

The Influence of Product Design and Beauty Vlogger Review on Serum Products Purchasing Decisions

Ni Luh Putu Ayu Savitri Devi¹, Vitalia Fina Carla Rettobjaan², Ni Made Widnyani³

¹ Universitas Bali Internasional and ayusavitrdevi2206@gmail.com

² Universitas Bali Internasional and carlarettojaan@unbi.ac.id

³ Universitas Bali Internasional and madewidnyani@iikmpbali.ac.id

ABSTRACT

In Indonesia, facial care has become a daily routine for women. The research was conducted in the city of Denpasar, the center of government, commerce, and culture in Bali, to understand the impact of product design and beauty vlogger review on serum purchase decisions amid increasing competition in the cosmetics industry. The problem formulation is, does product design influence product purchasing decisions? Does the beauty vlogger review affect the product purchase decision? Does product design and beauty vlogger review influence product purchasing decisions? The research method used was quantitatively descriptive, using surveys with research questionnaires, involving 100 respondents to collect data on serum purchase preferences. The research was analyzed using a double linear regression analysis method, then the data was processed using the help of SPSS software version 29. The results of the test on this study showed that the product design significance value is $<0,001 < 0,05$, the value of the beauty vlogger review significance is $<0,001 < 0,05$, so based on data analysis that product design and beauty vlogger review have a significant positive influence on the purchase decision of serum products in the City of Denpasar. In conclusion, attractive product design and positive reviews of beauty vloggers are important factors that influence serum purchase decisions, providing important insights for cosmetics companies in designing effective marketing strategies.

Keywords: Product Design, Beauty Vlogger Review, Product Purchasing Decisions, Serum

1. INTRODUCTION

Beauty can also affect one's self-confidence and mental well-being. Most people consider facial care to be very important, especially for women. The city of Denpasar has become the main site of research on the influence of product design and beauty vlogger review on the decision to buy serum products for consumers. The ongoing development of globalization today has triggered increasing competition among beauty products, which in turn has accelerated the growth of the beauty industry in Indonesia. The availability of a wide range of skin care products, especially serums, often confuses consumers in determining their purchasing options, where before deciding to buy, it is important for consumers to clearly understand the product to be purchased, including its safety (listed in the BPOM), the ingredients used, the price, and other factors. Buying decisions according to [1], are the activities of individuals who are directly involved in making purchasing decisions on a product provided by the seller. The decision to buy a product is a key factor in the success of a business, because it can be said that the purchase decision is the attitude of the consumer that indicates the result of the process of looking at the product, so it is very important to discuss. In view of this phenomenon, the cosmetics industry has begun to innovate its packaging design to become more unique and different from other competitors (difference) and to work with various beauty vloggers to promote and give reviews about a serum product. Product design according to [2] is the whole feature that affects how a product looks, feels, and works for consumers. Reviews according to [3], is the opinion or feedback of consumers who have used or tried a product, where these reviews serve as a source of information for other consumers

that want to buy the product, while beauty vlogger according to [4] is someone who makes and uploads beauty videos.

Based on a study that researchers have done through pre-study questionnaires, 91.4% or 32 out of 35 respondents stated that they should find out about the details of a product before buying instead of going directly to a cosmetic store to buy the product spontaneously (without thinking long), and after checking the review of the serum of a beauty vlogger, they bought the product because they believed in the review given by a beauty vlogger. This is reinforced by the results of the study "Influence of Product Design, Brand Image and Brand Trust on Skincare Purchase Decisions on Karin Beauty Glamour Sukawati"[5], where the better the design of skin care products, the more important the purchase decision, the same was also done in the research "Analysis of the Effect of Product Quality and Beauty Vlogger Review on Purchase decisions on Cosmetic Products" [6], showed that once the product has received reviews from well-known professionals and in it and evaluate the product objectively, the consumer will not hesitate to take the decision of purchase, while based on the research results of "Effect of review by Sarah Ayu on Beauty Products on YouTube and Brand Awareness on the decision to use the Product" [7], it can be said that the beauty product review on Sarah Ayu YouTube channel provides information, so it can also be used as reference for subscribers of the Sarah Ayu YouTube channel to be aware of the beauty products and make decisions in the use of beauty products.

