Analysis Of Promotions And Influencers On Skincare Purchasing Decisions That Are Moderated By Millennial Needs

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Abstract: The cosmetics industry targets market segmentation for both women and men, especially the millennial generation, which is expected to dominate the population of Indonesia in the near future. The objective of this research focuses on the relationship between Promotion and influencers on the purchasing decisions of Skincare products among the millennial generation. The fashionable needs of the millennial generation will be mediated to analyze its influence on purchasing decisions. The appropriate research type for the final project with this title is quantitative research with an observational or survey research design using a questionnaire through a questionnaire scale on 150 respondents in Tambun Selatan District, Bekasi, as well as interviews. The results of the analysis indicate that the Promotion and Influencer variables have a significant influence on the Purchasing Decisions of Skincare products among the millennial generation. The R-square for the Purchasing Decision variable is 0.765, while the adjusted R-square for the Fashionable Needs of the Millennial Generation variable is 0.818. The t-test on Promotion shows a t-statistics value of 2.161 and a p-value of 0.031, while on Influencer, the t-statistics value is 4.040, and the p-value is 0.000, indicating a significant influence. However, when tested simultaneously with the mediation of Fashionable Needs, the t-statistics value of 1.562 is smaller than the t-table value of 1.65508 at a significance level of 0.05, and the p-value of 0.118 is greater than 0.05, indicating no significant influence between these variables and Purchasing Decisions. The t-test on Promotion shows a t-statistics value of 2.161 and a p-value of 0.031, while on Influencer, the t-statistics value is 3.174, which is greater than the t-table value (1.65508) at a significance level of 0.05. Moreover, the p-value of 0.002 is also less than 0.05, indicating a significant influence between Promotion and Influencer on the Fashionable Needs of the Millennial Generation, which is mediated.

Keywords: Promotion, Influencer, Fashionable Needs, Purchase Decision

INTRODUCTION

A promotion is content or information created and shared by a company or organization to attract and retain customers. Promotions can be text, images, video, audio, or any other form that can be consumed by the audience. The purpose of Promotion is to increase brand awareness, increase sales, or build a good relationship with customers. Promotions can be made in various formats, including blogs, articles, ebooks, infographics, videos, podcasts, email newsletters, and social media posts. Promotions can be shared

through various channels, such as websites, blogs, social media, and email. To create an effective Promotion, a company or organization must consider several things, including determining the purpose of the Promotion, determining the target audience, determining the theme or topic of the content, and developing interesting content (Pertiwi & Gusfa, 2018).

According to Grand Theory, purchasing decisions are a person's attitude to buy or use a product in the form of goods or services that have been believed to satisfy him and the willingness to bear the risks that may be caused. Consumers make purchasing decisions every day. Marketers need to know what consumers consider in purchasing decisions. A process of assessing and selecting alternatives according to certain interests by determining an option that is considered the most profitable (Kotler dan Keller, 2016). Promotion is writing or text that discusses marketing. Promotion can be in the form of articles, reports, or scientific writings that discuss various things related to marketing, such as marketing strategies, promotional techniques, or market analysis. (McPheat, 2017).

Influencers are people who have the ability to influence others through social or other media platforms. Influencers usually have a large number of followers on social media, such as Instagram or Youtube, and have the ability to attract the attention of others with the content they create. Influencers can influence others in various ways, including by expressing opinions, being trendsetters, or spreading information. Influencers can also influence others by recommending products or services to their followers. Influencers usually have a special expertise or interest in a field, such as fashion, technology, or hobbies. This makes the content they create focused on a specific topic, so that their followers can find information that is useful to them. Many companies or organizations work with influencers to promote their products or services. Influencers can help these companies or organizations to reach a wider audience and increase their brand awareness. To be an effective influencer, one must have several qualities, including having good communication, having the ability to attract the attention of others, and having passion for the topics they discuss. In addition, influencers must also have integrity and transparency in expressing opinions or recommending products or services to their followers. By possessing these qualities, influencers can build good relationships with their followers and influence others in a positive and beneficial way. (Wilis & Augustina, 2022).

