significance value of 0.041. This shows that t count > t table (2.074 > 1.984) with support for a significance value < 0.05 α (0.041 < 0.05). This means that the Influencer Marketing variable has a significant effect on the variable intention in purchasing Luxcrime cosmetic products in Karawang.

Content Marketing (X2) to Purchase Intention (Y):

The results show that the calculated t value is 5.060 and has a significance value of 0.000. This shows that t count > t table (5.060 > 1.984) with support for a significance value < 0.05 α (0.000 < 0.05). This means that the Content Marketing variable has a significant effect on the variable intention in purchasing Luxcrime cosmetic products in Karawang.

Price Perception (X3) to Purchase Intention (Y):

The results show that the calculated t value is 1.954 and has a significance value of 0.054. This shows that t count < t table (1.954 < 1.984) with a significance value > 0.05 α (0.054 > 0.05). This means that the Price Perception variable does not significantly influence the purchase intention variable for Luxcrime cosmetic products in Karawang.

4.4. Fit index test (F Test)

The F statistical test is used to assess the suitability of the regression model in explaining the influence of the independent variable on the dependent variable (Ghozali, 2016). From the table above, the calculated F value is 30.638, with a significance value of 0.000. F table at a 5% confidence level with df K=3 and df2 = (100 -3 - 1 = 96) is 2.70. With a calculated F value that is greater than F table (30.638 > 2.70) and a significance value that is smaller than α (0.000 < 0.05), it can be concluded that the variables Influencer Marketing, Content Marketing, and Price Perception simultaneously influence purchasing intention of Luxcrime cosmetic products in Karawang.

Table 7. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	270,978	3	90,326	30,638	,000[b]
	Residual	283,022	96	2,948		
	Total	554,000	99			

Source: Authors, 2023

Based on the results of the F test, the calculated F value is 30.638 > Table F is 2.70, with a significance level of 0.000 < 0.005. Thus, it can be concluded that the model feasibility test or F test is acceptable, and the independent variable is suitable to explain the dependent variable being analyzed.

5. DISCUSSION

According to the multiple linear regression analysis, the calculated t-value surpasses the critical t-table (2.074 > 1.984), and the significance level is smaller than the predetermined α value (0.041 < 0.05), indicating a significant impact of influencer marketing on purchasing intention for Luxcrime cosmetics in Karawang. This result aligns with previous research conducted by Agustini & Komariah (2022), which found a significant positive correlation between influencer marketing and consumer buying intention. Cosmetic products are judged by their final outcomes on the skin, often portrayed by influencers. Increased exposure of a product through influencer endorsements leads to heightened purchase intentions, particularly when the cosmetic product yields commendable results for skin health. Companies should collaborate with influencers to expand product awareness and increase purchase intention

According to the multiple linear regression analysis, the calculated t-value of this hypothesis is 5.060 > 1.984, and the significance level is lower than the predetermined α value (0.000 < 0.05), indicating a significant correlation between content marketing and purchasing intention for Luxcrime cosmetics in Karawang. These findings are consistent with a study by Pasaribu, Rahma, and Dharma (2023), which also found a positive and significant relationship between content marketing and purchase intention. It is crucial to disseminate product differentiation and its benefits to the public, and content marketing serves as a readily accessible medium for this purpose. Through content marketing, consumers can become more informed about the advantages of a product, particularly in the case of cosmetic products. Consequently, the implication is that Luxcrime should enhance its content marketing efforts to bolster consumer purchase intention..

According to the multiple linear regression analysis, the calculated t-value surpasses the critical t-table (1.954 > 1.984), and the significance level is higher than the predetermined α value (0.054 < 0.05), indicating an unsignificant impact of price perception on purchasing intention for Luxcrime cosmetics in Karawang. This result doesn't aligns with previous research conducted by Agustin & Amron (2022) concluded that price perception variable has a relationship and significance to intention in purchasing. Cosmetic products are categorized as sensitive purchases due to the necessity of conducting suitability tests for individual skin types. Consumers place greater emphasis on the quality of products, especially in the context of cosmetic items that directly impact skin health. Price is considered a secondary factor once product quality and safety are ensured. Consumers tend to be willing to buy cosmetics at higher prices if the quality offered is equivalent to the price paid.

According to the multiple linear regression analysis, the calculated F-value surpasses the critical F-table (30.638 > 2.70), and the significance level is smaller than the predetermined α value (0.041 < 0.05), indicating a significant impact of influencer marketing, content marketing, and price perception simultaneously influence purchasing intention in Luxcrime cosmetic products in Karawang.

