

The Influence of Influencer Marketing and Customer Confidence on the Decision to Purchase Facetology Sunscreen on Shopee E-Commerce

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ABSTRACT

This study aims to examine the influence of influencer marketing and customer confidence on consumers' purchase decisions for Facetology sunscreen products on the Shopee e-commerce platform. The research employs a quantitative approach using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to analyze the relationships among variables. Data were collected through questionnaires distributed to 120 Shopee users who had been exposed to digital reviews and promotional content related to the product. The results indicate that influencer marketing has a positive and statistically significant effect on purchase decisions ($\beta = 0.274$; $p = 0.027$). Meanwhile, customer confidence shows a stronger positive and significant influence on purchase decisions ($\beta = 0.649$; $p < 0.001$). These findings suggest that consumer trust plays a more dominant role compared to promotional influence in shaping purchasing behavior in online marketplaces. Furthermore, the structural model demonstrates a strong explanatory power, with an R^2 value of 0.797, indicating that 79.7% of the variance in purchase decisions can be explained by influencer marketing and customer confidence, while the remaining 20.3% is influenced by other factors not examined in this study. Overall, the study highlights that although influencer-based promotional strategies contribute to shaping consumer behavior, strengthening consumer confidence remains a crucial factor in driving purchase decisions for beauty products in e-commerce environments. These findings provide practical implications for digital marketing strategies, particularly in building consumer trust to enhance online purchasing outcomes.

INTRODUCTION

The rapid development of digital technology has fundamentally transformed marketing communication patterns and consumer behavior (Darmawan, 2024). Social media has evolved into a strategic platform that enables companies to interact directly with consumers and disseminate promotional information more efficiently. Through digital platforms, consumers can easily access product information, reviews, and recommendations before making purchase decision. As a result, traditional promotional methods are gradually being replaced by digital-based marketing strategies that emphasize engagement and information transparency (Setiawan & Santoso, 2025).

Along with the development of digital marketing, the growth of e-commerce platforms has also increased significantly in recent years. The accessibility of online applications, digital payment systems, and logistic services has encouraged consumers to shift from conventional shopping to online transactions (Nasution, 2020). E-commerce platforms such as Shopee provide various advantages, including convenience, price comparisons, product variety, and promotional programs that attract consumers. Consequently, e-commerce has become one of the main distribution channels used by companies to reach a wider market (Safitri & Dewa, 2020).

In the digital marketing ecosystem, influencer marketing has emerged as an effective promotional strategy. Influencer marketing refers to the use of individuals who have credibility and a large number of followers on social media to promote products or services (Amalia & Nurlinda, 2022). Influencers are considered capable of shaping consumer perceptions and influencing purchase decision through recommendations that appear authentic and relatable. Their credibility, attractiveness, and perceived expertise often encourage followers to trust the information they provide (Mutiarasari & Nurhadi, 2025). Therefore, many companies collaborate with influencers to increase brand awareness and stimulate consumer interest.

Besides promotional influence, consumer trust or confidence is another crucial factor in online purchasing behavior. Online transactions involve higher perceived risks because consumers cannot directly evaluate product quality before purchasing (Pan et al., 2024). Therefore, trust becomes an essential element that determines whether consumers are willing to complete a transaction (Yunitasari, 2022). Consumer confidence can be developed through positive reviews, consistent product quality, brand reputation, and reliable information sources (Amini & Z. F., 2025). Without sufficient trust, consumers may hesitate to purchase products through digital platforms.

The skincare industry is one of the sectors that is strongly influenced by digital marketing and online opinions. Consumers tend to seek product reviews, testimonials, and recommendations from influencers before purchasing skincare products (Arhofa & Andarini, 2024). This behavior occurs because skincare products are closely related to personal health and appearance, making consumers more cautious in selecting products (Jyvaskyla, 2024). Influencer endorsements and

online reviews can strengthen brand image and shape positive perceptions that ultimately influence purchase decision (Amalia & Nurlinda, 2022).

