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The Influence of Influencer Marketing and Brand Awareness on Purchase Decisions of Scarlett Products Among Female Students of the Business Administration Study Program at the College of Administrative Sciences Bengkulu

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ABSTRACT

This study aims to determine the influence of influencer marketing and brand awareness on the purchase decisions of Scarlett products among female students of the Business Administration Study Program at the College of Administrative Sciences Bengkulu, both partially and simultaneously. Several factors are discussed in this research, including influencer marketing and brand awareness. The research subjects are 102 female students from the Business Administration Program at STIA Bengkulu. In this study, the researcher used data collection methods such as observation and questionnaire distribution. The data analysis techniques used include instrument testing, classical assumption testing, multiple linear regression analysis, hypothesis testing, and the coefficient of determination analysis. The results show that influencer marketing has a positive effect on purchase decisions, and brand awareness also has a positive effect on purchase decisions. Therefore, it can be concluded that influencer marketing and brand awareness have both partial and simultaneous effects on the purchase decisions of Scarlett products among female students of the Business Administration Study Program at the College of Administrative Sciences Bengkulu.

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Introduction

Scarlett Whitening products have attracted considerable attention on social media, particularly among teenagers and female university students. Many female students use skincare products because they participate in various outdoor activities and interact with a wide range of people. Consequently, they are encouraged to maintain their appearance in order to look attractive and align with the lifestyle trends of today's younger generation.

Scarlett Whitening offers a wide range of skincare products across different treatment categories, allowing consumers to select products that best suit their individual skin needs and concerns. In addition to meeting the needs of individuals with normal skin, Scarlett

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Whitening also provides solutions for consumers experiencing dry skin, acne, and signs of facial aging. Furthermore, the company emphasizes that its products are safe for pregnant and breastfeeding women, as they are free from harmful substances such as mercury and hydroquinone. Among its most popular products are Scarlett Whitening Facial Wash, Scarlett Whitening Body Lotion, and Scarlett Whitening Facial Serum. According to Kompas statistics, Scarlett Whitening achieved the largest market share of 11.32% between April and June 2022. It was followed closely by Nivea with 11.12%, while Vaseline ranked third with 7.14%. Generating sales of IDR 23.8 billion during the second quarter of 2022, Scarlett Whitening was listed among the top ten best-selling skincare brands based on sales volume.

The researcher's preliminary observations, conducted through data collection from students in the Business Administration Department at STIA Bengkulu, revealed that many students still encounter difficulties when selecting Scarlett Whitening products. This is primarily due to the wide variety of skincare products available on the market, each offering high-quality features designed to meet different consumer needs. As skincare products become increasingly popular among beauty vloggers, whose reviews often highlight product quality and effectiveness, consumers are exposed to a growing number of alternative brands. Consequently, students have more options when choosing skincare products that best suit their preferences and skin conditions. The increasing number of competitors has also encouraged consumers to become more cautious and discerning in their purchasing decisions.

The information collected in this study indicates that influencer marketing and brand awareness are two key factors believed to influence consumers' purchasing decisions regarding Scarlett Whitening products. Several students admitted that they did not fully understand the influence of social media influencers, mainly due to limited access to information and supporting resources. Meanwhile, other respondents stated that social media advertisements played an important role in convincing them to purchase Scarlett Whitening products. Following promotional activities by influencers, factors such as consumers' trust in the influencer, the attractiveness of the product, and the relevance of the product to the influencer's target audience significantly influenced students' purchasing decisions. Moreover, students were more likely to perceive influencers positively when they felt a personal connection with them, believed in their authenticity, and observed positive interactions and user experiences shared online. These factors subsequently shaped consumers' perceptions of Scarlett Whitening products and may generate positive long-term effects on the brand.