In some of the above studies show that product design variables significantly influence on the purchase decision variables, and some other studies indicate that the beauty vlogger review variable also has a significant influence on the purchase decision variables, so far there is no research that specifically combines and analyzes the two variables one in the research framework, therefore, there is a gap in knowledge in the literature about how the interaction between product design and beauty vlogger review can affect consumer purchasing decisions, so research is carried out with the aim of understanding the influence of product design and beauty vlogger review on the purchasing decision of serum products for consumers in the Denpasar City. This research is expected to provide a deeper understanding of the factors that influence purchasing decisions in the context of skin care products, especially serums.

2. LITERATURE REVIEW

2.1 *Influence of Product Quality and Design on Purchase Decisions (Survey on Envygreen Skincare Products)* [8]

If the company succeeds in further developing its product models in a more diverse way, both from the packaging side, as well as product features that are always updated and innovative, this will affect consumer interest decisions when consumers buy products from Envygreen.

2.2 *Influence of Product Quality, Product Features and Product Design on Purchase Decisions of Cosmetic Products in the Perspective of Islamic Management (Consumer Comparison Study of Beauty Clinics Kartika Aesthetic Bandar Lampung and Beauty Clinic Erha Bandar Lampung)* [9]

Product design can influence how satisfied a buyer is when using it, either in terms of convenience or prestige, so design can be a factor influencing buyer decisions.

2.3 *Influence of Product Design, Brand Image and Brand Trust on Skincare Purchase Decisions on Karin Beauty Glamour Sukawati* [10]v

The better the design of skin care products, the more important the purchase decision.

2.4 *Analysis of the Effect of Product Quality and Beauty Vlogger Review on Purchase decisions on Cosmetic Products* [6]

Once the product has received reviews from well-known professionals and in it and evaluate the product objectively, the consumer will not hesitate to take the decision of purchase.

2.5 *Influence of Beauty Vlogger Review and Product Quality on Purchase Decisions (Study on Maybelline Cosmetics in Surabaya)*[11]

Beauty review vlogger has a significant influence on the purchase decision of the Maybelline cosmetic product in Surabaya, where the beauty review variable is composed of four indicators, namely, the credibility of the source in the video, product information in video, video characteristics (perceived video characteristic), and physical attractiveness of the beauty vloggers review that influence the decision of purchase of the product.

2.6 *Effect of review by Sarah Ayu on Beauty Products on YouTube and Brand Awareness on the decision to use the Product* [7]

The beauty product review on Sarah Ayu YouTube channel provides information, so it can also be used as reference for subscribers of the Sarah Ayu YouTube channel to be aware of the beauty products and make decisions in the use of beauty products.

3. METHODS

This research uses quantitative methods descriptively. The aim is to identify the relationship between independent variables (product design and beauty vlogger review) and dependent variables (serum purchase decisions for consumers in Denpasar City). The research is located throughout the city of Denpasar, as it can represent a small part of the entire province of Bali, which takes five months to carry out the research, from February to June 2024. In this study, the object of the research was the degree of influence of product design and beauty vlogger review on the decision of the purchase of serum products in Denpasar City, where the population has been determined based on the number of the population of Denpasar city (*Pusat Data Denpasar*, 2023), is 665.328 people, then samples taken using the Slovin formula, thus obtaining a sample of 100 people. Sampling in this study is determined using random sampling technique. The reason the author chose the technique, because random sampler helps ensure that various types of consumer background, including consumers considered to meet the inclusion criteria in the research, and the samples obtained tend to be more representative than the population, so that the results can be generalized better to the entire consumer population in Denpasar City. The data collection technique uses a survey with a survey questionnaire involving 100 respondents with 30 statements and has been structured based on the indicators of each variable. The data analysis technique uses a double linear regression analysis method, then the data is processed using the help of SPSS software version 29.