An influencer is an individual or group of people who have the influence or power to influence others in making decisions, be it in terms of buying a product or following a trend. (Forbes, 2016). The fashionable needs of the millennial generation are the need for the latest styles and trends in dressing. Millennials, also known as generation Y, are people born between the 1980s and early 2000s. Millennials are a generation that tends to have a desire to look fashionable and up-to-date in terms of clothing style. The fashionable needs of this millennial generation can be influenced by various factors, including cultural, technological, and social factors. Cultural factors can influence the fashionable needs of millennials because this generation is a generation that is open to change and adapts quickly to developing trends. Millennials also tend to care more about appearance than previous generations. This can trigger the need for a style that is always up-to-date and looks fashionable. Technology factors also affect the fashionable needs of the millennial generation because this generation is a generation that grew up in the digital era. Millennials are easily influenced by information accessed through the internet and social media. They also often follow trends that are popular in cyberspace and tend to have a desire to emulate the styles they see on social media. Social factors can also influence the fashionable needs of millennials because this generation tends to have high self-confidence and wants to look attractive in the eyes of others. They also tend to follow trends that are popular among their friends or co-workers. This can increase the need for styles that are up- to-date and look fashionable. (Adytia, 2018).

The fashionable needs of millennials are generally characterized by the need to always be connected and updated with the latest technology, as well as the need to always explore and try new things.(Rudianto, 2021).

Based on this, purchasing decisions can influence promotional factors and influencers as well as fashionable needs. To illustrate the influence of promotions, influencers, and

fashionable needs of the millennial generation on purchasing decisions on *Skincare* products, a temporary pre-survey questionnaire was distributed online to 10 respondents (communities around the South Tambun area).
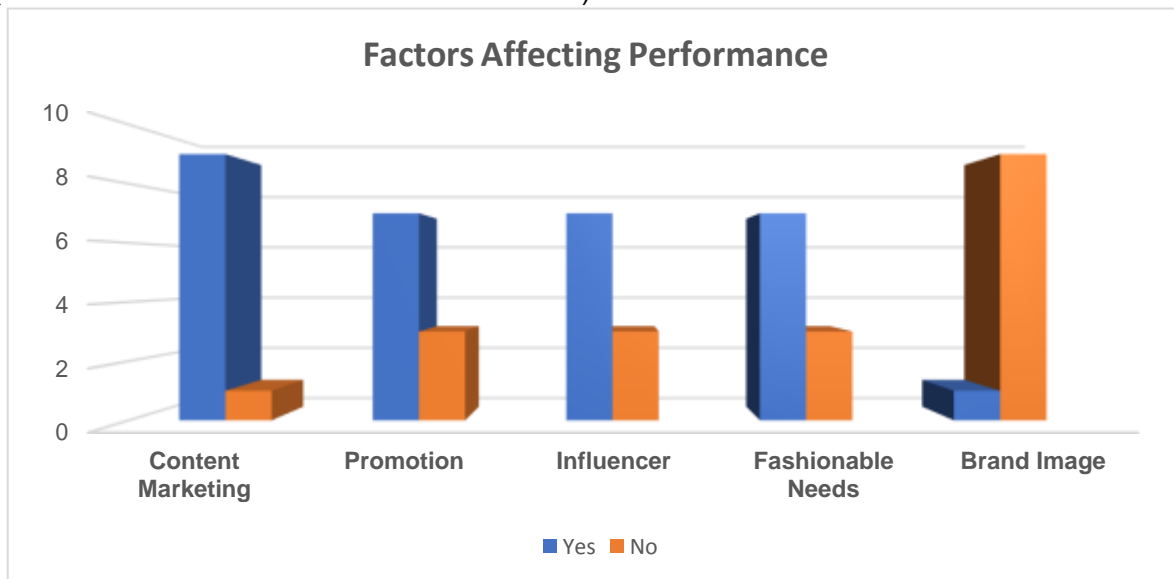

Figure 1. **Pre-Survey Results**

Based on figure 1. Above it can be seen that respondents will answer Promotion variables such as one of the purchase decisions as many as 7 people. Respondents answered influencer variables such as one of the purchase decision factors as many as 7 people. Respondents will answer the variable needs of fashionable millennial generation style such as one of the purchasing decision factors as many as 7 people. From the pre-survey results, it can be seen that promotional factors, influencers, and fashionable needs of the millennial generation on purchasing decisions on *Skincare* products.

