

International Journal of Economics and Financial Issues

ISSN: 2146-4138

Available at https://ijefijournal.com

International Journal of Economics and Financial Issues, 2026, 15(6)

The Role of Brand Image in Mediating the Influence of Influencer Marketing and Customer Reviews on Purchase Decisions (A Study of Buyers of Timephoria Brand Cosmetic Products)

Rizka Ajeng Pramesti[1*], Anik Lestari Andjarwati[2]

[1,2]Department of Management, Faculty of Economics and Business, Universitas Negeri Surabaya, Surabaya, Indonesia
*Email: rizka.22142@mhs.unesa.ac.id

Received: 1 July 2026 **Accepted:** 4 July 2026 **DOI:** 10.5281/zenodo.21168910

ABSTRACT

The cosmetics industry in Indonesia is experiencing rapid growth. This is driven by the increasing consumer interest in local beauty products. This study selected Timephoria products as the subject of analysis because, as a new brand, Timephoria has successfully captured consumers' attention. This study aims to analyze the influence of influencer marketing and customer reviews on purchasing decisions, with brand image serving as the mediating variable. This study employs a quantitative approach, and the sampling technique used is purposive sampling. Data were collected through an online questionnaire distributed to 200 respondents and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results indicate that influencer marketing and customer reviews have a positive and significant effect on purchasing decisions and brand image, and that brand image significantly mediates the influence of influencer marketing and customer reviews on purchasing decisions.

Keywords: Brand image, Customer Review, Influencer Marketing, Purchase Decisions, Timephoria, SEM-PLS.

1. INTRODUCTION

Chairman of the Indonesian Cosmetics Companies Association (Perkosmi), Sancoyo, said that the market value of the Indonesian cosmetics industry in 2025 is estimated to reach USD 9.74 billion or around IDR 161.08 trillion. The magnitude of this value shows that the cosmetics industry has become one of the sectors that contributes significantly to the national economy. In addition, the increase in the number of cosmetic companies is also an indicator of the development of this industry. Based on Radar Lambar data (2025), the number of cosmetics business units will increase from 819 companies in 2021 to 1,292 companies in 2024, with a projected average growth of 4.33% per year until 2030.

The growth in the number of business actors reflects the increasing level of competition as well as the industry's ability to produce product innovations that are in accordance with market needs. This condition shows that the cosmetics industry not only plays a role as an economically developed sector, but also becomes an important part in supporting sustainable industrial development. The increasing activity of the cosmetics industry shows an increase in public demand for beauty products and strengthens the sector's contribution to national economic growth. With the great potential of the domestic market and the increasing competitiveness, Indonesia has the opportunity to strengthen its position as one of the major players in the global cosmetics industry.

This positive outlook is also reflected in the increase in the value of Indonesia's beauty industry in recent years. Based on information from the Deputy Minister of Industry, Faisol, the value of the national beauty industry will increase from USD 8.09 billion in 2023 to around USD 9.17 billion in 2024, or experience a growth of around 13% in one year (Antara News, 2024). The increase shows that the demand for beauty products continues to increase, providing a great opportunity for companies to expand their market share while increasing competitiveness.

In Indonesia, various e-commerce platforms have become the main means for people to meet the needs of beauty products. Based on data from the Indonesian Internet Service Providers

Association (APJII, 2025), Shopee is the most accessed e-commerce platform by the Indonesian people with a percentage of 53.22%, outperforming various other platforms. This achievement shows that Shopee is still the marketplace that consumers are most interested in making online purchases. The high level of use of the platform reflects the change in the behavior of people who increasingly rely on e-commerce as the main medium in obtaining various needs, including cosmetic products.

The tendency of consumers to shop online is inseparable from the various advantages offered by the marketplace. Based on the results of Insight Factory by Sociolla, consumers' decisions to buy beauty products online are influenced by several factors, such as best price offers, special promotions that are only available on online platforms, product reviews or reviews from other users, the ease of comparing prices between sellers, and the availability of products that are not always found in physical stores. These factors show that consumers' purchasing decisions are the result of an evaluation process that involves various considerations before making a transaction.

Environmental factors are one of the important elements that affect consumer behavior, one of which is through the existence of reference *groups*. Reference groups are individuals or groups that are able to influence a person's attitudes, preferences, and behavior in making decisions. Kotler et al. (2024) explain that influencer marketing plays a role in providing information, recommendations, and guidance that help potential consumers when they are about to make a purchase. This view is reinforced by Yesiloglu and Costello (2021) who state that influencers have a strong influence on the purchasing decision-making process. Based on Kelman theory (1956), the effectiveness of social influencers can be explained through three dimensions, namely *compliance*, *identification*, and *internalization*. The *compliance* dimension is related to the power of influencers in influencing consumer behavior or decisions. These results are also supported by Venciute et al. (2023) who state that marketing through influencers is one of the main driving factors in purchasing decisions.

In the consumer decision-making process, information search is an important stage before consumers decide to buy a product. Schiffman and Wisenblit (2015) explain that information is obtained through internal and external searches. In external searches, consumers use various sources such as product specifications, product comparisons, and customer reviews. Turban et al. (2015) also placed customer reviews as one of the factors that affect online consumer behavior through the dimension of brand reputation in the *merchant and intermediary factors group*. The importance of customer reviews is increasingly evident from demand sage data (2025) which shows that 93% of consumers read customer reviews before making a purchase. Wang and Strong (2016) stated that the quality of customer reviews can be measured through four indicators, namely *accuracy*, *relevancy*, *timeliness*, and *completeness*.

Brand image is the perception and belief that is stored in consumers' memories of a brand so that it forms a perspective on the brand (Kotler & Keller, 2016). The more positive the image that a brand has, the greater the opportunity for consumers to choose and buy the product. Aaker and McLoughlin (2020) explained that brand image is built through four main indicators, namely *recognition*, *affinity*, *reputation*, and *domain*. In various studies, brand image is also often used as a mediating variable that explains the relationship between marketing variables and purchasing decisions. Chen and Wu (2022) prove that brand image is able to mediate the relationship between variables significantly.

Purchasing decisions are the final stage in the consumer's decision-making process when individuals decide to purchase a particular product or service. The process is influenced by various factors that can shape consumer perception and evaluation before making a purchase, such as influencer marketing, customer reviews, and brand image. These three factors are believed to be able to influence the way consumers assess the quality and credibility of a product so that it has an impact on purchase decisions. Therefore, this study places purchasing decisions as a dependent variable influenced by influencer marketing, customer reviews, and brand image. The object of the research is focused on the cosmetic brand Timephoria as one of the local brands that actively implements marketing strategies through influencer marketing and utilizes customer reviews to support its marketing activities.

Timephoria is a cosmetics brand that will enter the Indonesian market in April 2025. Although it is still classified as a newcomer, this brand is able to attract the attention of consumers in a relatively short time so that it shows good competitiveness in the cosmetics industry.

As a cosmetics brand originating from China, Timephoria offers a wide range of products with a variety of colors, innovative formulas, and textures that are comfortable to use on various skin types. All of its products are also designed to have good durability so that they are in accordance with the tropical climate conditions of Indonesia. At its inaugural launch in Indonesia, Timephoria introduced seven main products that provide shade options ranging from natural to bold. The combination of good product quality and relatively affordable price makes

One of Timephoria's products that has received wide attention from consumers is Stellar Dust Lipstain. This product was chosen as the object of research because it shows quite high sales growth. Stellar Dust Lipstain managed to enter the best-selling product category in the Sociolla marketplace. This achievement shows that even though Timephoria is a new brand, the products marketed are able to compete with various brands that have already been present in the market. This success is allegedly inseparable from the marketing strategy implemented by the company, one of which is through influencer marketing. This strategy is considered effective because influencers have a high level of credibility, a close relationship with their followers, and the ability to influence consumer perceptions and purchasing decisions.

One of the influencers who collaborates with Timephoria is Kharisma Cahaya Putri or better known as Onic Kayess. In addition to being known as a Brand Ambassador of ONIC Esports, Kayess is also actively promoting Timephoria products through various content on the TikTok platform. The content created not only contains product promotion, but is also packaged communicatively and persuasively through a personal approach so as to be able to build an emotional closeness between the

audience and the Timephoria brand.