Previous studies have demonstrated that influencer marketing plays an important role in influencing consumer purchase decisions. Influencer attractiveness, credibility, and trustworthiness have been shown to positively affect purchase intention and consumer attitudes toward brands (Mutiara et al., 2023). Other studies also highlight the importance of consumer trust in shaping online purchasing behavior (Basyirah et al., 2024). However, most existing research tends to examine these variables separately. Studies that integrate influencer marketing and consumer confidence simultaneously in explaining purchase decisions remain relatively limited, particularly in the context of skincare products on e-commerce platforms (Jyvaskyla, 2024).



Figure 1. Facetology Sunscreen Sales on Shopee Come from Official Stores

Sumber: compass.co.id, 2024

Facetology is one of the local skincare brands that actively utilizes digital marketing strategies, particularly through social media promotion and influencer collaboration. One of its flagship products is sunscreen, which has gained significant popularity among consumers. The increasing competitiveness of local skincare brands in Indonesia demonstrates the effectiveness of digital marketing strategies in reaching broader audiences (Dihorjo & Goenadhi, 2025).

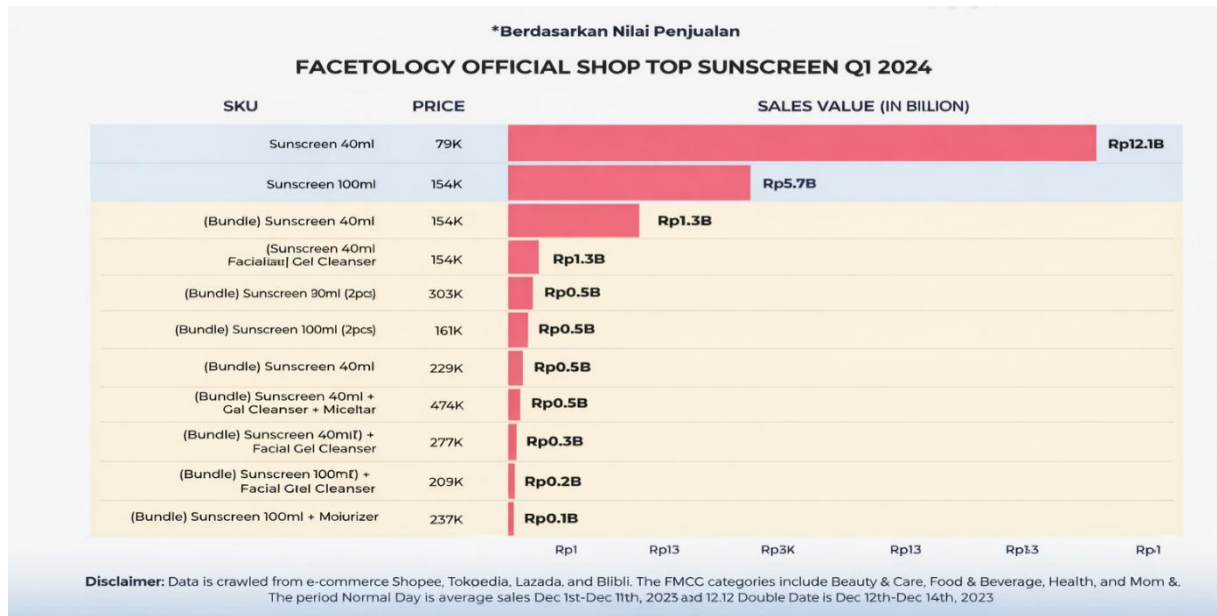


Figure 2. Graphic Facetology Official Shop Top SKU Sunscreen Q1 2024

Sumber: *Compas.co.id* (2024)

Sales data from *Compas.co.id* (2024) indicates that Facetology sunscreen products generate a substantial portion of their sales through official stores on the Shopee platform. The presence of official stores helps strengthen consumer perceptions of product authenticity and quality. Furthermore, sales data in the first quarter of 2024 reveal that the 40 ml and 100 ml sunscreen variants dominate sales performance, with total revenue reaching approximately IDR 17.1 billion. This finding highlights the importance of understanding consumer behavior and marketing strategies in influencing purchase decision.