LITERATURE REVIEW

Promotion

Digital promotion is a form of promotion that utilizes online platforms and channels to reach the target audience. In the digital age, digital promotion has become an integral part of modern marketing strategies. This includes the use of social media, online advertising campaigns, content marketing, email marketing, and various other online tactics to create a strong presence in cyberspace. The advantage of digital promotion lies in its ability to target the right audience and enable two-way interaction between companies and consumers. Through digital data analysis, companies can measure campaign effectiveness, adjust strategies in real-time, and gain deep insights into online consumer behavior. With the development of technology and wider internet penetration, digital promotion has become one of the main pillars to build brand presence, increase visibility, and expand market reach. (Retnasari & Prihatin, 2020).

Influencer

Influencers, or influencers, refer to individuals who have a significant presence and influence in cyberspace, especially on social media. Influencers build large, engaged audiences, and they have the ability to influence the opinions, behaviors, and buying decisions of their followers. Typically, influencers have a specific skill or interest, such as fashion, beauty, travel, culinary, or other niche topics, that form the foundation for

the content they share. In marketing, working with influencers has become a popular strategy to reach a targeted audience. They can help brands or products gain greater exposure and connect more personally with consumers through recommendations or reviews. These types of influencers include celebrities, experts in a particular industry, or regular individuals who have built a strong online reputation. Influencer marketing involves payment or other exchanges between brands and influencers for promotion.Despite the huge profit potential, companies need to select influencers that match theirbrand values and identity and ensure that collaborations are authentic to maintain consumer trust. (Mahardini et al., 2022).

Fashionable Needs

Fashionable needs refer to desires or demands related to the latest trends or styles in fashion and lifestyle. In this context, fashionable needs include those that arise in response to changes in the world of fashion and lifestyle, which can include clothing, accessories, beauty products, or certain consumption trends. In an era driven by social media and digital influence, fashionable needs are often fueled by growing trends on platforms like Instagram, TikTok, or Pinterest. Consumers may feel drawn to follow a particular trend, own a product or clothing that is popular, or reflect an up-and-coming lifestyle. It is important to remember that fashionable needs tend to be temporary and can change over time in line with changing trends. While meeting fashionable needs can provide satisfaction to keep up with the latest trends, it is also important to keep long-term values and needs in making consumption decisions. (Mahardini et al., 2022).

Purchasing Decision

Purchasing decisions are stages in the five-tier model of consumer purchasing decisions proposed by Philip Kotler. In this model, consumers go through a series of steps before making a purchase decision. This process begins with the introduction of a problem or need, followed by information retrieval, evaluation of alternatives,purchase decision, and execution of the purchase. Purchasing decisions, in essence,are the result of consumers' evaluation of the various alternatives available and the selection of one alternative that is considered to best meet their needs or wants. It also includes aspects of purchase execution, where consumers make transactions to get the product or service that has been selected. Kotler's five-tier model helps marketers understand the consumer buying journey, and by understanding the factors that influence purchasing decisions at each level, marketers can design more tailored andeffective marketing strategies to meet consumer needs. (Budiastari, 2017).