Based on this description, the researcher identified differences in the results of previous research regarding the influence of influencer marketing and customer reviews on purchase decisions. In addition, inconsistencies are still found regarding the role of brand image as a mediating variable. Therefore, this study proposes brand image as a mediating variable to explain the relationship between influencer marketing and customer reviews on purchase decisions.

The purpose of this study is to analyze the influence of influencer marketing on purchase decisions, analyze the influence of customer reviews on purchase decisions, examine the influence of influencer marketing on brand image, analyze the influence of customer reviews on brand image, test the influence of brand image on purchase decisions, and analyze the role of brand image in mediating the influence of influencer marketing and customer reviews on purchase decisions.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Consumer Behavior

Consumer behavior is a series of activities carried out by individuals in fulfilling their needs and desires through the process of consuming a product or service. According to Sumarawan (2020), consumer behavior not only includes the act of buying, but also involves psychological processes that occur before the purchase, when the purchase takes place, and after the product or service is used and evaluated. In other words, the entire consumer decision-making process becomes part of consumer behavior.

In line with this opinion, Engel et al. (2019) explained that consumer behavior is all activities that are directly related to the process of obtaining, using, and consuming products and services, including the decision-making stages that occur before and after these activities. This definition suggests that consumer decisions are the result of a process that takes place continuously, not just a purchase action.

Online consumer behavior refers to the pattern of consumer actions in carrying out purchasing activities through digital media. According to Turban et al. (2015), online consumer behavior in electronic commerce includes all transactions that involve the purchase and sale of goods and services, as well as the exchange of information carried out through the internet network. In addition, this behavior also describes how individuals and organizations choose, acquire, use, and stop using products, services, ideas, or experiences offered through digital platforms to fulfill their needs and desires. Therefore, online consumer behavior is not only related to the transaction process, but also involves all stages of decision-making that occur in the digital environment (Turban et al., 2015).

Turban et al. (2015) stated that consumer behavior in online transactions is influenced by two main groups of variables, namely controllable variables and uncontrollable variables. The two groups of variables interact with each other in shaping consumer purchase decisions through electronic commerce platforms. In addition, online consumer behavior is also influenced by merchant and intermediary factors. This factor has to do with the seller's reputation, consumer trust level, transaction scale, and the seller's brand image. Consumers generally prefer to make transactions with sellers who have a good reputation, positive reviews, and high credibility. In addition, marketing strategies and advertising activities also play a role as a source of information that is able to build positive perceptions and increase consumer trust in products and sellers (Turban et al., 2015).

2.2 Purchase Decision

Purchasing decisions are one of the important stages in consumer behavior that occur after the consumer goes through a series of decision-making processes. According to Engel et al. (1995), the process starts from the identification of needs, search for information, assessment of various alternatives, decision to buy, to evaluation after the purchase is made. Thus, the purchase decision does not stand alone, but rather becomes part of the overall process of consumer behavior.

Kotler and Keller (2016) explain that the purchase decision is the stage when the consumer makes the final choice to buy a product from the various alternatives available. At this stage, consumers have considered various aspects, such as product benefits, price, quality, and suitability to their needs so as to make a decision to make a purchase.

Meanwhile, Schiffman and Kanuk (2010) define purchasing decisions as the process of selecting one alternative among two or more available options. An action can be said to be a purchase decision if the consumer has several alternatives that can be considered before making the final choice.

Based on these various opinions, it can be concluded that the purchase decision is the final stage in the consumer decision-making process which is characterized by the selection of a product after going through the process of identifying needs, searching for information, and evaluating various available alternatives.

According to Kotler and Keller (2016), purchasing decisions can be explained through several dimensions that describe how consumers make decisions. The first dimension is product choice, which is the consumer's decision to determine the type of product that best suits his needs and desires. The second dimension is brand choice, which is the consumer's decision to choose a certain brand based on the perception of quality, price, image, and attractiveness owned by the brand (Kotler & Keller, 2016). The next dimension is the choice of purchase channel, which relates to consumer decisions regarding the place or medium used to acquire products, either through physical stores or digital platforms (Kotler & Keller, 2016).

In addition, there is a dimension of purchase time, which is a decision about when consumers make a purchase by considering the level of need, benefits obtained, and conditions that affect the decision. Another dimension is the number of purchases, which is the decision on the number of products purchased according to the needs and capabilities of consumers (Kotler & Keller, 2016). The last dimension is the payment method, which is the consumer's decision to choose the payment method that is considered the easiest, safest, and in accordance with the development of available transaction technology (Kotler & Keller, 2016).

2.3 Influencer Marketing

Influencer marketing is one of the marketing communication strategies that utilizes influential individuals to convey messages to the audience so that they are able to shape consumer perceptions, attitudes, and purchasing decisions. According to Kotler and Keller (2016), influencers are used as a marketing communication medium because they have the ability to influence the way consumers view a product or brand. Brown and Hayes (2008) explain that this strategy is based on the level of trust that influencers have built with their followers, so the recommendations given have an influence on purchasing decisions. In line with this opinion, Sudha and Sheena (2017) stated that influencer marketing is the process of identifying and utilizing individuals who have influence on the target audience to be involved in marketing campaigns with the aim of expanding promotional reach, increasing sales, and strengthening the relationship between companies and consumers. Based on these various opinions, it can be concluded that influencer marketing is a marketing strategy that utilizes the credibility, expertise, and influence of an individual to influence consumer perceptions, attitudes, and purchasing decisions.

Hovland et al. (1953) stated that the effectiveness of influencers can be explained through two main dimensions, namely *the source-credibility model* and *the source-attractiveness model*. *The source-credibility model* emphasizes that the success of influencers is influenced by the level of expertise and *trustworthiness* they have in conveying information to the audience. The higher the competence and credibility of an influencer, the greater the chance that the message conveyed can be accepted and trusted by consumers. Meanwhile, *the source-attractiveness model* explains that influencer attractiveness also plays an important role in influencing the audience. This attraction is reflected in the *similarity*, familiarity, and *likability* that the audience has towards influencers so that it can increase the effectiveness of marketing communication.

2.4 Customer Review

Customer reviews are a form of feedback that consumers give after using a product or service. The review contains assessments, experiences, and consumer satisfaction levels which can then be a source of information for other parties. According to Kotler and Keller (2016), customer reviews are a form of consumer feedback that describes their experience of products or services that have been used. Meanwhile, Schiffman and Wisenblit (2015) explain that customer reviews are included in electronic *word-of-mouth* communication (e-WOM), where consumers share opinions, experiences, and evaluations about a product or service with other consumers. A similar opinion was put forward by Solomon (2017), who stated that customer reviews are post-consumer evaluations of a product or brand, which not only reflects the level of satisfaction, but also serves as a social reference for potential buyers in making choices.

Based on these various opinions, it can be concluded that customer reviews are a form of consumer evaluation delivered through digital media regarding the experience of using a product or service. These reviews are a source of information that can shape perceptions, increase trust, and influence potential consumers' purchasing decisions.

Customer reviews are seen as a form of *electronic word of mouth* (e-WOM) that has an influence on consumer perception and purchasing decisions (Chevalier & Mayzlin, 2006). Referring to the concept of e-WOM proposed by Kotler and Keller (2016), customer reviews have several main dimensions.

In this study, the measurement of customer review variables refers to indicators developed by Mudambi et al. (2016), Park and Min (2009), and Hasna et al. (2025), which have been adjusted to the characteristics of the research object. The indicators used include valence, helpfulness, and recency. The *valence* indicator is measured through respondents' attention to objective reviews, both positive and negative, as well as reviews that reflect the condition of the product in real terms. The *helpfulness indicator* is measured through respondents' perception of the benefits of reviews that contain detailed information about the product, informative information as a purchase consideration, and the personal experience of users who are considered helpful in evaluating the product. Meanwhile, *the recency indicator* is measured through respondents' attention to the latest reviews that are seen as more relevant and reflect the latest information about the product so that it further influences purchasing decisions.

2.5 Brand image

Brand image is one of the important assets owned by a company because it plays a role in shaping consumer perception of a brand. According to Kotler and Keller (2016), brand image is the perception and belief of consumers about a brand that is stored in their memory as a result of experiences and various forms of interaction with the brand. This perception develops through marketing communication activities and direct experiences experienced by consumers.

