

THE INFLUENCE OF INFLUENCER MARKETING AND BRAND AWARENESS ON PURCHASE DECISIONS OF KAHF SKINCARE PRODUCTS AMONG GENERATION Z

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Abstract

This study aims to analyze the influence of influencer marketing and brand awareness on the purchasing decisions of Kahf skincare products among Generation Z. The research is grounded in the rapid growth of the male skincare industry in Indonesia and the increasing role of social media and influencers as dominant digital marketing strategies. A quantitative approach was employed, using a structured questionnaire distributed to 100 Gen Z respondents in Jambi City who had purchased Kahf products and were exposed to influencer promotions. Data analysis was conducted using Structural Equation Modeling-Partial Least Square (SEM- PLS) to examine the relationships among variables. The findings indicate that both influencer marketing and brand awareness have a positive and significant impact on purchasing decisions. The results suggest that trust, attractiveness, and brand presence in consumers' minds play critical roles in influencing buying behavior, particularly among digitally native consumers

Keywords: Influencer Marketing, Brand Awareness, Purchase Decision, Men's Skincare, Generation Z.

Introduction

The beauty industry has become one of the fastest-growing sectors globally, including in Indonesia. Since the establishment of Mustika Ratu in 1975, which initially focused on traditional herbal cosmetics, the industry has experienced rapid transformation, particularly in skincare. According to the National Agency of Drug and Food Control (BPOM) and CISAS, more than 1,010 companies are currently operating in the sector, with over 411,000 cosmetic products receiving official distribution permits within the last five years. Market projections also highlight significant growth, with Indonesia's skincare market expected to expand from IDR 25 trillion in 2021 to IDR 38.4 trillion by 2027, at a CAGR of 8.9% (GlobalData, 2022).

This growth coincides with the rise of social media marketing as consumer behavior shifts toward digital consumption patterns. Social media platforms such as Instagram, YouTube, and TikTok have become essential promotional channels, giving rise to the use of influencers as a marketing strategy. Influencers, as individuals with strong credibility and large followings, are increasingly recognized for their ability to shape consumer perceptions and influence purchase decisions (Nurfadila, 2020). Brands leverage influencers not only to expand their reach but also to build trust and encourage customer engagement.

In addition, brand awareness plays a critical role in consumer decision-making, as it fosters familiarity and emotional connection between consumers and brands (Supiyandi et al., 2022). Digital marketing strategies such as influencer endorsements and content marketing have proven effective in strengthening brand awareness by delivering engaging and relatable messages to consumers (Gunawan et al., 2024; Duwila et al., 2022). Kahf, a local skincare brand launched by PT Paragon Technology the parent company of Wardah— has emerged as a halal and natural skincare line targeting male consumers. Despite being ranked second in Indonesia's men's skincare market with a 9.85% share, Kahf still lags behind global competitors such as Garnier Men (Compas, 2023). This raises the question of whether influencer marketing and brand awareness are sufficiently effective in driving purchase decisions for Kahf products, particularly among Generation Z, who dominate social media usage and online consumption.

Previous studies have shown mixed results regarding the influence of influencers on consumer behavior. While several studies reported a strong positive impact of influencer marketing on purchase decisions (Vijaya Deepika & Pranev, 2024; Asyifa Rozen et al., 2025), others argue that its effect may be indirect, with brand awareness acting as a mediating variable (Arlana Hidayatullah et al., 2025). These research gaps underscore the need to further examine the role of influencer marketing and brand awareness in shaping purchase decisions, specifically within the context of Kahf skincare products among Generation Z consumers in Indonesia.

Literature Review

Sequel Film

According to Nurfadila (2020), influencer marketing is defined as the process of identifying and activating individuals who have the ability to influence a specific target audience, making them part of a product campaign aimed at enhancing brand awareness, increasing sales, and strengthening customer relationships. Through influencer marketing strategies, individuals or public figures can leverage their follower base to promote products or raise brand awareness by creating and disseminating relevant content.

Brand Awareness

Ghealita (2016) explains that brand awareness refers to the ability of potential consumers to recall or recognize a brand as belonging to a particular product category. The higher the level of brand awareness, the more likely consumers are to recognize and categorize the brand within the relevant product category.