METHOD

This type of research is quantitative research. Quantitative research, namely research based on the philosophy of positivism, is used to examine certain populationsor samples, data collection using research instruments, quantitative data analysis with the aim of testing hypotheses that have been set. (Sugiyono, 2018).
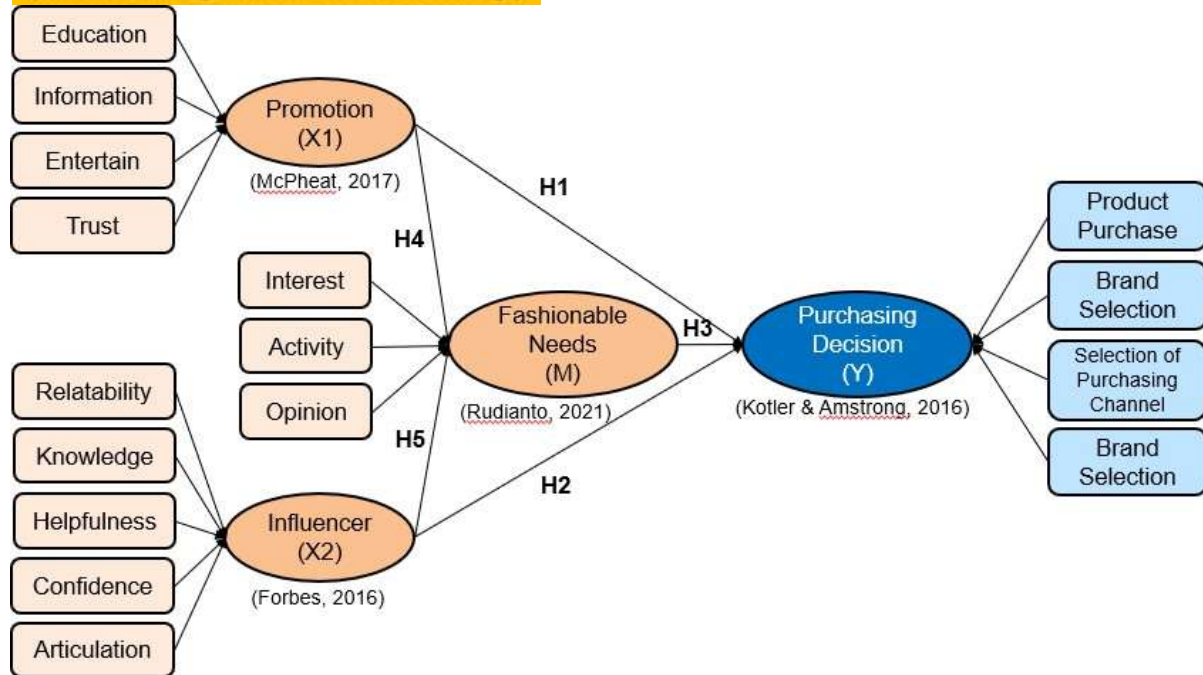
Figure 2. **Research design**

RESULTS AND DISCUSSION

A data to find the information that the researcher wants to convey, and also to beable to provide clues for researchers to the questions in this study. Data analysis in this study is quantitative.

Convergent Validity

Convergent Validity measurement model with items having values based on the correlation between item scores and construct values. The Convergent Validity Index is measured by factors AVE, composite reliability, R square, Cronbach's alpha. The results of AVE index, composite reliability, R square, Cronbach's alpha can be seen in table 1.

Table 1**. Convergent Validity**

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Promotion (X1)	0,954	0,955	0,962	0,758
Influencer (X2)	0,959	0,959	0,964	0,729
Fashionable Needs of Millennials Generation (M)	0,939	0,94	0,951	0,765
Purchasing Decision (Y)	0,934	0,938	0,946	0,685

Source : data processed by researchers, 2023

Table 1. is a table that shows the results of Convergent Validity measurements in research models conducted by researchers. The research construct consists of four variables, namely Promotion (X1), Influencers (X2), Millennial Generation's Fashionable Needs (M), and Purchase Decisions (Y). These four variables aremeasured through several

items contained in the questionnaire.

This table shows several Convergent Validity indices, namely Cronbach's alpha, Composite reliability (rho_a), Composite reliability (rho_c), and Average variance extracted (AVE) for each variable. This index is used to evaluate how well the items in the questionnaire can measure the construct being measured. The higher the index value obtained, the better the measurements taken.

Cronbach's alpha is a coefficient used to measure consistency between items in a single variable. Composite reliability (rho_a and rho_c) is a coefficient used to measure the reliability of a variable. AVE is a measure for evaluating how much variation in a construct can be described by a measurement variable. All index values in table 4.2 show very high values, which are above 0.6 and close to 1. This shows that measurements on the four variables in this research model have a very high level of validity and reliability. Therefore, it can be concluded that the measurements made on all four variables in this study can be considered valid and reliable.