In line with this opinion, Aaker and McLoughlin (2020) explain that brand image is a collection of associations that are inherent in consumers' minds about a brand. The association is formed from personal experience, information obtained from other parties, as well as the reputation that the brand has in the market. Thus, brand image reflects how consumers evaluate and interpret a brand based on the various sources of information they receive. Meanwhile, Schiffman and Wisenblit (2015) stated that brand image is the overall impression that consumers have of a brand after going through various experiences and interactions. This impression further influences consumer preferences and becomes one of the factors that determine purchasing decisions.

Based on these opinions, it can be concluded that brand image is the perception, belief, and impression formed in the minds of consumers towards a brand through experience, interaction, communication, and information received. A positive brand image will influence consumer attitudes, preferences, and decisions in choosing and using a product.

Keller and Swaminathan (2020) stated that one of the techniques that can be used to measure brand image is free association. This method is exploratory with the aim of exploring the various associations that arise spontaneously in the minds of consumers when they hear or see a brand. In the process, respondents are not given any specific instructions other than information about the product category so that the answers obtained truly reflect the natural perception of the brand.

The application of the free association method is carried out through several stages. First, respondents were asked to name three things that first came to mind when hearing the Timephoria lip stain brand. Second, all the answers given were then grouped

based on the similarity of associations and the frequency of occurrence was calculated. Third, the associations that are most often mentioned are used as a basis for assessing brand image because they are considered to represent the dominant perception of consumers towards the brand being studied (Keller & Swaminathan, 2020).

3. RESEARCH MEHODOLOGY

This study uses a quantitative approach with a conclusive type of research. This approach was chosen because the research aims to test the relationships between variables that have been formulated in the hypothesis. Through this study, the researcher analyzed the influence of *influencer marketing* and *customer reviews* on purchase decisions with *brand image* as a mediating variable. In this study, a causal research design was used because it aimed to identify causal relationships between variables. Causal research is used to prove whether a variable has an influence on other variables through empirical testing (Malhotra & Dash, 2016).

In this study, primary data was obtained through the distribution of questionnaires to respondents. The answers given by the respondents are then processed and analyzed as a basis for hypothesis testing, so that all the main data of the study comes from the participants who are directly involved. In addition to primary data, this study also utilizes secondary data as a source of supporting information. Secondary data in this study was obtained from various sources, such as reference books, scientific articles, research journals, as well as previous research results that are relevant to the research topic, especially those that discuss *influencer marketing*, *customer reviews*, *brand image*, and purchasing decisions.

Data collection in this study was carried out online through an online survey method by utilizing social media as a means of distributing questionnaires. The platforms used are WhatsApp and Instagram because they are considered to be able to reach respondents who are in accordance with the characteristics of the research more effectively. The research instrument was compiled using Google Form, then the link was disseminated through private messages and relevant WhatsApp groups, and published through Instagram Stories to expand the scope of respondents.

In addition to spreading through social media, researchers also approached Instagram users who actively commented or interacted on Timephoria's Instagram account. Users who met the characteristics of the study respondents were then contacted via private message to request their willingness to participate by filling out the research questionnaire. This method is carried out so that the data obtained really comes from respondents who are in accordance with the research criteria.

The population used in this study is all consumers who have bought Timephoria brand products. Because the number of consumers who meet these criteria cannot be known for certain, the population in this study is included in the category of infinite population, which is a population whose exact size is unknown (Malhotra & Dash, 2016).

Based on the recommendations of Malhotra and Dash (2016), research that falls into the *problem-solving research* category requires a minimum sample number of 200 respondents. Considering that this study aims to analyze the influence of *influencer marketing* and *customer reviews* on purchase decisions with *brand image* as a mediating variable, this study uses a minimum number of respondents of 200 people.

The sampling technique applied is non-probability sampling with the purposive sampling method. This technique was chosen because the determination of respondents was carried out based on the consideration or assessment of certain characteristics that were considered to be in accordance with the research objectives, rather than through a random selection process (Malhotra & Dash, 2016).

Data collection in this study was carried out through an online survey method using questionnaires as the main instrument. According to Sugiyono (2020), a questionnaire is a data collection technique that is carried out by providing a number of questions or written statements to respondents to obtain information according to research needs. In this study, the distribution of questionnaires was carried out online using Google Form to respondents who met the characteristics that had been determined previously.

In addition to utilizing the distribution of questionnaires directly, the researcher also used social media as a supporting strategy in obtaining respondents. This approach is carried out through sending *direct messages* to users who are actively commenting or interacting on Timephoria's official social media accounts.

The data collection process is carried out through several stages. The first stage began with the preparation of a questionnaire based on indicators on the research instrument using Google Form. Furthermore, the researcher identified respondents who met the research criteria through purposive sampling techniques. After that, the questionnaire link was disseminated online to respondents who matched the characteristics of the study. All respondents' answers are automatically stored in the researcher's database for data processing and analysis. The results of the analysis are then used as a basis for answering the problem formulation and achieving the research objectives.

The data analysis technique in this study is Partial Least Squares Structural Equation Modeling (PLS-SEM). The PLS-SEM method is a variant-based approach that uses an iterative estimation process to maximize the model's ability to explain the variance of endogenous constructs. In addition, PLS-SEM is used to test relationships between latent variables that have been formulated based on theoretical foundations. According to Ghozali (2014), PLS-SEM analysis consists of two main stages, namely the measurement model (outer model) and the structural model (inner model).

4. RESULTS AND DISCUSSION

4.1 Research Results

The data of this study was obtained from 200 respondents who had filled out an online questionnaire through Google Form. After the number of respondents met the research target, a screening process was carried out to ensure that all respondents had met the characteristics set out in the research criteria. Furthermore, data that had passed the selection process was analyzed descriptively to describe the characteristics of respondents and the distribution of the answers obtained. The presentation of respondent characteristics aims to provide an overview of the profile of the research sample so that it can

facilitate the interpretation of the research results (Sugiyono, 2020).

The characteristics of the respondents in this study were determined through screening questions given at the beginning of the questionnaire. This stage was carried out to ensure that all respondents were users of Timephoria brand cosmetics in accordance with the research criteria. The distribution of respondent characteristics is presented in Table 4.1.

Table 4.1 Respondent Characteristics

Respondent Characteristics		**Quantity**	**Percentage**
Age	17-24 years old	95	47,5%
	25–31 years old	82	41%
	32-28 years old	12	6%
	39-44 years old	11	5,5%
TOTAL		**200**	**100%**
Gender	Women	178	89%
	Male	22	11%
TOTAL		**200**	**100%**
Final Education	SMP	0	0%
	SMA	92	46%
	Diploma	6	3%
	Bachelor	98	49%
	Postgraduate	4	2%
TOTAL		**200**	**100%**
Jobs	Students	15	7,5%
	Students	86	43%
	ASN/TNI/POLRI	2	1%
	Private Employees	85	42,5%
	Entrepreneurship	6	3%
	Housewives	6	3%
TOTAL		**200**	**100%**
Revenue	<IDR 1,000,000	19	9,5%
	IDR 1,000,001 – IDR 2,000,000	52	26%
	IDR 2,000,001 – IDR 3,000,000	34	17%
	IDR 3,000,001 – IDR 4,000,000	74	37%
	>Rp 4.000.000	21	10,5%
TOTAL		**200**	**100%**
Domicile	Surabaya	36	18%
	Malang	13	6,5%
	Bandung	10	5%
	Sidoarjo	9	4,5%
	Gresik	8	4%
	São Paulo	6	3%
	Yogyakarta	6	3%
	Field	6	3%
	Bangkalan	5	2,5%
	Lamongan	5	2,5%
	São Paulo	5	2,5%
	Pekanbaru	5	2,5%
	Bekasi	4	2%
	Gorontalo	4	2%
	Hammer	4	2%
	Jayapura	4	2%
	Pasuruan	4	2%

Respondent Characteristics		Quantity	Percentage
	Balikpapan	4	2%
	Samarinda	4	2%
	Pontianak	4	2%
	Kendari	4	2%
	São Paulo	4	2%
	São Paulo	3	1.5%
	Jakarta	3	1.5%
	Tangerang	3	1.5%
	Bengkulu	3	1.5%
	Shovel	3	1.5%
	Depok	3	1.5%
	Mojokerto	3	1.5%
	Banda Aceh	3	1.5%
	Bogor	3	1.5%
	Padang	3	1.5%
	Cirebon	3	1.5%
	Mataram	2	1%
	LakeMalaya	2	1%
	Attack	2	1%
	Banjarmasin	2	1%
	Palembang	2	1%
	Batam	1	0,5%
	Ambon	1	0,5%
	Jambi	1	0,5%
TOTAL		**200**	**100%**

Source : (Processed by Researcher)

Based on Table 4.1, as many as 200 respondents managed to meet the research criteria. In general, respondents have quite diverse demographic characteristics, including age, gender, education level, occupation, income level, and domicile. The diversity of these characteristics provides an overview of the user profile of Timephoria cosmetics that are the object of the study.