Based on these considerations, it is important to examine the influence of influencer marketing and customer confidence on consumers' purchase decisions. Integrating these two variables is expected to provide a more comprehensive explanation of consumer behavior in the digital marketplace. Therefore, this study focuses on Facetology sunscreen products sold on the Shopee e-commerce platform. The findings of this research are expected to contribute both theoretically and practically to the development of digital marketing strategies, particularly in strengthening influencer-based promotions and consumer trust in online marketplaces.

Based on the research objectives, the following hypotheses are proposed: H1: Influencer Marketing has a positive and significant influence on Facetology Sunscreen Purchase Decisions on Shopee. H2: Customer Confidence has a positive and significant influence on Facetology Sunscreen Purchase Decisions on Shopee. H3: Influencer Marketing and Customer Confidence simultaneously have a significant influence on Facetology Sunscreen Purchase Decisions on Shopee.

RESEARCH METHODS

Research Design. This study employs a quantitative approach with an explanatory research

design to examine the influence of influencer marketing and customer confidence on consumers' purchase decisions for Facetology sunscreen products on the Shopee e-commerce platform. The explanatory design aims to test causal relationships between variables in a systematic and measurable manner. The data were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS). This method is considered appropriate for predictive research and theoretical model development, particularly when examining complex relationships between latent variables (Hair et al., 2017). In addition, SEM-PLS allows the simultaneous evaluation of measurement models and structural models and does not require strict assumptions of normal data distribution.

Population and Sample. The population of this study consisted of consumers who had purchased or considered purchasing Facetology sunscreen products through the Shopee Official Store within the last 12 months. The exact population size is unknown because transaction data from the platform are not publicly accessible. The sample was determined using a purposive sampling technique, which involves selecting respondents based on specific criteria relevant to the research objectives (Sugiyono, 2019). The criteria for respondents were: (1) at least 18 years old, (2) having experience using the Shopee platform, and (3) having purchased or considered purchasing Facetology sunscreen products. Based on these criteria, a total of 150 respondents were selected and included in the analysis.

Data Collection. The study utilized both primary and secondary data sources. Primary data were collected through an online questionnaire distributed using Google Forms to respondents who met the research criteria. The questionnaire consisted of structured statements designed to measure each research variable. All measurement items were evaluated using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Secondary data were obtained from relevant scientific literature, journal articles, and supporting documents related to influencer marketing, consumer confidence, and online purchasing behavior.

Measurement of Variables. The variables in this study consist of Influencer Marketing (X1), Customer Confidence (X2), and Purchase Decision (Y). Each construct is treated as a latent variable measured through several observable indicators derived from established theories in previous research. Influencer Marketing was measured using four dimensions: visibility, credibility, attraction, and power, which reflect the effectiveness of influencers in delivering promotional messages (De Veirman et al., 2017; Shimp, 2014). Visibility refers to the level of public exposure of the influencer, credibility represents the perceived expertise and trustworthiness, attraction relates to the influencer's appeal to followers, and power reflects the influencer's ability to persuade audiences.

Customer Confidence was measured using the dimensions of benevolence, ability, integrity, and willingness to depend, which are commonly used to evaluate consumer trust in marketing relationships (Akker et al., 2006). These dimensions represent consumers' perceptions of the brand's goodwill, competence, honesty, and reliability. Purchase Decision was measured based on the consumer decision-making process, which includes five stages: need recognition,

information search, alternative evaluation, purchase decision, and post-purchase behavior (Kotler & Keller, 2019). These stages represent the process consumers go through before and after purchasing a product.