6. CONCLUSIONS AND SUGGESTIONS

6.1. Conclusion

Based on the research findings and discussions conducted, the following conclusions emerge: Influencer marketing and content marketing positively impact consumer purchasing decisions for Luxcrime cosmetics in Karawang. This implies that greater engagement of influencers in promoting cosmetic products correlates with increased purchasing decisions. Moreover, consistent dissemination of marketing content across various media platforms further amplifies purchasing decisions. Conversely, the variable of price perception does not influence purchasing decisions significantly. Consequently, consumers prioritize product quality, particularly concerning cosmetic products directly affecting skin health. Price is deemed a secondary consideration when product quality and safety are assured.

6.2. Limitation and Suggestions

This study's limitation lies in its reliance on online surveys for data collection, which restricts the exploration of respondents' experiences with shopping on social media. Consequently, this approach can potentially yield inaccurate responses from participants. From the results of this research, it is recommended that companies, especially in the cosmetics industry, can maintain product excellence, increase marketing creativity by utilizing the latest technology and trends, and continue to create

innovations to attract consumer attention. Theoretically, this research is expected to provide additional information regarding the influence of influencer marketing variables, content marketing, price perception and purchase intention, contributing to knowledge, especially in marketing management.

REFERENCES

Agustin, N., & Amron, A. (2022). Pengaruh Influencer Marketing Dan Persepsi Harga Terhadap Minat Beli Skincare Pada Tiktok Shop. *Kinerja, 5(01), 49-61*.

Agustini, M. P., & Komariah, K. (2022). Analisis Interaksi Sosial Konten Marketing Dan Influencer Marketing Terhadap Minat Beli Produk Kosmetik (Survey Pada Konsumen Produk Dear Me Beauty Di Kota Sukabumi). *Management Studies and Entrepreneurship Journal (MSEJ), 3(3),* 1601-1610.

Alatas, S. L., & Tabrani, M. (2018). Pengaruh celebrity endorser terhadap purchase intention melalui brand credibility. *Jurnal Manajemen Inovasi, 9(1)*.

Ali, Hasan. (2013). *Marketing dan Kasus-Kasus Pilihan*. Yogyakarta : CAPS (Center For Academic Publishing Service).

Andreas, R. (2013). *The Big Book of Content Marketing*. New York: Amazon.

Astuti. (2016). Pengaruh Promosi Online dan Celebrity Endorser terhadap Minat Beli Konsumen Tas Online Shop Fani House. *Universitas Diponegoro.*

Augusty, Ferdinand. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertasi Ilmu Manajemen.* Semarang: Universitas Diponegoro.

Brown, D., & Hayes, N. (2008). *Influencer marketing.* Routledge.

Ge, J., & Gretzel, U. (2018). Emoji rhetoric: a social media influencer perspective. *Journal of Marketing Management, 34(15–16),* 1272–1295. https://doi.org/10.1080/0267257X.2018.1483960

Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi.* Semarang: Universitas Diponegoro.

Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS Edisi Sembilan.* Semarang: Badan Penerbit Universitas Diponegoro

Ghozali, Imam. (2012). *Aplikasi Analisis Multivariate dengan Program IBM SPSS.* Yogyakarta: Universitas Diponegoro

Ghozali. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS.* Semarang: Badan Penerbit Universitas Diponegoro.

Gumilang, R. R. (2019). Implementasi digital marketing terhadap peningkatan penjualan hasil home industri. *Coopetition: Jurnal Ilmiah Manajemen, 10(1),* 9-14.

Halim, N. R., & Iskandar, D. A. (2019). Pengaruh Kualitas Produk, Harga dan Strategi Promosi Terhadap Minat Beli. *Jurnal Ilmu Dan Riset …, 4(3),* 415–424.

Hariyanti, N. T., & Wirapraja, A. (2018). Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Era Modern (Sebuah Studi Literatur). *Jurnal Eksekutif, 15(1),* 133–146.

Hayes, N. (2008). *Influencer Marketing; Who Really Influences Your Customers.*

Japarianto, E., & Adelia, S. (2020). Pengaruh Tampilan Web Dan Harga Terhadap Minat Beli Dengan Kepercayaan Sebagai Intervening Variable Pada E-Commerce Shopee. *Jurnal Manajemen Pemasaran, 14(1),* 35–43. https://doi.org/10.9744/pemasaran.14.1.35-43.