Purchasing Decision

According to Kotler and Armstrong (2024), a purchase decision represents the stage in the consumer decision-making process in which the buyer actually proceeds with the transaction. Consumers have the freedom to select products that suit their needs, determine the place and method of purchase, decide the quantity, timing, and underlying reasons for purchasing. Consumers engage in buying and consuming not only for the functional value of a product but also for its social and emotional benefits

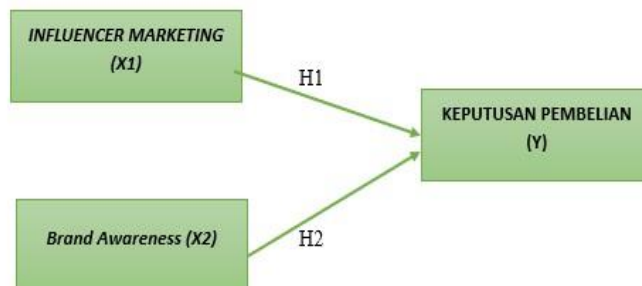


Figure 1. Conceptual Framework

Methods

This study employed a quantitative approach to examine the influence of influencer marketing and brand awareness on purchase decisions of Kahf skincare products among Generation Z consumers. Primary data were collected through online questionnaires distributed via social media platforms to respondents who met the criteria, while secondary data were obtained from academic journals, reports, and company records. The population consisted of Generation Z consumers in Jambi City, and purposive sampling was applied based on specific requirements such as age (18–28 years), prior purchase of Kahf products, exposure to influencer promotions, and active use of Instagram. Using Slovin's formula, a total of 100 respondents were included in the study.

The research model consisted of three constructs: influencer marketing, brand awareness, and purchase decision. Influencer marketing was measured by indicators of expertise, trustworthiness, and attractiveness; brand awareness was measured by recall, recognition, purchase, and consumption; while purchase decision was assessed through product confidence, purchasing habits, recommendations, and repeat purchases. All variables were measured on a five-point Likert scale ranging from strongly disagree to strongly agree.

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The analysis was conducted in two stages: the measurement model was assessed through validity and reliability tests including convergent validity, discriminant validity, and internal consistency, while the structural model was evaluated through R^2 , predictive relevance (Q^2), and bootstrapping procedures for hypothesis testing. This approach ensured the robustness of the model in explaining the relationships between influencer marketing, brand awareness, and purchase decisions.

Results and Discussion

Test Convergent Validity

The results of the outer loading analysis for all indicators of the studied constructs. The findings indicate that all items measuring influencer marketing (X1) demonstrated satisfactory loading values, ranging from 0.810 to 0.881, thereby confirming their validity in representing the construct. Similarly, all indicators of purchase decision (Y) exhibited strong loading values between 0.783 and 0.884, establishing their appropriateness as reflective measures of the construct.

For brand awareness (X2), most indicators met the validity threshold with loading values above 0.70, except for indicator X2.1, which recorded a value of 0.690, falling below the acceptable cutoff point of 0.70. This suggests that X2.1 does not adequately capture the construct and may require reconsideration or removal in future analyses. Nevertheless, the overall measurement model demonstrates robust validity, as the majority of indicators across the three constructs satisfy the recommended minimum loading value criteria (Hair et al., 2021).

Test Discriminant Validity

The values cross loading for each indicator of each variable already has a value cross loading the largest compared to the value cross loading from other variable indicators with the standard value used, namely 0.7. This shows that each variable can be said to have discriminant validity that is good.

Composite Reliability

The composite reliability analysis shows that all constructs satisfy the reliability criteria, with rho_a and rho_c values exceeding the minimum threshold of 0.70. Specifically, brand awareness has a rho_a of 0.917 and rho_c of 0.933, influencer marketing has a rho_a of 0.927 and rho_c of 0.942, and purchase decision has a rho_a of 0.942 and rho_c of 0.951. Cronbach's alpha coefficients also demonstrate strong internal consistency, with values of 0.914 for brand awareness, 0.926 for influencer marketing, and 0.941 for purchase decision. In addition, the Average Variance Extracted (AVE) values range from 0.700 for brand awareness, 0.730 for influencer marketing, to 0.709 for purchase decision, indicating that each construct adequately explains the variance of its indicators and fulfills the requirements for convergent validity.

R-Square

The evaluation of the structural model indicates that the R-square value for purchase decision (Y) is 0.826, with an adjusted R-square of 0.822. This result demonstrates that influencer marketing and brand awareness together explain 82.6% of the variance in purchase decisions, while the remaining 17.4% is attributed to factors outside the model. Such a high R-square value indicates substantial explanatory power, suggesting that the proposed model effectively captures the key determinants of consumer purchase decisions.

