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The Influence of Influencers, Brand Image, and Lifestyle on Purchasing Decision Facetology Sunscreen

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Abstract: This study aims to analyze the influence of influencers, brand image, and lifestyle on Facetology Sunscreen purchasing decisions, as well as the influence of influencers on brand image. The background is based on the phenomenon of increasing Facetology rankings in the Indonesian e-commerce market which is not followed by an increase in sales percentage, so an in-depth study is needed regarding the factors that influence consumer purchasing decisions. The study uses a quantitative approach with the Partial Least Squares-based Structural Equation Modeling (SEM-PLS) method through SmartPLS 4.0 software. Data were collected through questionnaires to 150 respondents who are Facetology Sunscreen users domiciled in DKI Jakarta aged 15–35 years, selected using a purposive sampling technique. The results of the study show that: (1) influencers have a positive and significant effect on purchasing decisions (2) brand image has a positive and significant effect on purchasing decisions (3) lifestyle has a positive and significant effect on purchasing decisions (4) influencers have a positive and significant effect on brand image.

Keyword: Influencer, Brand Image, Lifestyle, Purchase Decision, SEM-PLS

INTRODUCTION

Public awareness of skin health continues to increase along with the increase in population. understanding the risks of exposure to ultraviolet (UV) rays, resulting in the use of sunscreen Sunscreen has become an essential part of your daily skincare routine. Facetology Sunscreen is a local brand that has succeeded in attracting market attention. Based on Kompas Market Insight data, Facetology occupies ranked third in best-selling sunscreen sales in the first quarter of 2025 with sales share of 6.7%, then rising to second place in 2026. However, the increase in ranking was actually followed by a decrease in the percentage of sales to 6.32%. This phenomenon illustrates the inconsistency between the

ranking position and actual sales achievements, even though Facetology has presented various variants products according to the needs of the consumer's skin type . This condition indicates the existence of dynamics in consumer purchasing decisions amidst increasingly competitive markets strict, so it is important to further examine the factors that influence it, especially influencers, brand image, and lifestyle.

Marketing strategy also influences the sales performance of Facetology Sunscreen, as seen from the high volume of product review content by content creators on TikTok and Instagram. Influencer marketing has generally been shown to have a positive impact on purchasing decisions. purchasing (Alia et al., 2024). Influencers influence purchasing decisions. purchases according to research by Savitri & Fikriyah (2024) which means the importance of high credibility in an influencer so that it can influence consumers in purchasing decision making.

In research by Pantouw & Kurnia (2022), it was stated that influencers have a positive and significant influence on brand image. Then Erlinda's study et al. (2025) influencers have been proven to have a positive and significant influence in forming a brand. the image that the digital marketing strategy brought by influencers can influence brand name. Although some previous studies by Sonie & Primasatria (2022) stated on the contrary, influencers do not influence purchasing decisions. where purchasing decisions do not only come from an influencer but can also be due to Consumers only choose unknown brands. Furthermore, previous research by Sukri et al. (2024) and Iskuntianti et al, (2020) stated that lifestyle has a positive influence on purchasing decisions, meaning Consumers have an interest in choosing products because of their needs and ways spending money, or time.

Likewise, brand image has a positive influence on purchasing decisions in several studies (Sutiyono and Hadibrata, 2020). However, in other studies, Ani et al. (2025) study, brand image did not has a significant influence on purchasing decisions. Then, the research also in line with research by Azizah et al. (2022) brand image does not have a significant effect on purchasing decisions mean that not all consumers have the attraction to choose a product with a well-known brand.

These inconsistent findings, coupled with the lack of research examining the three variables simultaneously in one product object, indicates the existence of research gaps that need to be addressed, especially in cases Facetology Sunscreen which experienced an increase in ranking without a follow-up increase percentage of sales. Based on this description, the problems studied in this research is: (1) whether influencers influence the Facetology brand image Sunscreen; (2) do influencers, brand image, and lifestyle influence purchase decisions for Facetology Sunscreen, both partially and simultaneously.

This study aims to analyze the influence of influencers on brand image, as well as analyzing the influence of influencers, brand image, and lifestyle on decisions Consumer purchases of Facetology Sunscreen among consumers aged 15 to 35 years above in the DKI Jakarta area. The results of this study are expected to fill the gap theoretically regarding the relationship between the three variables simultaneously, and provides practical input for Facetology in formulating more effective marketing strategies to improve consumer purchasing decisions.