Data Analysis Technique. Data analysis was conducted using SmartPLS software. The analysis procedure consisted of two main stages: measurement model evaluation (outer model) and structural model evaluation (inner model). The measurement model evaluation included tests of convergent validity, discriminant validity, and construct reliability to ensure that the indicators accurately measure their respective latent variables. The structural model evaluation included the assessment of the coefficient of determination (R^2), effect size (f^2), and path coefficient significance. Hypothesis testing was performed using the bootstrapping technique. A hypothesis is considered supported if the t-statistic value exceeds 1.96 and the p-value is less than 0.05 at a 5% significance level. The results of the analysis were then used to determine the influence of influencer marketing and customer confidence on consumers' purchase decisions.

RESULTS & DISCUSSION

Respondent Profile. A questionnaire completed by 150 respondents served as the primary source of information for collecting the data required for this study. The analysis of respondent characteristics is presented in Table 1.

Table 1. Respondent Characteristics

Characteristics	Total
Gender	
Male	21
Female	129
Total	150
Age	
18-22	127
23-27	15
28-35	8
Total	150
Are you an active social media user?	
Yes	148
No	2
Total	150
Have you ever purchased skincare through Shopee?	
Yes	146
No	4
Total	150
Have you ever been poisoned or seen reviews of Facetology sunscreen from influencers on social media?	
Yes	142
No	8
Total	150

Resource: Research Data (Processed), 2026

Table 1, which describes participant characteristics, shows that the majority of participants in this study were female, comprising 129 out of a total of 150 participants. Their ages ranged

from 18 to 22, with 127 participants, indicating that the younger age group plays a significant role in this study. Furthermore, the majority of participants were active social media users (148) and had purchased skincare products through the Shopee platform prior to the transaction (142).

Overall, these respondent characteristics reflect a highly adaptable digital consumer who is easily exposed to product information online as a basis for purchase decision. This behavior is supported by the finding that 142 respondents admitted to being "intoxicated" or influenced after seeing reviews of Facetology Sunscreen from influencers on social media. This aligns with research which shows that digital reviews and the role of influencers can influence consumer engagement and purchase decision on e-commerce platforms like Shopee (Devi et al., 2024).

Measurement Model Testing (Outer Model). The data was analyzed using the SmartPLS 4.0.9.9 analysis tool, the results of the loading factors based on the measurement model test (outer model) can be observed in Figure 3 below.