Outer Loading

Here are the outer model test results that show the outer loading value using SmartPLS analysis tool version 4.0
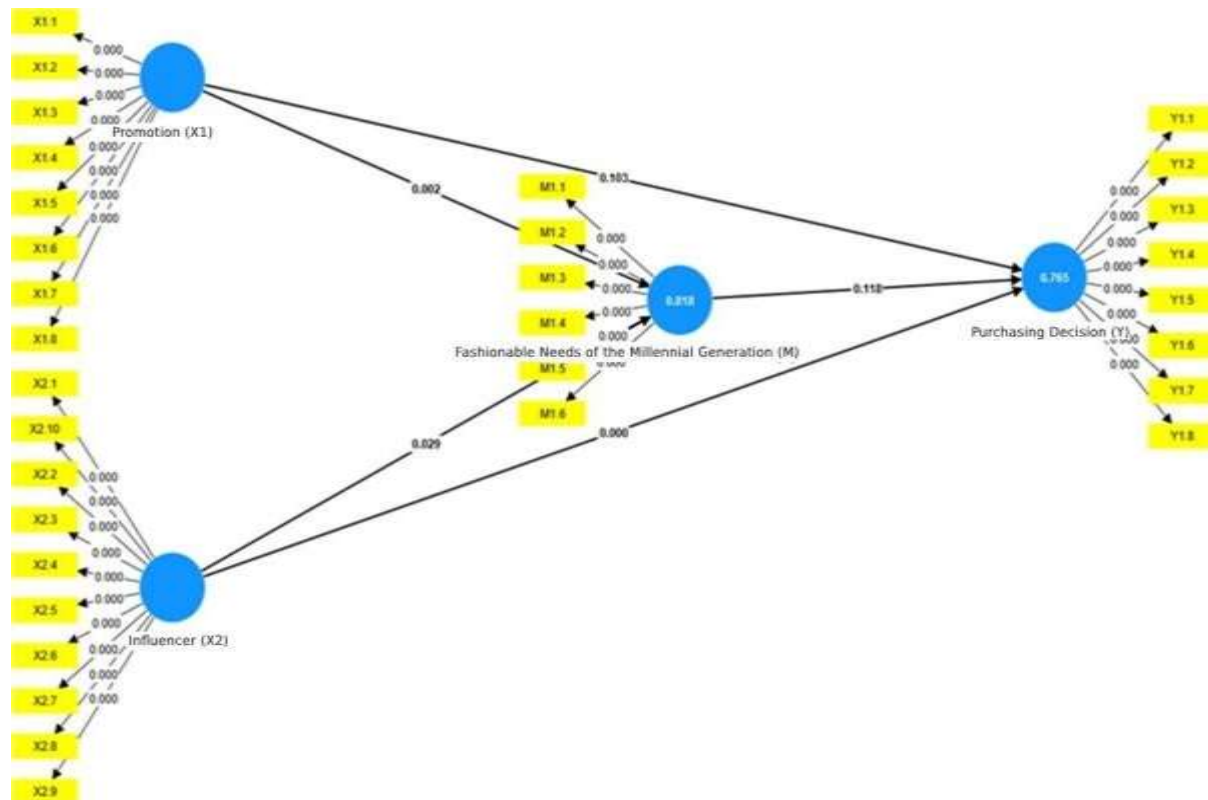

Figure 3. **Outer Model Test Results**

From the results of the outer model test in Figure 3. It can be seen that all loadings and cross-loadings values are significant and have a high value, which is above 0.5.

AVE values on all constructs are also high, i.e. above 0.5, indicating that the measurement of indicators in one construct is good. CR values on all constructs are also high, i.e. above 0.7, indicating that the reliability of measurements in one construct is good. Therefore, it can be concluded that the measurement model used in this study has convergent validity and can be trusted for use in further analysis.

Discriminant Validity

It is a cross loading value that is useful to find out whether the construct has an adequate discriminant, namely by comparing the loading value on the intended construct must be greater than other values. By default the value for each construct must be greater than 0.7. based on Table 3. The cross loading value on each construct has a value of more than 0.7. This shows that the manifest variable in this study has correctly explained the latent variable and proved that all items are valid.

Table 3. **Cross Loading Value**

Variable	Influencer (X2)	Fashionable Needs of the Millennial Generation (M)	Purchasing Decision (Y)	Promotion (X1)
M1.1		0,852		
M1.2		0,87		
M1.3		0,903		
M1.4		0,853		
M1.5		0,891		
M1.6		0,878		
X1.1				0,868
X1.2				0,837
X1.3				0,862
X1.4				0,883
X1.5				0,828
X1.6				0,915
X1.7				0,872
X1.8				0,895
X2.1	0,873			
X2.10	0,897			
X2.2	0,867			
X2.3	0,822			
X2.4	0,825			
X2.5	0,797			
X2.6	0,835			
X2.7	0,874			
X2.8	0,852			
X2.9	0,893			
Y1.1			0,859	
Y1.2			0,841	
Y1.3			0,863	
Y1.4			0,873	
Y1.5			0,813	
Y1.6			0,711	
Y1.7			0,842	
Y1.8			0,809	

Source : data processed by researchers, 2023

Table 3. is a table of cross loading values that shows the loading value of each item in each construct or latent variable measured in this study, namely Influencers (X2), Millennial Generation's Fashionable Needs (M), Purchase Decisions (Y), and Promotions (X1). Cross loading values are useful for knowing how well items in a latent variable can distinguish between that latent variable and other latent variables, or in other words, whether items in a latent variable can be considered valid.