Jarvenpaa, S. L., Tractinsky, N., dan Vitale, M. (2000). “Consumer Trust in An Internet Store.”

Journal of Information Technology and Management", Vol. 1(12), pp. 45-71

Khare, A., Sarkar, S., & Patel, S. S. (2019). Influence of culture, price perception and mall promotions on Indian consumers' commitment towards malls. *International Journal of Retail and Distribution Management, 47(10),* 1093–1124. https://doi.org/10.1108/IJRDM-06-2017-0134.

Kim, D., & Benbasat, I. (2006). The effects of trust-assuring arguments on consumer trust in Internet stores: Application of Toulmin's model of argumentation. I*nformation Systems Research, 17(3),* 286-300.

Kotler, Philip dan Kevin Lane Keller. (2010). *Manajemen Pemasaran. Jilid 1, Edisi Ketiga belas*. Jakarta : Erlangga.

Lengkawati, A. S., & Saputra, T. Q. (2021). Pengaruh Influencer Marketing terhadap Keputusan Pembelian (Studi pada Elzatta Hijab Garut). *Jurnal Pengembangan Manajemen, Bisnis, Keuangan Dan Perbankan, 18(1),* 33–38.

Mahendra, F. Z., & Nugroho, D. A. (2013). Pengaruh Content Marketing Terhadap Purchase Intention Pada Fan Apparel Dengan Customer Engagement Sebagai Variabel Mediasi (Studi Pada Akun Instagram @authenticsid). *Journal of Chemical Information and Modeling, 53(9),* 1689–1699.

Pasaribu, A. F., Rahma, T. I. F., & Dharma, B. (2023). PENGARUH CONTENT MARKETING, VIRAL MARKETING DAN INFLUENCER TERHADAP MINAT BELI PRODUK SKINCARE PADA MAHASISWA. ECOBISMA. *JURNAL EKONOMI, BISNIS DAN MANAJEMEN, 10(2),* 81-93.

Poon, S. & Jevons, C., (1997). "Internet enabled international marketing: A small business network perspective. *Journal of Marketing Management, 29-42.*

Prihatini, W., & Gumilang, D. A. (2021). The Effect of Price Perception, Brand Image and Personal Selling on the Repurchase Intention of Consumers B to B of Indonesian General Fishery Companies with Customer Satisfaction as Intervening Variables. *European Journal of Business and Management Research, 6(2),* 91–95. https://doi.org/10.24018/ejbmr.2021.6.2.756.

Rinawati, G. A., Agung, A., Agung, P., Putu, N., & Anggraini, N. (2022). Analisis Pengaruh Citra Merek, Kualitas Produk Dan Persepsi Harga Terhadap Minat Beli Produk Oriflame, *Jurnal EMAS. 2(2014),* 16–27.

Riska, Komariah, K., & Jhoansyah, D. (2020). Purchase Intention Pada Produk Skincare. *Syntax Idea, Vol. 2, 7*. https://doi.org/p–ISSN: 2684-6853 e-ISSN: 2684-883X.

Sekaran, Uma. (2006). Metodologi Penelitian UntukBisnis. Jakarta: SalembaEmpat.

Sentanu, I. G. E. P. S., Zamrudi, Z., & Praharjo, A. (2019, March). Consumer Generated Media: Understanding Indonesian Social Traveller. In Journal of Physics: Conference Series (Vol. 1175, No. 1, p. 012221). IOP Publishing.

Suliyanto, 2011, *Ekonometrika Terapan : Teori dan Aplikasi dengan SPSS.* Yogyakarta: Penerbit Andi Offset.Yogyakarta

Yin, X., Wang, H., Xia, Q., & Gu, Q. (2019). How Social Interaction Affects Purchase Intention in Social Commerce : A Cultural Perspective.

Zamrudi, Z., & Wicaksono, T. (2018). Adopsi Social Commerce: Pemodelan UTAUT. In Proceeding of National Conference on Asbis (Vol. 3, pp. 538-549).

Zamrudi, Z. (2017). Pengaruh Citra Merek dan Kepercayaan Konsumen Terhadap Minat Pembelian

Secara Online. Al-KALAM: JURNAL KOMUNIKASI, BISNIS DAN MANAJEMEN, 4(2), 132-144.

Zeithaml, V.A. (1998). "Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence", *Journal of Marketing, Vol. 52(3),* pp. 2-22.