The analysis of respondents' answers was carried out using descriptive statistics by paying attention to the frequency, percentage, and mean values of each statement item. According to Simamora (2025), the interpretation of average scores can be done through grouping into category intervals to make it easier for researchers to explain the attitudes of respondents. The class interval is obtained using the formula of the difference between the highest and lowest grades divided by the number of assessment categories. Based on this calculation, an interval value of 0.8 was obtained, so that the average respondents' answers were grouped into five categories, namely strongly disagree, disagree, neutral, agree, and strongly agree (Simamora, 2025).

Based on the results of descriptive statistical analysis, it is known that all indicators of influencer marketing variables obtained an average score that is in the category of agree to strongly agree. This shows that in general, respondents give a positive assessment of marketing activities carried out through influencers. According to Sugiyono (2020), a high average score indicates a tendency to have positive perceptions from respondents towards the object being studied.

The highest average score was found in item X1.2.1 with the statement *"I feel that Kayess who promotes Timephoria-branded products conveys information honestly"* which obtained an average score of 4.315, so it is in the category of strongly agree. These results show that the majority of respondents have a very high level of trust in Kayess' honesty in conveying information about Timephoria's products. These findings indicate that the influencer credibility aspect has succeeded in building positive perceptions among consumers, especially regarding the delivery of information that is considered honest and trustworthy.

Meanwhile, the lowest average score was found in item X1.2.2 with the statement *"I feel the recommendations given by Kayess regarding Timephoria-branded products are trustworthy"* which obtained an average score of 3,750 and was included in the agree category. Although respondents tend to trust recommendations provided by influencers, the results show that some respondents still consider other factors before making these recommendations the main basis for making purchasing decisions. Thus, influencer recommendations are considered influential, but they are not the only source of information used by consumers.

All indicators of customer review variables have an average value that is in the category of agree to strongly agree. This shows that customer reviews on e-commerce platforms are perceived as an important source of information in the product evaluation process before making a purchase.

The item with the highest average score was X2.1.3 with the statement *"I think that reviews on Shopee e-commerce that describe the real user experience greatly influenced the decision to purchase Timephoria-branded products"* which obtained an average score of 4,360 and was included in the category of strongly agree. These findings show that respondents strongly

consider the real experiences of other users outlined in the review when evaluating Timephoria's products. Authentic reviews are considered to be able to increase consumer confidence because they provide an overview of the condition of the product based on the direct experience of previous users.

In contrast, item X2.1.2 received the lowest average score, which was 3,765, with the category agreed. The statement is related to the respondent's belief that an objective review helps to understand the true condition of Timephoria's products. These results indicate that although respondents consider objective reviews to be beneficial, their trust level is still lower than reviews based on real user experiences. Therefore, some respondents still need additional information before feeling confident to make a purchase.

Based on the results of descriptive statistical analysis, all indicators of brand image variables obtained an average value that was in the category of agree to strongly agree. This shows that the brand image of Timephoria in general has been perceived positively by respondents. According to Simamora (2025), a positive perception of a brand will be reflected in the high average score on each indicator measured.

The item with the highest average score was Z1.3.1 with the statement *"I feel that the price of Timephoria brand products is in accordance with the quality I got"* which obtained an average score of 4,435, so it belongs to the category of strongly agree. These results show that most respondents rate the price of Timephoria's products in proportion to the quality received. The match between price and quality provides added value for consumers and strengthens positive perceptions of the brand, thus potentially increasing satisfaction and desire to make a repeat purchase.

On the other hand, the lowest average score is found in item Z1.1.3 with the statement *"I feel that Timephoria brand products have a good reputation due to the superior quality of the products"* which obtained a score of 3,675 and was included in the agree category. The findings show that the majority of respondents acknowledge Timephoria's reputation is quite good because of the quality of its products. However, the level of respondents' confidence in this reputation is still relatively low compared to other indicators. This indicates that even though product quality is considered to contribute to the formation of a brand image, some respondents still need additional evidence or experience to increasingly believe that the reputation is truly based on superior product quality.

The indicator with the highest average value is found in item Y1.3.1 with the statement *"I feel more motivated to make a purchase of Timephoria brand products after seeing the promotion"* which obtained a mean value of 4,400 and was included in the category of strongly agree. These findings show that promotional activities carried out by Timephoria are considered very effective in encouraging consumers to make purchase decisions.

Meanwhile, the indicator with the lowest average value is found in item Y1.3.3 with the statement *"I made a purchase of one Timephoria brand product in a month"* which obtained a mean value of 3.610 and is in the agree category. These results show that most respondents tend to make a purchase of Timephoria products about once every month. However, the average value obtained is still lower than other indicators, indicating that the frequency of purchases is not yet completely consistent across all respondents. The difference in purchase intensity can be influenced by various factors, such as needs, financial capabilities, and consumer preferences for products.

4.2 Data Analysis

Data analysis in this study was carried out using SmartPLS 4 software with a total of 200 respondents. The method applied is Partial Least Squares-Structural Equation Modeling (PLS-SEM) which consists of two main stages, namely measurement model evaluation (*measurement model* or *outer model*) and structural model evaluation (*structural model* or *inner model*) (Hair et al., 2022).

An external model *evaluation* was carried out to determine the level of validity and reliability of the research instrument. This testing is important so that each indicator is proven to be able to measure research constructs accurately, consistently, and reliably before testing the relationship between variables in the structural model (Hair et al., 2022).

Convergent validity is used to assess the extent to which the indicators that make up a construct have a strong relationship with that construct.

Convergent validity testing was carried out through outer loading and Average Variance Extracted (AVE) values. According to Ghozali and Latan (2015), the indicator is declared to meet the convergent validity if it has a *loading factor value* of more than 0.70. In addition, Hair et al. (2022) explain that a construct is declared valid if the AVE value reaches at least 0.50, which indicates that the construct is able to explain more than 50% of the variance of its indicators.

Table 4.2 Value *Loading Factor*

***Influencer Marketing* (X1)**		
Statement Items	***Outer Loading***	**Remarks**
X1.1.1	0,863	Valid
X1.1.2	0,941	Valid
X1.1.3	0,941	Valid
X1.2.1	0,943	Valid
X1.2.2	0,848	Valid
X1.2.3	0,941	Valid
X1.3.1	0,908	Valid
X1.3.2	0,944	Valid
X1.3.3	0,918	Valid
***Customer Review* (X2)**		
Statement Items	***Outer Loading***	**Remarks**

X2.1.1	0,891	Valid
X2.1.2	0,847	Valid
X2.1.3	0,943	Valid
X2.2.1	0,938	Valid
X2.2.2	0,958	Valid
X2.2.3	0,956	Valid
X2.3.1	0,922	Valid
X2.3.2	0,932	Valid
X2.3.3	0,952	Valid
***Brand image* (Z1)**		
Statement Items	***Outer Loading***	**Remarks**
Z1.1.1	0,871	Valid
Z1.1.2	0,864	Valid
Z1.1.3	0,880	Valid
Z1.2.1	0,950	Valid
Z1.2.2	0,849	Valid
Z1.2.3	0,940	Valid
Z1.3.1	0,947	Valid
Z1.3.2	0,907	Valid
Z1.3.3	0,933	Valid
Purchase Decision (Y1)		
Statement Items	***Outer Loading***	**Remarks**
Y1.1.1	0,878	Valid
Y1.1.2	0,923	Valid
Y1.1.3	0,923	Valid
Y1.2.1	0,904	Valid
Y1.2.2	0,889	Valid
Y1.2.3	0,938	Valid
Y1.3.1	0,940	Valid
Y1.3.2	0,900	Valid
Y1.3.3	0,874	Valid

Source : SmartPLS 4 Output

Based on the results of data processing all indicators used in this study have *an outer loading* value above 0.70. The value indicates that each indicator has met the requirements for convergent validity so that all statement items are suitable to be used to represent the research variable.