In this study, the standard cross loading value used was greater than 0.7 and from table 2. It can be seen that all cross loading values on each item are greater than 0.7, even most cross loading values exceed 0.8, so it can be concluded that all items in this study can

be considered valid in measuring the intended latent variable. This shows that the manifest variables in this study have correctly explained the late variables and proved that all items are valid.

Composite Reliability

To measure the reliability of a construct in PLS-SEM with the SmartPLS application, two ways are used, namely with Cronbach's Alpha and Composite reliability. However, ratings using Cronbach's Alpha give a lower value so it is recommended to use composite reliability and the value should be more than 0.7. In table 4.7 below it can be seen that all variable values in reliability testing using both Cronbach's Alpha and composite reliability have values above 0.7. Therefore, it can be concluded that the variables tested are valid and reliable, so that structural model testing can be carried out.

Table 4. **Variable Reliability Construct**

Variable	Cronbach's alpha	Composite reliability (rho_a)
Promotion (X1)	0,954	0,955
Influencer (X2)	0,959	0,959
Fashionable Needs of the Millennial Generation (M)	0,939	0,94
Purchasing Decision (Y)	0,934	0,938

Source : data processed by researchers, 2023

Composite reliability is a method of measuring the reliability of a construct in *Partial Least Squares Structural Equation Modeling (PLS-SEM). Composite reliability* can be used to measure how consistent and reliable manifest variables are in measuring a construct. *Composite reliability* is calculated by calculating the ratio between the sum of construct variances described by the manifest variable (loading squared) and the total construct variance. The value of composite reliability must be greater than 0.7 to be considered reliable. In this study, table 3. indicates Cronbach's alpha and composite reliability values for each construct. All variable values in reliability testing using both Cronbach's Alpha and composite reliability have values above 0.7. Therefore, it can be concluded that the variables tested are valid and reliable, so that structural model testing can be carried out.

Hypothesis Analysis with Smar PLS (Inner Model)

To assess the significance of influence between variables, a bootstrapping procedure is performed. The bootstrap procedure uses all the original samples to then resample. In the bootstrap resampling method, the two-tailed t-value is 1.65508 (significance level 5). Table 5. is the result of a t-statistic test to test the significance of the indicator against the latent variable in the second order construct. Structural model evaluation aims to predict relationships between latent variables based on the substantive theory of structural models evaluated using R-square for dependent constructs.

Table 5. **R-square test**

Variable	R-square	R-square adjusted
Fashionable Needs of the Millennial Generation (M)	0,818	0,816
Purchasing Decision (Y)	0,765	0,76

Source : data processed by researchers, 2023

Table 5. shows the results of the R-square test used to evaluate the built structural model. The R-square is a measure of how much variation in the dependent variable can be

explained by the independent variable in the model. The R-square ranges between 0 and 1, and the higher the value, the better the model is at explaining variability on the dependent variable. In table 5, R-square and R-square adjusted are calculated for the variables Millennial Generation's Fashionable Needs (M) and Purchase Decisions (Y). The R-square for variable M is 0.818, which means that 81.8% of the variation in variable M can be explained by the independent variable in the model. As for variable Y, the R-square is 0.765, which means that 76.5% of the variation in variable Y can be explained by the independent variable in the model.

In addition to the R-square, table 5. also shows R-square adjusted. The adjusted R-square is a measure that takes into account the number of independent variables in the model. The more independent variables in the model, the higher the chance of overfitting occurs, which can lead to a bad model. Therefore, R-square adjusted is used to provide a more conservative measure of how well the model can explain variability on the dependent variable. The adjusted R-square is calculated by taking into account the number of independent variables in the model. The more independent variables in the model, the lower the R-square value adjusted. The adjusted R-square value for variable M is 0.816 and for variable Y is 0.760, which shows that the constructed model can explain most of the variation in the dependent variable well and conservatively. Next with the T test in table 6.