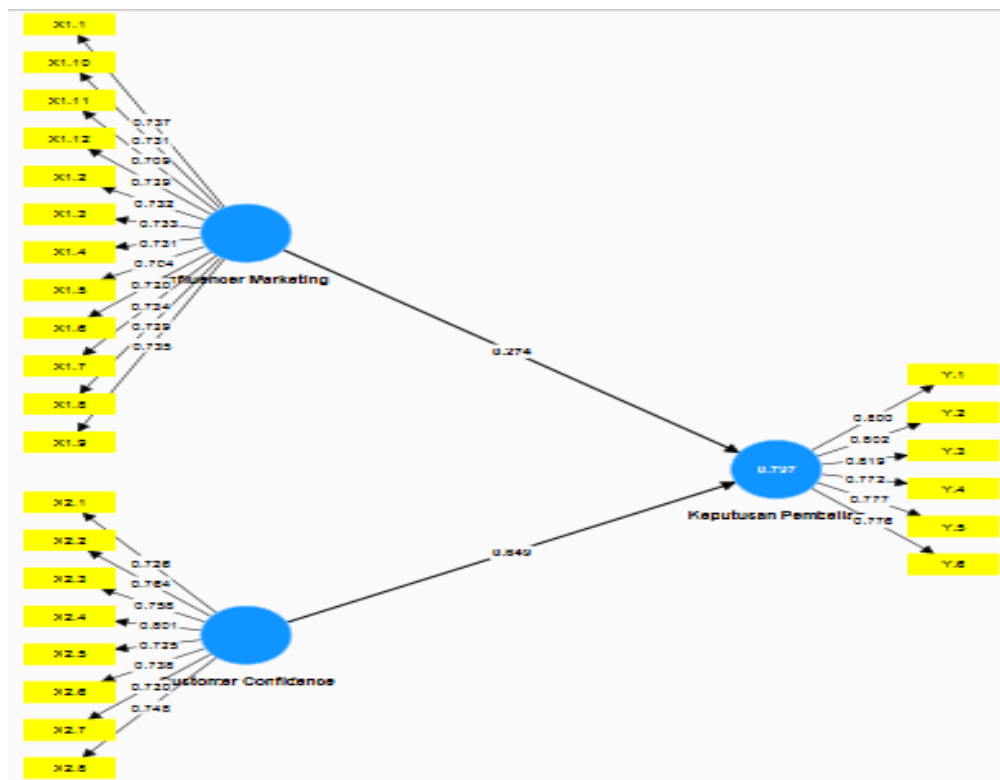


Figure 3. Loading Factor Results with SmartPLS 4.0

Resource: Research Data (Processed), 2026

The analysis using SmartPLS 4.0 revealed that all indicators used to measure each variable had loading factor values exceeding the threshold of 0.70. This value confirms that each item in the questionnaire accurately represents the criterion variable with a loading factor above 0.70. Therefore, it can be concluded that this research model satisfactorily meets convergent validity requirements according to PLS-SEM testing standards.

Indicator Validity Test. The results of the outer sounding test are shown in Table 2.

Table 2. Outer Loading

	Customer Confidence	Influencer Marketing	Purchase decision
Influencer Popularity		0,724	
Frequency of Influencer Promotions		0,727	
Influencer's Level of Knownness		0,729	
Influencer's Knowledge of the Product		0,743	
Clarity of Information Provided		0,737	
Honesty of Influencer Reviews		0,726	
Influencer's Attractiveness		0,736	
Influencer's Communication Style		0,731	
Influencer's Influence on Product Perception		0,725	
Interest in the Product After Seeing the Influencer		0,731	
Trust in the Promoted Product		0,728	
Purchase Incentive Due to Influencer Recommendation		0,745	
Trust in Product Quality	0,756		
Product Safety	0,764		
Brand Reputation	0,777		
Trust in Product Information	0,797		
Trust in Company's Goodwill	0,720		
Product Conformity to Description	0,734		
Online Shopping Convenience	0,752		
Confidence to Repurchase	0,752		
Product Need Awareness			0,831
Product Information Search			0,788
Comparison with Other Products			0,827
Consideration of Reviews Before Purchasing			0,779
Product Purchase Decision			0,725
Confidence in Purchase Decision			0,816
Post-Purchase Satisfaction			0,777
Willingness to Recommend the Product			0,758

Resource: Research Data (Processed), 2026

Each indicator within each construct variable in the table has an outer loading value greater than the minimum threshold of 0.70. This indicates that all indicators in the Influencer Marketing, Customer Confidence, and Purchase Decision variables are considered valid and adequately describe the measurement model for each construct variable.

Convergent Validity Test. The results of Construct Reliability and Validity are shown in Table 3.

Table 3. Construct Reability adn Validity

	Average variance extracted (AVE)
Customer Confidence	0,572
Influencer Marketing	0,536
Purchase decision	0,622

Resource: Research Data (Processed), 2026

The Purchase Decision variable had the highest Average Variance Extracted (AVE) value, at 0.622, followed by Customer Confidence with a value of 0.572, and Influencer Marketing with a value of 0.536. All variables had AVE values above 0.50, thus concluding that all constructs in this study met convergent validity criteria and were considered valid.

Construct Reliability Test. The results of the reliability test are shown in Table 4.

Table 4. Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Customer Confidence	0,893	0,894	0,915
Influencer Marketing	0,921	0,921	0,933
Purchase decision	0,913	0,914	0,929

Resource: Research Data (Processed), 2026

Table 4 shows that all variables in the study had Cronbach's Alpha and Composite Reliability (rho_a and rho_c) values exceeding the minimum threshold of 0.70. Customer Confidence had a value of 0.893, Influencer Marketing reached 0.921, and Purchase Decision had a value of 0.913. This indicates that all indicators in each variable are appropriate and reliable.