Furthermore, the AVE value in the Influencer Marketing variable was 0.893, Customer Review was 0.895, Brand Image was 0.820, and Purchase Decision was 0.824. All AVE values are above the minimum limit of 0.50 as recommended by Hair et al. (2022). Thus, it can be concluded that each construct in this study has met the criteria of convergent validity.

In addition to convergent validity, *the evaluation of the outer model* is also carried out through discriminant validity testing. This test aims to ensure that each construct has different characteristics from other constructs so that it is able to measure the concepts that are indeed referred to in the study (Hair et al., 2022). In this study, the validity of discrimination was evaluated using the Fornell-Larcker Criterion (FLC) approach.

Table 4.3 Results of the Discriminant Validity Test

	Influencer Marketing	*Customer Review*	*Brand image*	Purchase Decision
Influencer Marketing	0,916			
Customer Review	0,643	0,927		
Brand image	0,620	0,680	0,905	
Purchase Decision	0,598	0,678	0,624	0,908

Source : SmartPLS 4 Output

Based on the results, the square root value of AVE in each construct was higher than the correlation value with the other constructs. These results show that each variable has a good degree of discrimination and is able to be empirically distinguished from other variables in the research model. Therefore, it can be stated that the entire construct has met the

requirements of discriminant validity based on the Fornell-Larcker criteria.

Once the validity is met, the next stage is to test the reliability of the construct. Reliability is used to determine the level of consistency of indicators in measuring a variable. In this study, reliability was evaluated using three measures, namely Cronbach's Alpha, Composite Reliability (rho_a), and Composite Reliability (rho_c). According to Ghozali and Latan (2015), a construct is declared reliable if all of these values exceed 0.70.

Based on the test results, all variables had Cronbach's Alpha, Composite Reliability (rho_a), and Composite Reliability (rho_c) values above 0.70. The Influencer Marketing variable obtained a Cronbach's Alpha value of 0.976, Customer Review of 0.979, Brand Image of 0.972, and Purchase Decision of 0.973. Similar results were also shown in *the Composite Reliability* value which was entirely above the required minimum limit. Thus, all constructs in this study are stated to have an excellent level of reliability.

Based on the overall results of the evaluation *of the outer model*, it can be concluded that all constructs have met the criteria of convergent validity, discriminant validity, and reliability. With the fulfillment of these three requirements, the research instrument is declared valid and reliable so that it is feasible to continue the analysis at the evaluation stage of the structural model (*inner model*) to test the relationship between latent variables in the PLS-SEM model.

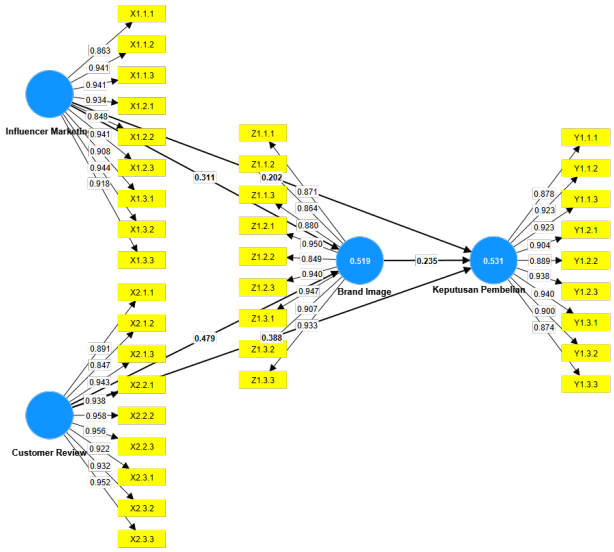


Figure 4. 1 Measurement Model
Source : SmartPLS 4 Output

The inner model analysis aims to evaluate the relationship between latent constructs and test the research hypotheses that have been formulated. This stage is carried out after the measurement model (outer model) is declared to meet the criteria of validity and reliability. The evaluation of the structural model provides an overview of the direction, strength, and significance of the influence between variables in the research model (Hair et al., 2022).

a. Path Coefficient Estimation

Structural model testing was carried out through *path coefficient analysis* to determine the magnitude of the relationship between latent constructs. The level of significance of the relationship was obtained through the bootstrapping procedure by looking at t-statistics and p-values. A relationship is declared significant if it has a t-value greater than 1.96 and a p-value of less than 0.05 at a significance level of 5% (Ghozali & Latan, 2015).

Based on the results of the bootstrapping test using SmartPLS 4, all relationships between variables in the research model were proven to meet the significance criteria. The influence of influencer marketing on purchase decisions showed a path coefficient of 0.202, with a t-statistical value of 3.009 and a p-value of 0.003. These results indicate that influencer marketing has a positive and significant influence on consumer purchasing decisions.

The relationship between influencer marketing and brand image resulted in a path coefficient of 0.311, a t-statistics value of 5.163, and a p-value of 0.000. These findings show that influencer marketing contributes significantly to building and strengthening brand image.

Furthermore, the influence of customer reviews on purchase decisions obtained a path coefficient value of 0.388, with t-statistics of 6.058 and p-values of 0.000. This value indicates that customer reviews have a positive and significant influence on encouraging consumers to make a purchase.

In the relationship between customer reviews and brand image, a path coefficient of 0.479, a t-statistics value of 7.907, and a p-value of 0.000 were obtained. These results show that customer reviews make a significant contribution in shaping and strengthening brand image.

Meanwhile, the influence of brand image on purchase decisions resulted in a path coefficient of 0.235, with t-statistics of 3.514 and p-values of 0.000. Thus, the better the brand image of a product, the greater the tendency of consumers to make purchase decisions.

b. Coefficient of Determination (R^2)

The determination coefficient (R^2) is used to measure the ability of exogenous variables to explain variations in endogenous variables in the research model. The R^2 value is in the range of 0 to 1, where the higher the value indicates the better the model's predictive ability. In PLS-SEM-based research, the R^2 value of 0.75 was categorized as strong, 0.50 was categorized as moderate, while 0.25 showed weak predictive ability.

The brand image variable has an R^2 value of 0.519 with an R-square adjusted of 0.514. This means that influencer marketing

and customer reviews together were able to explain the brand image variation of 51.4%, while the remaining 48.6% were influenced by factors outside the research model. This value shows that the model's predictive ability of brand image is in the moderate category.

Table 4.4 Coefficient of Determination (R^2)

	R-Square	*R-Square Adjusted*
Brand image	0,519	0,514
Purchase Decision	0,531	0,524

Source : SmartPLS 4 Output

Furthermore, the purchase decision variable obtained an R^2 value of 0.531 and an R-square adjusted of 0.524. This means that influencer marketing and customer reviews were able to explain the variation in purchasing decisions by 52.4%, while 47.6% were influenced by other variables that were not included in the study. Based on these values, the model's ability to explain purchasing decisions is also included in the moderate category.

The Effect Size value (F^2) is used to determine the amount of contribution of each exogenous construct to the endogenous construct. According to Hair et al. (2022), a value of 0.02 indicates a small influence, 0.15 indicates a moderate influence, and 0.35 indicates a large influence.

Table 4.5 *Effect Size* (F^2)

	F^2	Influence
X1 › Y1	0,046	Small
X1 › Z1	0,118	Small
X2 › Y1	0,147	Small
X2 › Z1	0,280	Medium
Z1 › Y1	0,057	Small

Source : SmartPLS 4 Output

Based on the results of the analysis in Table 4.12, influencer marketing has a small influence on purchasing decisions, which is shown by an F^2 value of 0.046. The influence of influencer marketing on brand image is also included in a small category with an F^2 value of 0.118.

Furthermore, customer reviews have a small influence on purchasing decisions with an F^2 value of 0.147. However, for the brand image, customer reviews have a greater influence, namely being in the medium category with an F^2 value of 0.280.