Table 6. **T test**

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Influencer (X2) 🡢 Fashionable Needs of the Millennial Generation (M) (M)	0,374	0,372	0,171	2,18	0,029
Influencer (X2) 🡢 Purchasing Decision (Y)	0,561	0,553	0,139	4,04	0
Fashionable Needs Millennial Generation (M) 🡢 Purchasing Decision (Y)	0,127	0,134	0,081	1,562	**0,118**
Promotion (X1) 🡢 Fashionable Needs of the Millennial Generation (M)	0,542	0,546	0,171	3,174	0,002
Promotion (X1) 🡢 Purchasing Decision (Y)	0,322	0,335	0,149	2,161	0,031

Source : data processed by researchers, 2023

Table 6. is the result of the T test used to test the significance of the influence between variables in the structural model. The table shows the results of the T test on structural models with variables Promotion, influencers, fashionable needs of the millennial generation, and purchasing decisions on Skincare products. Here is an explanation for each variable in table 6 :

1. Promotion Variable (X1) 🡢 Purchase Decision (Y): The results of the t test show that the t statistics value of 2.161 is greater than the t value of the table (1.65508) at a significance level of 0.05, and the p-value of 0.031 is less than 0.05, so it can be concluded that there is a significant influence between the Promotion variable and the Purchase Decision of a Skincare product in the millennial generation.

2. Influencer Variable (X2) 🡢 Purchase Decision (Y): The results of the t test show that the t statistic value of 4.040 is greater than the t value of table 1.65508 at a significance level of 0.05, and the p-value of 0.000 is less than 0.05, so it can be concluded that there is a significant influence between the Influencer variable and the Purchase Decision.

3. Promotion and Influencer variables are simultaneously mediated by the fashionable

needs of the Millennial Generation (M) ⬚ Purchase Decision (Y): The results of the t test show that the t statistic value of 1.562 is smaller than the t value of table 1.65508 at a significance level of 0.05, and the p-value of 0.118 is greater than 0.05, so it cannot be concluded that there is a significant influence between the Promotion variables, and Influencers simultaneously mediated Millennials' Fashionable Needs and Purchasing Decisions.

4. The Promotion Variable on Purchase Decision (X1) has an effect on ⬚ Millennial Generation's Fashionable Needs (M): The t-test results show that the t-statistic value of 3.174 is greater than the t-value of table 1.65508 at a significance level of 0.05, and the p-value of 0.002 is less than 0.05, so it can be concluded that there is a significant influence between the Promotion variable and the Fashionable Needs of the Millennial Generation.

5. Influencer Variables on Purchasing Decisions (X2) ⬚ Millennial Generation's Fashionable Needs (M): The t-test results show that the t-statistic value of 2.180 is greater than the t-value of table 1.65508 at a significance level of 0.05, and the p-value of 0.029 is less than 0.05, so it can be concluded that there is a significant influence between the Influencer variable and the Fashionable Needs of the Millennial Generation.

CONCLUSION

Based on the results of the analysis and discussion in this study, namely to determine the influence of promotion and influencers mediated by the fashionable needs of the millennial generation on purchasing decisions on skincare products in South Tambun sub-district as follows :

1. Promotion has a significant and positive influence (76.5%) on purchasing decisions among millennials related to skincare products. This explains, good and relevant promotions can play an important role in influencing the millennial generation to buy skincare products.

2. Influencers have a significant and positive influence (76.5%) on millennial purchasing decisions for skincare products. This shows that working with relevant influencers and having an active following can have a positive impact on millennials' purchasing decisions towards the product.

3. Simultaneous promotion and influencers, mediated by the millennial generation's fashionable need for purchasing decisions on skincare products. The effect is weak and does not mediate, because the p-value is below 0.05 and is (-76.5%) This is because fashionable needs are not a limitation for consumers to use skincare in deciding to buy clear's skincare products.

4. Promotions mediated by the fashionable needs of millennials have a significant and positive influence (81.8%) on purchasing decisions on skincare products. This shows that when Promotions are tailored to the needs and fashionable trends of millennials, their influence on purchasing decisions becomes stronger.

5. Influencers mediated by the fashionable needs of millennials have a significant and positive influence (81.8%) on purchasing decisions on skincare products. This suggests that when influencers are selected based on relevance to the fashionable needs of millennials, their impact on purchasing decisions can increase.

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