In addition to influencer marketing, brand awareness is also considered an important determinant of purchasing decisions for Scarlett Whitening products. Some students reported having limited knowledge of the Scarlett Whitening brand due to a lack of alignment between the brand and their personal beliefs, as well as minimal direct experience with its products. Furthermore, many companies face increasing challenges in attracting university

students because of intense market competition. Strengthening consumer awareness of the Scarlett Whitening brand is therefore expected to positively influence purchasing decisions. Students tend to place greater trust in Scarlett Whitening products when they are frequently exposed to positive information about the brand. Enhanced brand recognition also contributes to shaping consumers' perceptions of product value and quality. A higher level of brand awareness may improve consumers' perceptions of a product's reliability and overall quality. Consumers who are familiar with a particular brand are generally more likely to trust and remain loyal to that brand, which, in turn, increases their likelihood of choosing Scarlett Whitening products when making purchasing decisions. Therefore, enhancing brand awareness represents an effective marketing strategy for encouraging consumers to purchase Scarlett Whitening products.

Method

Regression analysis is fundamentally a statistical technique used to examine the relationship between a dependent variable and one or more independent variables. Its primary objective is to estimate and/or predict the population mean or the expected value of the dependent variable based on known values of the independent variables (Gujarati, 2003).

In this study, multiple linear regression analysis was employed to determine whether the dependent variable can be predicted by the independent variables individually and collectively. The data were analyzed using IBM SPSS Statistics, with the regression model specified as follows:

$$[Y = a + b_1X_1 + b_2X_2 + e]$$

Where:

Y = Purchase Decision

a = Regression constant (intercept)

$\mathbf{X_1}$ = Influencer Marketing

$\mathbf{X_2}$ = Brand Awareness

$\mathbf{b_1}$ = Regression coefficient for Influencer Marketing

$\mathbf{b_2}$ = Regression coefficient for Brand Awareness

e = Error term

Results and Discussion

Multiple Linear Regression Analysis

Regression analysis is a statistical method used to examine the relationship between a dependent variable and one or more independent variables. Its primary objective is to estimate or predict the population mean or the expected value of the dependent variable based on the known values of the independent variables.

Table 1. Results of the Multiple Linear Regression Analysis

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	*t*	Sig.

(Constant)	7.299	1.632	—	4.473	0.000
Influencer Marketing	0.574	0.083	0.544	6.897	0.000
Brand Awareness	0.491	0.112	0.347	4.396	0.000

Dependent Variable: Purchase Decision
Source: Processed SPSS Output (2024)

Based on the regression results, the estimated multiple linear regression equation is expressed as follows:

$$[Y = 7.299 + 0.574X_1 + 0.491X_2 + e]$$

Where:
Y = Purchase Decision
X_1 = Influencer Marketing
X_2 = Brand Awareness
7.299 = Regression constant (intercept)
0.574 = Regression coefficient for Influencer Marketing
0.491 = Regression coefficient for Brand Awareness
e = Error term

The regression results indicate that both Influencer Marketing and Brand Awareness have positive regression coefficients, suggesting that increases in either variable are associated with higher Purchase Decisions. Furthermore, both independent variables are statistically significant ($p < 0.001$), indicating that Influencer Marketing and Brand Awareness each exert a positive and significant influence on consumers' purchase decisions regarding Scarlett Whitening products.

Partial Significance Test (*t*-Test)

Table 2. Results of the Partial Significance (*t*) Test

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	*t*	Sig.
(Constant)	7.299	1.632	—	4.473	0.000
Influencer Marketing	0.574	0.083	0.544	6.897	0.000
Brand Awareness	0.491	0.112	0.347	4.396	0.000

Dependent Variable: Purchase Decision
Source: Processed SPSS Output (2024)

Based on the results presented in Table 4.7, the following conclusions can be drawn:

1. Effect of Influencer Marketing on Purchase Decision

The Influencer Marketing variable produced a calculated *t*-value of 6.897, which is greater than the critical *t*-value of 1.98422 (*t*calculated > *t*table). Furthermore, the significance value is 0.000, which is below the 0.05 significance level. Therefore, the null

hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. These findings indicate that Influencer Marketing has a positive and statistically significant effect on Purchase Decision for Scarlett Whitening products among students of the Business Administration Study Program at the Bengkulu School of Administrative Sciences (STIA Bengkulu).