The brand image has a small influence on the purchase decision, which is shown by the F^2 value of 0.057. Overall, these results show that customer reviews are a variable that contributes relatively greater to the formation of brand image than other variables.

The Predictive Relevance (Q^2) value is used to evaluate the model's ability to predict endogenous variables. The calculation was performed using a blindfolding procedure, where a Q^2 value greater than zero indicates that the model has good predictive ability. Conversely, if the Q^2 value is less than zero, then the model is considered to have no predictive relevance.

In this study, a cross-validated redundancy approach is used, because the method considers the measurement model and the structural model simultaneously so that it is in accordance with the characteristics of the PLS-SEM analysis.

Table 4. 6 *Predictive Relevance* (Q^2)

	Q^2
Brand image	0,407
Purchase Decision	0,424

Source : SmartPLS 4 Output

The results of the analysis in Table 4.6 show that the brand image variable has a Q^2 value of 0.407. Since the value is greater than zero, it can be concluded that the model has a good ability to predict brand image variables.

Meanwhile, the purchase decision variable obtained a Q^2 value of 0.424. The value is also greater than zero, so it can be concluded that the model has good predictive relevance in explaining purchasing decisions. Thus, the influencer marketing and customer review variables are able to provide adequate predictive capabilities for the two endogenous variables studied.

Hypothesis tests were carried out to find out whether the relationships between variables built in the research model had a significant influence or not. In the Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach, the test was carried out by comparing *the p-values* to the significance level of 5% (0.05).

Table 4.7 Uji Hypothesis

	Original sample	***Sample mean***	***STDEV***	***T-statistics***	***P-values***
X1 › Y1	0,202	0,201	0,067	3,009	0,003
X1 ›	0,311	0,308	0,060	5,163	0,000

Z1					
X2 › Y1	0,388	0,384	0,064	6,058	0,000
X2 › Z1	0,479	0,476	0,061	7,905	0,000
Z1 › Y1	0,235	0,235	0,067	3,514	0,000

Source : SmartPLS 4 Output

The zero hypothesis (H_0) states that there is no influence between variables, while the alternative hypothesis (H_1) states that there is an influence. If *the p-values* value ≤ 0.05, then H_0 is rejected and H_1 is accepted so that the relationship between variables is declared significant. The testing process was carried out using *the bootstrapping* technique on the SmartPLS application to obtain *a t-statistics* value, which was then compared with a critical value of 1.96 at a 95% confidence level.

Direct influence testing was carried out to determine the relationship between variables in the research model by referring to the PLS-SEM criteria, namely *t-statistics* values of > 1.96 and *p-values* of < 0.05 as indicators of significance (Hair et al., 2022). The results of the analysis showed that the entire direct relationship had a positive and significant direction. Influencer marketing affects purchase decisions (β = 0.202; t = 3.009; p = 0.003) and on brand image (β = 0.311; t = 5.163; p = 0.000). Customer reviews also have a positive influence on purchasing decisions (β = 0.388; t = 6.058; p = 0.000) and brand image (β = 0.479; t = 7.905; p = 0.000). In addition, brand image has been shown to have a positive effect on purchasing decisions (β = 0.235; t = 3.514; p = 0.000). The findings show that the better the influencer's activity, the quality of customer reviews, and brand image, the higher the consumer's tendency to make a purchase.

Indirect influence testing shows that brand image acts as a mediator in the relationship between influencer marketing and customer reviews on purchase decisions. Influencer marketing has a significant indirect influence through brand image (β = 0.073; t = 2.885; p = 0.004), while customer reviews also have a significant indirect influence through brand image (β = 0.113; t = 2,981; p = 0.003) (Hair et al., 2022). Thus, increasing the effectiveness of influencers and positive customer reviews can strengthen brand image and encourage purchase decisions.

Based on the mediation approach of Baron and Kenny (1986), all mediation requirements have been met because independent variables have a significant effect on dependent and mediator variables, and brand image has a significant effect on purchasing decisions. On the other hand, the direct influence of influencer marketing and customer reviews on purchasing decisions remains significant after the brand image is incorporated into the model. Therefore, brand image is categorized as *partial mediation* in both relationships. Overall, all research hypotheses (H1–H7) were declared acceptable because they met the established significance criteria (Baron & Kenny, 1986).

4.3 Discussion

a. The Influence of Influencer Marketing on Purchase Decisions

Based on the results of the analysis, marketing activities that utilize influencers have been proven to be able to increase consumers' tendency to decide to buy a product. Influencers who have high credibility, are relevant to the product being promoted, and are able to build an emotional connection with the audience can increase consumer interest in the product. On the other hand, if marketing strategies through influencers are not implemented effectively, consumers' interest in making purchases tends to decrease. Thus, the first hypothesis in this study is acceptable.

The findings are in line with the theory developed by Hovland et al. (1953) regarding the Source Credibility Model and the Source Attractiveness Model. According to this theory, the effectiveness of a communicator is influenced by the level of expertise and *trustworthiness* possessed, as well as attractiveness that includes *familiarity*, *likability*, and *similarity* with the audience. The combination of credibility and appeal is able to form a positive attitude of consumers towards products while increasing their tendency to make purchases.

On the other hand, the results of this study are different from the findings of Adaba and Frimpong (2025) and Hidayatullah et al. (2025) who stated that *influencer marketing* does not have a direct influence on purchase decisions. The difference in results is suspected to be caused by the variation of the research object and the characteristics of the respondents. This research focuses on beauty products, while Hidayatullah et al.'s (2025) research focuses more on the effectiveness of the TikTok Shop platform as an e-commerce medium. In this context, consumer decisions are more influenced by rational factors such as price and product specifications than by emotional factors derived from influencer figures.

Based on the results of the descriptive analysis, the X1.2.1 indicator which reads *"I feel that Kayess who promotes Timephoria's brand products conveys information honestly"* obtained the highest index value. These findings show that respondents rate honesty as an important aspect in building an influencer's credibility. The perception that Kayess provides information transparently reinforces consumer trust in the products being promoted. In contrast, the *indicator "I feel the recommendations given by Kayess regarding Timephoria-branded products are trustworthy"* obtained the lowest index, although it is still in the agree category. This indicates that respondents still trust the recommendations given, but the level of trust in the recommendations is not as high as their perception of the honesty of the information conveyed. In other words, consumers tend to be more cautious in accepting recommendations than simply trusting the information provided.

In addition, the characteristics of the respondents also strengthened the results of this study. The majority of respondents are women who are the main target of the beauty product market such as Timephoria. This consumer group is generally more responsive to visual promotions involving public figures or influencers. Most of the respondents are also in the age range of 17-24 years, which is a group of young generations who are very active in using social media and are often exposed to various forms of digital promotion. This condition makes them more easily influenced by influencer recommendations when making purchasing decisions.

b. The Influence of Customer Reviews on Purchase Decisions

Based on the results of the study, customer reviews are proven to be one of the important factors that affect consumer perception

and confidence before making a purchase. Reviews that contain positive, informative, and honest experiences are able to increase consumer confidence in product quality so as to encourage the formation of purchase decisions. On the other hand, if the available reviews are dominated by negative information, lack of convincing, or do not provide adequate information, then the level of consumer trust will decrease so that it can hinder the purchase decision.

The findings are in accordance with the theory put forward by Turban et al. (2015) which explains that *customer reviews* are one of the most influential sources of information in the online purchase decision-making process. Customer reviews are considered more objective because they come from real consumer experiences, so their trust level is often higher than the information conveyed through the company's advertisements. In the online consumer behavior model developed by Turban et al. (2015), *customer reviews* are included in the *merchant and intermediary* factors that contribute to the formation of a brand's reputation. The more positive reviews a product receives, the greater the opportunity for consumers to decide to make a purchase.

The results of this study are consistent with the research of Ahn and Lee (2024) and Liang (2022) which stated that *customer reviews* have a positive and significant influence on purchase decisions. Consumers generally take the experience of other users as a consideration before buying a product. However, the results of this study differ from the findings of Zhang et al. (2020) and Dwidienawati et al. (2020) who concluded that *customer reviews* do not have a significant influence on purchasing decisions. These differences are allegedly influenced by the characteristics of the research object. This study uses Timephoria brand beauty products which are included in the category of products with a high level of involvement (*high involvement*) so that consumers need more information through user reviews. In contrast, the research of Zhang et al. (2020) and Dwidienawati et al. (2020) did not specifically examine beauty products so the influence of *customer reviews* on purchase decisions was relatively lower.