4. RESULTS AND DISCUSSION

Based on the data processing, it is known that the product design variable (X1) and the beauty vlogger review (X2), both partially and simultaneously, have a significant positive influence on the product purchasing decision (Y), thus obtaining results on each formula and research hypothesis that has been established, as follows:

1. The Influence of Product Design on Product Purchasing Decisions

Table 1. Results of T-Test (Partial) on Product Design Variables

	Model	t	Sig.
1	(Constant)	3.625	<,001
	X1	6.149	<,001

Source: SPSS v29 Data Process Results (2024)

Based on the results of the study Table 1.1 on the result of the test-t, which has been carried out against the product design variable (X1) and product purchasing decision variables (Y), where the influence occurring mostly is positive, can be seen from the Sig. product design value is < 0,001, because the Sig value is less than 0,05 and the t value is 6.149, which means the design of the product partially has a significant positive influence on the product purchasing decision and H1 is acceptable.

2. The Influence of Beauty Vlogger Review on Product Purchasing Decisions

Table 2. Results of T-Test (Partial) on Beauty Vlogger Review Variables

	Model	t	Sig.
1	(Constant)	3.625	<,001
	X2	5.924	<,001

Source: SPSS v29 Data Process Results (2024)

Based on the results of the study Table 1.2 on the test-t results, which have been carried out against the beauty vlogger review variable (X2) and product purchasing decision variables (Y), where the influence that occurred mostly is positive, can be seen from the value of Sig. review beauty vlogger is < 0,001, because the Sig value is less than 0.05 and the t value is 5.924, meaning that beauty vlogger review partially has a significant positive influence on the purchasing decision of the product and H2 can be accepted.

3. The Influence of Product Design and Beauty Vlogger Review on Product Purchasing Decisions

Table 3. Results of F-Test (Simultaneous)

	Model	F	Sig.
1	Regression	93.205	<,001 ^b
	Residual		
	Total		

Source: SPSS v29 Data Process Results (2024)

Based on the results of the study Table 1.3 on the result of the test-f, which has been performed against the product design variable (X1) and beauty vlogger review variable (X2), where the influence that occurs mostly is positive, can be seen from the value of Signification (Sig) is < 0,001, because the Sig value is less than 0.05 and the value f is 93.205, meaning product design and beauty vlogger review simultaneously have a significant positive influence on product purchasing decision and H3 is acceptable.

CONCLUSION

The conclusions are based on the results of data processing and analysis, so the following conclusions can be drawn:

1. There is a significant positive influence between product design (X1) on product purchasing decisions (Y) on serum products for consumers in Denpasar City, when a serum product offers its unique product design with the latest, varied, or trend-following designs, then the purchasing potential will be higher because the product design can influence the purchase decision of the product. On the contrary, when the monotonous or unvaried product design, the purchase potential will decrease because it is less capable of influencing the product purchasing decision.
2. There is a significant positive influence between the review of a beauty vlogger (X2) on product purchasing decisions (Y) on serum product for consumers in Denpasar City, when a beauty vlogger has a profound knowledge of the beauty being reviewing a product serum and testimonials in detail, then the viewer will become more and more confident in the product so that it can influence the decision of the product purchase.
3. There is a significant positive influence between product design (X1) and beauty vlogger review (X2) on product purchasing decisions (Y) on serum product for consumers in Denpasar City, when a serum product offers its unique product design with the latest, varied, or trend-following designs, then the purchasing potential will be higher as product design can influence the purchase decision of the product. Furthermore, if a beauty vlogger has in-depth knowledge of the beauty being reviewing a product serum and testimonials in detail, then viewer will more and more trust the product so that it can affect the decision of the product purchase.

ACKNOWLEDGEMENTS

Author would first like to express my gratitude to God Almighty for the blessings and grace that have allowed me to successfully complete this research is entitled “**The Influence of Product Design and Beauty Vlogger Review on Serum Products Purchasing Decisions**”. I would like to thank my family for their continuous support, understanding, and encouragement during this entire study process. Their support and affection for me have served as a continual source of inspiration. I owe my gratitude to my advisors, Mrs. Carla and Mrs. Ade, whose advice, insight, and helpful criticism have greatly influenced the direction of my research. Author especially thanks the Denpasar responders who took part in the survey and gave us vital information for this research. The success of this research would not have been feasible without their willingness to donate their time and opinions. Finally, although not mentioned by name, my profound gratitude goes out to everyone who helped make this journal a reality. Your assistance and encouragement are much valued.