Hypothesis Test Result

The hypothesis testing using PLS-SEM revealed a positive and significant effect of influencer marketing on purchase decisions. The path coefficient was 0.178, with a p-value of 0.032 and a t-statistic of 2.145. These results meet the rule of thumb criteria, as the p-value is less than 0.05 and the t-statistic exceeds 1.96. Therefore, it can be concluded that influencer marketing has a positive and significant impact on purchase decisions, supporting Hypothesis 1 and leading to the rejection of the null hypothesis.

Similarly, the effect of brand awareness on purchase decisions was found to be positive and highly significant. The path coefficient was 0.763, with a p-value of 0.000 and a t-statistic of 9.986, which also satisfies the rule of thumb. These results indicate that brand awareness significantly and positively influences purchase decisions, supporting Hypothesis 2 and resulting in the rejection of the null hypothesis.

Discussion

The Effect of Influencer Marketing on Purchase Decisions

The results indicate that film sequels have a positive and significant effect on ticket and merchandise purchase decisions, as evidenced by a T-statistic of 2.879, which exceeds the critical threshold of 1.96, and a P-value of 0.004, which is below 0.05. These findings suggest that the higher the quality of a film sequel, the greater the likelihood of consumers purchasing tickets and merchandise. Furthermore, this study supports previous research, which states that high-quality sequels can enhance consumer purchase decisions for related products.

The findings of this study support previous research conducted by E. Miller and F. Davis (2019), A. Smith and B. Jones (2018), and I. Santosa and A. Prasetyo (2021), in which the researchers asserted that film sequels have a positive and significant influence on ticket and merchandise purchase decisions. This indicates that the higher the quality of a film sequel, the greater the likelihood of consumers making purchase decisions.

The Influence of Film Sequels on Consumer Satisfaction

The analysis demonstrates that film sequels significantly impact consumer satisfaction, with a T-statistic of 9.699 and a P-value of 0.000. This indicates that consumer satisfaction with a previous film plays a crucial role in shaping expectations and experiences when watching its sequel. These findings align with prior studies, which suggest that satisfaction with a previous film contributes to consumer loyalty and influences the purchase of related products.

The findings of this study align with the perspective of Pratista (2017), who stated that a film sequel reflects the success of a producer in delivering consumer satisfaction. Film sequels that incorporate key indicators such as high-quality production and compelling storytelling provide a positive experience and increased satisfaction for consumers.

The Effect of Brand Awareness on Purchase Decisions

This study found that brand awareness has a positive and significant influence on purchase decisions. Previous research supports this finding, such as Nibsaiya et al. (2021), who, using multiple linear regression with 160 respondents, reported a positive correlation between brand awareness and purchase decisions. Similarly, Diandra et al. (2024) demonstrated that campaigns aimed at increasing brand awareness can drive changes in consumer behavior, ultimately encouraging purchase decisions.

In the present study, respondents' evaluations of brand awareness yielded a high score of 419, indicating generally positive perceptions of Kahf's brand awareness. The measurement indicators included brand recall, brand recognition, purchase decision, and consumption. Among these, brand recall and brand recognition received the highest scores, suggesting that consumers are highly familiar with and frequently discuss Kahf

products. The more consumers recognize and talk about Kahf, the higher the likelihood of purchase decisions.

A specific questionnaire item, "I can easily recall the Kahf brand when thinking about men's skincare products," received the highest score, highlighting that Kahf has achieved top-of-mind status among Gen Z consumers. This high level of brand awareness effectively encourages consumers to make purchase decisions. Although Arlana Hidayatullah et al. (2025) argue that brand awareness only mediates the relationship between social media marketing and purchase decisions, Supiyandi et al. (2022) emphasize that strong brand awareness enables a brand to achieve its objectives and foster closer relationships with consumers, thereby significantly influencing their purchase decisions.

Conclusion

Based on the result of the research and discussion carried out, the following conclusion can be drawn:

1. Influencer marketing has a positive and significant effect on purchase decisions, indicating that the more attractive and trustworthy an influencer is, the higher the tendency of consumers to purchase Kahf products.
2. Brand awareness also has a positive and significant effect on purchase decisions, suggesting that greater familiarity, recognition, and discussion of the brand increase consumers' likelihood to buy.
3. The influence of brand awareness on purchase decisions is greater than that of influencer marketing, highlighting the critical role of consumer awareness in driving purchases.

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