The results of the descriptive analysis showed that the X2.1.2 indicator, namely *"I think that reviews on Shopee e-commerce that describe the real user experience greatly influenced the purchase decision of Timephoria brand products"* obtained the highest index value. This shows that the real user experience is the aspect that respondents consider the most in evaluating a product. Meanwhile, the indicator *"I feel that an objective review of Shopee e-commerce will help in understanding the true condition of Timephoria's brand products"* obtained the lowest index value, although it is still in the agree category. The findings indicate that consumers are more easily influenced by reviews that contain direct user experience than reviews that are only objective or descriptive.

When viewed based on the characteristics of the respondents, the majority have high school to undergraduate education. This level of education tends to make consumers more critical in evaluating the information obtained before making a purchase decision. They are used to comparing various sources of information, including *customer reviews*, so customer reviews are one of the main considerations in the decision-making process. This condition also strengthens the acceptance of the second hypothesis in this study.

c. The Influence of Influencer Marketing on Brand Image

Based on the results of the study, the use of influencers as part of a marketing strategy has been proven to be able to build and strengthen the brand image in the minds of consumers. Influencers who have credibility, appeal, and compatibility with brand characteristics can convey marketing messages more persuasively so that they are more easily accepted by the audience. The delivery of relevant content from influencers is able to create a positive perception of a brand, which ultimately increases consumer trust and strengthens the brand image. On the other hand, if the chosen influencer is not in accordance with the characteristics of the product or the message conveyed is less relevant, then the process of forming *a brand image* becomes less effective. Therefore, the third hypothesis in this study is declared accepted.

The findings are in line with research by Kim and Kim (2022) who explained that influencers with a high level of credibility are able to improve *brand image*, thus having an impact on increasing consumers' tendency to make purchases. The results of this study also strengthen the findings of Agustina and Sari (2021) and Aisy et al. (2025) who stated that *influencer marketing* has a positive influence on *brand image*. The credibility, appeal, and trust that influencers have can be transferred to the promoted brand, so that consumers build a more positive perception of the brand.

Based on the results of the analysis of respondents' answers, the statement *"I think that the Timephoria brand product promoted by Kayess is a product with a good reputation"* obtained an index value in the agree category. These results show that respondents consider the promotions carried out by Kayess to have succeeded in building a positive perception of the reputation of Timephoria's products. Thus, Kayess' existence as an influencer is able to increase consumer trust while strengthening the brand image of the Timephoria brand.

In addition, the characteristics of the respondents also support the acceptance of this hypothesis. The majority of respondents were women aged 17-24 years, which is a group that generally has an emotional closeness to public figures, especially in the beauty product category. This age group tends to build trust in a brand based on positive perceptions of the influencers they follow. On the other hand, most of the respondents have a high school to S1 education level, so they are relatively able to evaluate the information conveyed by influencers more rationally. This condition further strengthens the influence *of influencer marketing* on the formation of *brand image*.

d. The Influence of Customer Reviews on Brand Image

The results of the study show that customer reviews have an important role in shaping consumer perception of a brand. Reviews that are positive, informative, and considered authentic can increase consumers' assessment of product quality and brand credibility. Additionally, the consistency of positive reviews from many users can increase consumer trust while strengthening a brand's reputation. Conversely, the dominance of negative reviews has the potential to lower brand image and reduce consumer trust levels. Thus, the quality of *customer reviews* is one of the important factors in forming a positive *brand image*. Therefore, the fourth hypothesis is declared accepted.

The results of this study support the opinion of Arisa and Dwita (2023) who stated that positive reviews are able to improve *brand image* while encouraging purchase decisions, while negative reviews can reduce brand image and raise consumer doubts. This finding is also in line with the research of Pasaribu et al. (2025) and Novelayanti et al. (2024) which explain that *customer reviews* have a positive and significant influence on *brand image*. This is because customer reviews are a source of information that comes from real user experience so that it can help consumers

evaluate the quality and performance of a product before forming a perception of the brand.

Based on respondents' responses, the statement *"I feel that an objective review of Shopee e-commerce will help in understanding the true condition of Timephoria's brand products"* obtained an index value in the agree category. The findings show that respondents consider objective reviews to be able to provide a clearer picture of the condition of the product. This information is the basis for consumers to build a perception of the quality of Timephoria's products so as to form *a more positive* brand image.

In terms of respondents' characteristics, the majority came from the age group of 17-24 years old who are very used to using the internet and social media as a source of information before making a purchase. This group tends to use *customer reviews* as the main reference in assessing the credibility of a brand. In addition, the majority of respondents have a high school to S1 education background so they are more critical in analyzing the information contained in customer reviews. Therefore, the demographic characteristics and digital habits of the respondents also support the acceptance of the fourth hypothesis.

e. The Influence of Brand Image on Purchase Decisions

The results of the study show that a positive brand image is able to increase consumer confidence and trust in determining product choices. *A good brand image* reflects the quality, reputation, and value that consumers feel so that it affects their preferences in the purchase decision-making process. In addition, brands that have a positive image tend to be more memorable and prioritized over competing brands. This condition occurs because consumers feel more confident in products that already have a good reputation in the market. On the other hand, if the image of a brand is considered poor, consumers will be more cautious and tend to consider other alternatives before making a purchase. Therefore, *brand image* is an important factor that influences the purchase decision so that the fifth hypothesis is declared accepted.

The results of this study support the theory of Aaker and McLoughlin (2020) who explain that *a strong brand image* is able to form a positive *brand association* so as to increase consumer loyalty and preference for a product. These findings are also consistent with the research of Fauzul et al. (2022) and Maulidya (2025) who stated that *brand image* has a positive and significant effect on purchase decisions. Brand image serves as a representation that helps consumers in assessing the quality of a product. Therefore, the more positive the image of a brand, the greater the chance that the product will be chosen by consumers in the purchase process.

Based on the results of the respondents' answers, the statement *"I choose Timephoria brand products because of its reputation that makes it more confident to buy"* obtained an index score in the agree category. These results show that brand reputation is one of the main factors that encourage consumers to make a purchase. In addition, the statement *"I think Timephoria's brand products deserve to be chosen because they are known to have a good reputation"* also earned an index score in the agree category. This indicates that most respondents view the positive reputation that Timephoria has as the main reason for choosing the product. Thus, a positive brand image manages to increase consumer confidence and encourage them to make Timephoria one of the top choices in their purchase decisions.

f. The Influence of Influencer Marketing on Purchase Decisions through Brand Image

These findings indicate that *brand image* can be a link between *influencer marketing* activities and purchase decisions for Timephoria's products. Thus, marketing strategies that leverage influencers not only have a direct impact on purchasing decisions, but also shape consumers' positive perceptions of brands which further encourage them to make purchases. Influencers who have credibility, relevance to the product, and proximity to their followers are able to increase consumer trust through delivering product user experiences, informative reviews, and recommendations that are considered convincing. This condition strengthens Timephoria's brand image so that consumers have higher confidence in product quality and are encouraged to make purchasing decisions. Based on the results of mediation analysis, *brand image* is proven to play a role as *partial mediation*, which is shown through the results of *indirect effect* tests and mediation testing using the Baron and Kenny (1986) approach. This shows that *influencer marketing*'s influence on purchasing decisions still happens directly, but becomes stronger through the formation of a positive *brand image*. These findings are also consistent with the research of Chen and Wu (2022) and Ramesh (2019) who stated that *brand image* is a mediating variable that is able to strengthen the influence of marketing activities on consumer purchase decisions.

g. The Influence of Customer Reviews on Purchase Decisions through Brand Image

The results show that positive customer reviews not only directly influence purchasing decisions, but also form a better brand image thus increasing consumer trust and interest in purchasing Timephoria products. The more reviews that provide positive information about product quality, perceived benefits, and the suitability of the product with customer expectations, the more positive consumer perception of the brand will be. Reviews that are considered honest, informative, and credible can reduce potential consumers' doubts and strengthen their confidence in the quality of the brand, making purchasing decisions easier to make. Based on the results of the mediation test, *brand image* is proven to function as a *partial mediation variable* that bridges the relationship between *customer reviews* and purchase decisions, as shown by the results of *the indirect effect test* and mediation analysis based on the theory of Baron and Kenny (1986). Thus, the influence of *customer reviews* on purchase decisions does not only occur directly, but is also strengthened through the formation of a positive *brand image*. The results of this study are in line with the research of Chen and Wu (2022) and Ramesh (2019) who concluded that *brand image* has an important role as a mediating variable in improving consumer purchase decisions.