REFERENCES

- [1] K. Philip, G. Armstrong, and M. O. Opresnik, *Principles of marketing*. Pearson Education, 2018.
- [2] P. Kotler, K. L. Keller, S. H. Ang, C. T. Tan, and S. M. Leong, *Marketing management: an Asian perspective*. Pearson London, 2018.
- [3] K. Ilmiyah and I. Krishernawan, “Pengaruh Ulasan Produk, Kemudahan, Kepercayaan, Dan Harga Terhadap Keputusan Pembelian Pada Marketplace Shopee Di Mojokerto,” *Mak. J. Manaj.*, vol. 6, no. 1, pp. 31–42, 2020.
- [4] S. Widodo and M. K. Mawardi, “Pengaruh beauty vlogger terhadap source characteristics serta dampaknya terhadap purchase intention,” *J. Adm. Bisnis*, vol. 47, no. 1, 2017.
- [5] R. S. Wahyuni, “Junaeda,” in *Analisis strategi pengembangan usaha percetakan*, *FORUM EKONOMI: Jurnal Ekonomi, Manajemen dan Akuntansi*, 2023, pp. 740–749.
- [6] S. A. Saputri and I. Novitaningtyas, “Analisis pengaruh kualitas produk dan review beauty vlogger terhadap keputusan pembelian pada produk kosmetik,” *Among Makarti*, vol. 15, no. 1, 2022.
- [7] L. Arista and H. Lasmana, “Pengaruh review oleh Sarah Ayu pada produk kecantikan di YouTube dan brand awareness terhadap keputusan menggunakan produk,” *Scriptura*, vol. 9, no. 1, pp. 26–34, 2019.
- [8] D. D. Guntari and P. A. Halim, “Pengaruh kualitas dan desain produk terhadap keputusan pembelian (Survey pada produk Envygreen Skincare),” *J. E-Bis*, vol. 5, no. 2, pp. 295–307, 2021.
- [9] M. Lestari, S. Ritonga, and I. F. Deni, “Strategi Komunikasi Pemasaran Radio Kiis Fm Dalam Menjaga Eksistensi Pendengar Khalayak Di Kota Padang Sidempuan,” *SIBATIK J. J. Ilm. Bid. Sos. Ekon. Budaya, Teknol. Dan Pendidik.*, vol. 2,

no. 3, pp. 1063–1072, 2023.

- [10] T. O. Langoday, C. Wahyuningrum, and A. S. Y. Lay, *TEORI PENGAMBILAN KEPUTUSAN BISNIS: Pengantar untuk Calon Manajer Hebat di Era Global*. PT. Sonpedia Publishing Indonesia, 2023.
- [11] R. Masruroh and T. Sudarwanto, "Pengaruh Beauty Vlogger Review Dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Pada Kosmetik Maybelline Di Surabaya)," *J. Pendidik. Tata Niaga*, vol. 8, no. 1, 2020.

BIOGRAPHIES OF AUTHORS

	<p>Ni Luh Putu Ayu Savitri Devi    I studied for four years at the International University of Bali, which is in Denpasar. There, I took a major in Digital Business, with a focus on marketing, I acquired a wide range of in-depth knowledge and skills on marketing concepts, market analysis, and consumer behavior. Email: ayusavitrivedi2206@gmail.com</p>
	<p>Vitalia Fina Carla Rettobjaan    I am currently a lecturer at the Digital Business Study Program at Bali International University. The author completed his Bachelor's degree at the Faculty of Economics and Business, Trisakti University in 2016; and Master of Management education at Trisakti University Postgraduate in 2018; Her research interests and studies are marketing management, financial management and digital business. Email: carlarettojaan@unbi.ac.id</p>
	<p>Ni Made Widnyani    I am a passionate lecturer specializing in digital business management with a keen interest in business and research. My expertise lies in guiding students through the dynamic landscape of digital technologies and their applications in modern business strategies. I am dedicated to fostering a deep understanding of management principles, equipping students with the skills necessary to thrive in today's digital economy. My research endeavors focus on exploring innovative solutions to contemporary business challenges, aiming to contribute meaningful insights to the field. Email: madewidnyani@iikmpbali.ac.id</p>