Furthermore, the Composite Reliability (rho_a and rho_c) values for all variables also exceeded the minimum threshold of 0.70, namely Customer Confidence (rho_a 0.894; rho_c 0.915), Influencer Marketing (rho_a 0.921; rho_c 0.933), and Purchase Decision (rho_a 0.914; rho_c 0.929). Thus, it can be concluded that all research variables have met reliability criteria and are suitable for use in further analysis.

Discriminant Validity Test. The results of the Fornell-Larcker Criterion test are shown in Table 5.

Table 5. Fornell Larcker Criterion

	Customer Confidence	Influencer Marketing	Purchase decision
Customer Confidence	0.860		
Influencer Marketing	0.650	0.820	
Purchase decision	0.710	0.690	0.880

Resource: Research Data (Processed), 2026

Discriminant validity in this study was tested using the Fornell–Larcker criterion. Based on the results presented in Table 5, the square root of the AVE value for each construct was higher

than the correlation values between the other constructs. This condition indicates that each variable has clearly distinct characteristics and there is no overlap in measurement between constructs. Therefore, it can be concluded that discriminant validity in this research model has been met.

Results of Structural Model Testing (Inner Model). Structural model testing is used to understand the strength of the relationships between unobserved variables and the research model's predictive ability.

From the data analysis results, the R-square value for the Purchase Decision variable was 0.814 and the adjusted R-square value was 0.812. This indicates that the Purchase Decision variable can be explained by the independent variables in the model, namely Influencer Marketing and Customer Confidence, by 81.4%. The remaining 18.6% of the variance in purchase decisions is explained by other variables not included in this research model. The results of the F-Square test are shown in Table 6.

Table 6. F-Square

	Customer Confidence	Influencer Marketing	Purchase decision
Customer Confidence			0,585
Influencer Marketing			0,147
Purchase decision			

Resource: Research Data (Processed), 2026

Based on the data presented in Table 6, the f-square value is used as an indicator to measure the strength of the influence of the independent variables on Purchase decision. The Customer Confidence variable obtained an f-square score of 0.585, indicating that this variable has a significant impact and is the most dominant driver in triggering Purchase decision.

On the other hand, the Influencer Marketing variable recorded an f-square value of 0.147. This value places this variable in the medium influence category, meaning that while this variable still plays a role in shaping Purchase decision, its contribution is not as strong as the Customer Confidence variable.

Hypothesis Testing. The results of the hypothesis testing are shown in Tables 7.

Table 7. Hypothesis Testing (H1 & H2)

	Original sample (O)	T statistics (O/STDEV)	P values
Customer Confidence -> Purchase Decision	0,622	5,940	0,000
Influencer Marketing -> Purchase Decisions	0,312	2,822	0,005

Resource: Research Data (Processed), 2026

The Influence of Influencer Marketing on Purchase decision. Based on the test results, it was found that the Influencer Marketing variable makes a significant positive contribution to Purchase decision. A coefficient value of 0.005 with a t-statistic of $2.822 > 1.96$ and a p-value

of $0.005 < 0.05$ indicates that a marketing strategy using influencers can improve consumer purchase decision.

Influencer marketing works by using people perceived as trustworthy and close to the audience to provide product information. The recommendations, reviews, and experiences shared by influencers can shape consumers' positive perceptions of the product. Consumers typically perceive influencers as more honest and relevant sources of information than traditional advertisements, making the messages more easily influence their opinions and purchase decision. If influencers can explain a product's benefits sincerely, engagingly, and in a manner that resonates with their audience, consumer interest and trust will increase, making them more likely to purchase. Therefore, influencer marketing is not only a way to promote a product but also helps build trust and guide buyer preferences.