5.1 Recommendations

Based on the results of data analysis and discussions that have been conducted, it can be concluded that influencer marketing has been proven to have a positive and significant influence on the purchase decision of Timephoria brand products. This shows that promotional activities carried out by influencers are able to encourage consumers to make purchase decisions. In addition, customer reviews also have a positive and significant influence on purchase decisions, which indicates that reviews from other consumers are one of the important considerations before making a purchase.

This study also found that influencer marketing contributes positively and significantly to shaping the brand image of Timephoria's products. The findings indicate that the more effective the marketing strategy through influencers, the better

the brand image formed in the minds of consumers. In addition, customer reviews also play a role in improving brand image positively and significantly, so that reviews given by consumers can strengthen positive perceptions of the brand. Furthermore, a good brand image has been proven to have a positive and significant effect on purchasing decisions, which means that the more positive a brand's image, the greater the tendency of consumers to choose and buy the product.

Referring to the results of the research, discussion, and conclusions that have been obtained, there are still several limitations that can be considered for further research. The next study is suggested to expand the object of the study by involving various digital platforms, such as TikTok Shop and other marketplaces, so that a comparison can be obtained regarding consumer behavior in responding to influencer marketing and customer reviews on each platform. In addition, the use of more diverse sampling techniques and the wider scope of questionnaire dissemination also need to be considered so that the results of the study have a better level of representativeness and are able to minimize potential bias.

In addition, further research can expand the characteristics of respondents by focusing research on specific groups, for example based on gender or generation, so that the results obtained become more specific and in accordance with the target market of cosmetic products. Future research is also suggested to add other variables that have the potential to influence purchasing decisions, such as brand trust, value perception, and product quality, in order to gain a more comprehensive understanding of the factors that influence consumer behavior. In addition, the development of a research model by including mediation or moderation variables, such as customer engagement and brand experience, can provide a more comprehensive picture of the relationship between the variables being studied.

REFERENCES

Aaker, D. A., & McLoughlin, D. (2020). *Strategic Market Management*.

Adaba, G. B., & Frimpong, F. (2025). *Empirical Analysis of Social Media Influencers ' Effect on Consumer Purchase Intentions and Behavior*. 1–16.

Agustina, W., & Sari, W. P. (2021). *Pengaruh Influencer Marketing Tiktok terhadap Brand image Bittersweet by Najla*. *5*(2), 356–361.

Ahn, Y., & Lee, J. (2024). *The Impact of Online Reviews on Consumers ' Purchase Intentions : Examining the Social Influence of Online Reviews , Group Similarity , and Self-Construal*. 1060–1078.

Aisy, A. R., Supriadi, A., & Nupus, H. (2025). *Dampak Influencer Marketing terhadap Purchase Decision dengan Brand Trust dan Brand image sebagai Intervening (Studi pada Pengguna Brand PIXY pada Gen Z di Kota Cilegon) Universitas Sultan Ageng Tirtayasa , Indonesia Influencer marketing Menurut Lengkaw*. *4*(September).

Chen, A. H., & Wu, R. Y. (2022). *Mediating Effect of Brand image and Satisfaction on Loyalty through Experiential Marketing : A Case Study of a Sugar Heritage Destination*.

Chevalier, J. A., & Mayzlin, D. (2006). *The Effect of Word of Mouth on Sales : Online Book Reviews*. *XLIII*(August), 345–354.

Dwidienawati, D., Tjahjana, D., Bramantoro, S., & Gandasari, D. (2020). *Heliyon Customer review or in fl uencer endorsement : which one in fl uences purchase intention more ? 6*(November). https://doi.org/10.1016/j.heliyon.2020.e05543

Fauzul, R., Apip, A., & Nurdiyansyah, H. (2022). *Influence Of Brand image And Price On Purchase (Study On Fashion Consumers In A Distro In Bandung)*. *16*(2), 178–185.

Hasna, N. N., Slamet, A. S., & Sembiring, I. R. (2025). *The Influence Of Online Customer Review And Rating On Purchase Decisions Of L ' Oréal Product*. *10*(1), 26–37.

Hidayatullah, A. A., Fadhilah, M., Tria, L., & Hutami, H. (2025). *The Influence of Influencer Marketing and Social Media Marketing on Purchase Decisions with Brand Awareness as an Intervening Variable for TikTok Shop in Generation Z*. *5*(6), 5678–5692.

Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communicatiom and Persuasion*.

Keller, K. L., & Swaminathan, V. (n.d.). *Strategic Brand Management Building, Measuring, and Managing Brand Equity*.

Kelman, B. Y. H. C. (1956). *Processes Of Opinion Change *. 49*, 115–124.

Kim, J., & Kim, M. (2022). *Rise of Social Media Influencers as a New Marketing Channel : Focusing on the Roles of Psychological Well-Being and Perceived Social Responsibility among Consumers*.

Kotler, P., Armstrong, G., & Balasubramanian, S. (n.d.). *Principles of Marketing*.

Kotler, P., & Keller, K. L. (2016). *Marketing Management*.

Liang, T. (2022). *A study on the influence of online reviews of new products on consumers ' purchase decisions : An empirical study on*. *September*, 1–22. https://doi.org/10.3389/fpsyg.2022.983060

Malhotra, N. K., & Dash, S. (2020). *Marketing Research An Applied Orientation Seventh Edition*.

Maulidya, V. Z. (2025). *The Influence of Brand image , E-WOM , and Customer Rating on Purchase Decisions on* Shopee. *13*(1), 757–766. https://doi.org/10.37641/jimkes.v13i3.3123

Novelayanti, M. D., Wulandari, A., & Yahya, A. (2024). *The Effect Of Promotions And Online Customer Reviews On Purchase Decisions Mediated By Brand image On Erigo Products On* Shopee *E-commerce*. *7*(2), 3991–4004.

Park, C., & Min, T. (2009). Antecedents of Online Reviews ' Usage and Purchase Influence : An Empirical Comparison of U . S . and Korean Consumers. *INTMAR*, *23*(4), 332–340. https://doi.org/10.1016/j.intmar.2009.07.001

Pasaribu, W., Karina, B., Sembiring, F., & Sulistya, E. (2025). *The Effect of Online Customer Review and Online Customer Rating on Purchase Decision with Brand image as Mediation on* Shopee *Marketplace in Medan City*. *3*(1), 14–20.

Ramesh, K. (2019). *Consumer ' s response to CSR activities : Mediating role of brand image and brand attitude*. *June 2018*, 377–387. https://doi.org/10.1002/csr.1689

Sudha, M., & Sheena, K. (2017). *Impact of Influencers in Consumer Decision Process : the Fashion Industry*. 14–30.

Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*.

Turban, E., King, D., Lee, J. K., Liang, T.-P., & Turban, D. C. (2015). Electronic Commerce - A Managerial and Social Perspective. In *Springer*. http://www.springer.com/gp/book/9783319100906

Venciute, D., Mackeviciene, I., Kuslys, M., & Fontes, R. (2023). Journal of Retailing and Consumer Services The role of influencer – follower congruence in the relationship between

influencer marketing and purchase behaviour. *Journal of Retailing and Consumer Services*, *75*(July), 103506. https://doi.org/10.1016/j.jretconser.2023.103506

Wang, R. Y., & Strong, D. M. (2016). *Beyond Accuracy : What Data Quality Means to Data Consumers Beyond Accuracy : What Data Quality Means to Data Consumers*. *1222*(February). https://doi.org/10.1080/07421222.1996.11518099

Yesiloglu, S., & Costello, J. (2021). *Influencer Marketing*.

Zhang, J., Zheng, W., & Wang, S. (2020). *The study of the e ff ect of online review on purchase behavior Comparing the two research methods*. *4*(1), 73–86. https://doi.org/10.1108/IJCS-10-2019-0027