2. Effect of Brand Awareness on Purchase Decision

The Brand Awareness variable yielded a calculated *t*-value of 4.396, which exceeds the critical *t*-value of 1.98422. Likewise, the significance value of 0.000 is less than 0.05. Accordingly, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. This result demonstrates that Brand Awareness has a positive and statistically significant effect on Purchase Decision for Scarlett Whitening products among students of the Business Administration Study Program at the Bengkulu School of Administrative Sciences (STIA Bengkulu).

Model Feasibility Test (*F*-Test)

The F-test was conducted to evaluate the overall significance and goodness-of-fit of the multiple linear regression model. Specifically, the test determines whether the independent variables—Influencer Marketing and Brand Awareness—simultaneously have a significant effect on the dependent variable, Purchase Decision.

Table 3. Results of the Model Feasibility (*F*) Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	562.411	2	281.205	103.427	0.000
Residual	269.168	99	2.719	—	—
Total	831.578	101	—	—	—

Dependent Variable: Purchase Decision **Predictors:** (Constant), Brand Awareness, Influencer Marketing

Source: Processed SPSS Output (2024)

The critical *F*-value was determined using the following formula:

$$[F_{table} = F(k;\ n-k)]$$

where:

k = 2 (number of independent variables)

n = 102 (sample size)

Thus,

$$[F_{table} = F(2;\ 100) = 3.09]$$

Based on the SPSS output, the calculated *F*-value (*F*calculated) is 103.427, which is substantially greater than the critical *F*-value (*F*table) of 3.09. In addition, the significance value is 0.000, which is below the 0.05 significance level ($p < 0.05$).

Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. These findings indicate that Influencer Marketing and Brand Awareness simultaneously have a positive and statistically significant effect on Purchase Decision. Accordingly, the multiple linear regression model is statistically significant and appropriate

for explaining consumers' purchase decisions regarding Scarlett Whitening products among students of the Business Administration Study Program at the Bengkulu School of Administrative Sciences (STIA Bengkulu).

The Effect of Influencer Marketing on Purchase Decision

Based on the findings of this study, Influencer Marketing has a positive and statistically significant effect on Purchase Decision, indicating that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. The findings suggest that influencers who possess an attractive appearance and persuasive communication skills play a significant role in promoting products and convincing consumers of the high quality of Scarlett products. Through influencers, product-related information can be disseminated more effectively and is more readily accepted by consumers, thereby increasing their willingness to try Scarlett products. As more consumers become interested in trying Scarlett products, purchase decisions are expected to increase, while the Scarlett brand becomes more widely recognized among the public.

The significant influence of Influencer Marketing on Purchase Decision is consistent with the view of Kotler (2016), who argues that influencers play an important role in shaping consumers' purchasing decisions by providing information and recommendations that influence consumer behavior.

These findings are also consistent with previous studies. Pratiwi and Sidi (2021), in their study entitled *The Influence of Product Quality, Price, and Influencer Marketing on Purchase Decisions for Scarlett Body Whitening Products*, found that Influencer Marketing has a positive effect on consumers' purchase decisions for Scarlett Body Whitening products in Malang City. Similarly, Arhofa and Andarini (2023), in their study *The Influence of Influencer Marketing and Product Quality on Purchase Decisions for Erigo Apparel Products*, concluded that Influencer Marketing has a positive and significant effect on consumers' purchase decisions.

The Effect of Brand Awareness on Purchase Decision

The findings also demonstrate that Brand Awareness has a positive and statistically significant effect on Purchase Decision, indicating that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. The results suggest that a strong brand significantly influences consumers' purchasing decisions. As brand awareness increases, Scarlett effectively utilizes influencers to communicate promotional messages, thereby enhancing public recognition and positioning the brand as one of the first brands that come to consumers' minds.