This finding aligns with research (Cahyani et al., 2025) which states that influencer marketing has a positive and significant impact on purchase decision because it builds credibility and product appeal in the eyes of consumers. Therefore, the hypothesis stating that Influencer Marketing influences Purchase decision is accepted.

The Influence of Customer Confidence on Purchase decision. Based on the trial results, the Customer Confidence variable was proven to have a positive and significant impact on Purchase decision. This is demonstrated by a coefficient value of 0.622 with a t-statistic of $5.940 > 1.96$ and a p-value of $0.000 < 0.05$, indicating that the higher the level of consumer confidence and trust in a product or brand, the greater the consumer's tendency to make a purchase.

Customer confidence reflects a buyer's trust and confidence in the product's quality and their confidence in the seller. This trust serves to minimize the uncertainty felt before making a purchase. When customers receive clear information, a good reputation from the seller, and positive experiences from other consumers, they will feel more confident and confident in their purchase decision. Therefore, customer trust is a crucial psychological factor influencing how consumers think and make decisions during the purchasing process.

These results align with a study by (Rahmayanti et al., 2023), which showed that consumer trust has a positive and significant impact on online purchase decision on the TikTok Shop marketplace, as it can strengthen consumers' sense of comfort and confidence during transactions. Furthermore, research by (Mutiarra et al., 2023) also showed that high levels of consumer trust make them more confident in making purchase decision on the Shopee marketplace. Therefore, the hypothesis that customer confidence influences purchase decision can be concluded as accepted.

The Influence of Influencer Marketing and Customer Confidence on Purchase decision. Table 9 shows an R-square value of 0.814 and an Adjusted R-square of 0.812 for the Purchase Decision variable. These results indicate that the two independent variables in this study, Influencer Marketing and Customer Confidence, explain 81.4% of the change in purchase decision. The remaining 18.6% is influenced by other factors not included in this research

model.

The Adjusted R-square value, which is relatively close to the R-square value, indicates that the research model has a good level of accuracy after adjusting for the number of variables and sample characteristics. This indicates that the relationships established in the model are strong enough to be used as a basis for analysis.

These findings demonstrate that purchase decision are the result of a combination of the role of influencer marketing in shaping consumer perceptions and interests, and the level of customer confidence that drives consumer confidence in a product or brand. When influencers are able to convey information in an engaging and credible manner, and consumers have a high level of trust, the likelihood of a purchase decision is greater. Thus, the hypothesis stating that Influencer Marketing and Customer Confidence jointly influence Purchase decision can be declared accepted.

CONCLUSION & SUGGESTION

This study aimed to examine the influence of influencer marketing and customer confidence on consumers' purchase decisions for Facetology sunscreen products on the Shopee platform. The findings indicate that both influencer marketing and customer confidence significantly influence purchase decisions. Influencer marketing plays an important role in attracting consumer attention and shaping positive perceptions through promotional content and product recommendations delivered by social media influencers. Meanwhile, customer confidence emerges as a crucial factor that strengthens consumers' willingness to complete online transactions. The results highlight that consumer trust in product quality and brand reliability is a key driver in the decision-making process when purchasing skincare products through e-commerce platforms. In addition, promotional strategies involving influencers can enhance product visibility and credibility, which in turn supports consumer purchasing decisions. This study contributes to the development of digital marketing literature by demonstrating the importance of combining influencer-based promotional strategies with efforts to strengthen consumer confidence. The findings also provide practical implications for companies, particularly skincare brands, to design more effective marketing strategies in the competitive e-commerce environment.

Future research is recommended to incorporate additional variables such as price perception, brand image, or electronic word of mouth to obtain a more comprehensive understanding of consumer purchasing behavior. Further studies may also expand the research scope by involving a larger and more diverse sample or by comparing different e-commerce platforms. In addition, qualitative approaches could be employed to explore deeper insights into consumers' psychological motivations when responding to influencer promotions in digital environments.

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