Consequently, Scarlett products become more recognizable than competing brands because consumers generally prefer well-established brands due to perceptions of reliability, comfort, and safety. To strengthen Scarlett's position as a preferred skincare brand, promotional campaigns featuring celebrities or well-known public figures should be carefully managed. Consumers who possess a high level of brand awareness are more likely

to recall the Scarlett brand when making purchasing decisions, thereby increasing the likelihood of purchasing its products.

The positive influence of Brand Awareness on Purchase Decision is supported by Keller, as cited in Sari et al. (2021), who argues that brand awareness enhances consumers' purchase decisions because familiar brands are more likely to be considered during the buying process and may become the primary choice when brand awareness is particularly strong.

These findings are consistent with previous studies conducted by Primadasari and Sudarwanto (2021), who found that Brand Awareness and Product Quality jointly have a positive and statistically significant effect on Purchase Decision. Likewise, Arianty and Andira (2021), in their study *The Influence of Brand Image and Brand Awareness on Purchase Decisions for LTD Helmet Products among Students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra*, concluded that Brand Awareness has a positive and significant effect on Purchase Decision.

The Simultaneous Effect of Influencer Marketing and Brand Awareness on Purchase Decision

The findings indicate that Influencer Marketing (X_1) and Brand Awareness (X_2) simultaneously have a positive and statistically significant effect on Purchase Decision (Y) for Scarlett products among students of the Business Administration Study Program at the Bengkulu School of Administrative Sciences (STIA Bengkulu). This conclusion is supported by the results of the F-test, which demonstrate that the regression model is statistically significant. Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

The results suggest that consumers make informed purchasing decisions because they perceive Scarlett products as safe, high-quality, and capable of meeting their individual skincare needs. In other words, when influencers effectively promote Scarlett products in a positive manner, consumers are more likely to believe that the brand uses high-quality and safe ingredients that provide genuine benefits. At the same time, strong brand awareness reinforces consumers' confidence in the brand, making them more inclined to choose Scarlett products over competing alternatives.

These findings are in line with previous studies conducted by Uyuun and Dwiyanti (2022) as well as Yohanes et al. (2021), both of which concluded that Influencer Marketing and Brand Awareness have a positive and significant influence on consumers' purchase decisions.

Conclusion

Influencer Marketing has a positive and statistically significant effect on the purchase decisions of Scarlett products among students of the Business Administration Study Program at the Bengkulu School of Administrative Sciences (STIA Bengkulu). This finding indicates that individuals who possess strong credibility, attractiveness, and persuasive

communication skills are capable of influencing consumer behavior. Consequently, their influence contributes to an increase in consumers' purchase decisions. In other words, the more effectively Scarlett collaborates with well-known and credible influencers, the more easily information about its products will be disseminated and accepted by consumers.

Brand Awareness has a positive and statistically significant effect on the purchase decisions of Scarlett products among students of the Business Administration Study Program at the Bengkulu School of Administrative Sciences (STIA Bengkulu). A high level of brand awareness encourages consumers to make purchasing decisions with greater confidence. By utilizing influencers to promote its products, Scarlett can strengthen brand recognition and expand consumer awareness. Increased brand familiarity enables Scarlett products to stand out among competing beauty brands and become one of the consumers' preferred choices.

Influencer Marketing and Brand Awareness simultaneously have a positive and statistically significant effect on purchase decisions for Scarlett products among students of the Business Administration Study Program at the Bengkulu School of Administrative Sciences (STIA Bengkulu). These findings indicate that improvements in influencer marketing activities and stronger brand awareness jointly contribute to higher purchase decisions. Therefore, both variables play a crucial role in encouraging consumers to choose Scarlett products over competing brands.

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