Literature Review

Consumer Behavior Theory

Consumer behavior is the study of how individuals and groups determine choices in purchasing, using, and evaluating a product or service to fulfill needs and desires, which are influenced by cultural, social, and cultural factors. personal and psychological factors (Kotler et al., 2022). External factors such as influencers plays a role in providing information and recommendations that shape consumer perceptions, while brand image and lifestyle are

factors that contribute to building trust. consumers before making a purchasing decision. This theory is the main basis for connecting the four variables in this study

Influencer

An influencer is a social media individual with a large following who is capable of influencing their followers' attitudes, perceptions, and purchasing decisions through the information, recommendations, or content they share; the term also refers to targeting influential figures in the market to build brand perception among their audience. (Kotler et al., 2024; Alia Candra et al., 2024; Kotler et al., 2024; Wibowo, 2021). Indicators Influencers according to Alia et al. (2024) are popularity, credibility, attractiveness, and strength.

Brand Image

According to Kotler et al. (2022) and Keller & Swaminathan (2020) brand image is consumer perception and trust in a brand that is formed from experiences, knowledge, and brand identity stored in memory consumers). This study measures brand image through three indicators, namely brand image company, product image, and user image (Keller & Swaminathan, 2020).

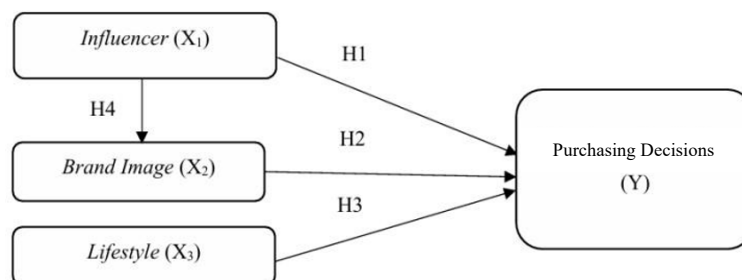
Lifestyle

Based on Kotler et al. (2024) and Iskuntianti et al. (2020), it can be concluded that lifestyle is an individual's pattern of living reflected in their activities, interests, and opinions regarding interactions with their environment, including product selection. Lifestyle comprises three AIO indicators: activities, interests, and opinions (Kotler et al., 2024).

Purchase Decisions

A purchase decision is the stage in which a consumer selects and accepts a product or service after assessing needs, comparing information, and considering perceptions, experiences, and beliefs regarding the product or brand (Kotler et al., 2022). This study measures purchase decisions using four indicators: purchase certainty, purchase priority, recommendation, and repurchase (Kotler et al., 2022).

Conceptual Framework And Hypothesis



Source: Primary data, processed in 2026

Figure 1. Conceptual Framework

H1: Influencers Influence Purchase Decisions

Research by Alia Candra et al. (2024) indicates that influencers have a positive and significant impact on purchase decisions. However, a study by Sonie & Primasatria (2022) contradicts these earlier findings, concluding that influencers do not influence purchase decisions. Successful influencer marketing can strengthen consumer trust and interest in a

product. The higher the level of trust in and appeal of the influencer, the stronger the consumer's conviction in making a purchase decision.

H2: Brand Image Influences Purchase Decisions

According to research by Sutyono and Hadibrata (2020), brand image has a positive and significant influence on purchase decisions. However, in the study by Ani et al. (2025), brand image was found not to have a significant effect on purchase decisions. A positive brand image can strengthen consumers' perceptions of value and their trust in the brand. The more favorable the brand image embedded in consumers' minds, the higher the likelihood that they will make a purchase.

H3: Lifestyle Influences Purchasing Decisions

According to Iskuntianti et al. (2020), lifestyle has a positive and significant influence on purchasing decisions, thereby attracting consumers to purchase products. Similarly, research by Sukri et al. (2024) indicates that lifestyle positively and significantly affects purchasing decisions; this can be attributed to consumer behavior during the decision-making process. Consumers with specific lifestyles tend to select products selectively to meet their needs, and a purchasing decision follows once a suitable product is found.

H4: Influencers Influence Brand Image

Based on the findings of Pantouw & Kurnia (2022), it can be concluded that influencers have a significant positive impact on brand image. Similarly, research by Erlinda et al. (2025) demonstrates that influencers play a significant, positive role in shaping brand image. Influencers with strong appeal can influence consumer perceptions through content, reviews, and product recommendations on social media. The more frequently an influencer reviews a product, the more strongly the brand image becomes embedded in the minds of consumers.

METHOD

This study employs a quantitative approach—a method grounded in positivism—to examine a large population through a specific sample (Sugiyono, 2019). The study utilizes purchase decision as the dependent variable, while influencer, brand image, and lifestyle serve as independent variables. The study population consists of consumers of Facetology Sunscreen residing in the DKI Jakarta region; the total population size is unknown. A non-probability sampling technique—specifically purposive sampling—was used, requiring participants to meet predetermined criteria: an age range of 15 to 35 years, having purchased Facetology Sunscreen at least once in the last three months, residence in DKI Jakarta, and either male or female gender. Data collection relied on primary data obtained via questionnaires, utilizing a cross-sectional design with a defined timeframe for distribution. Measurement was conducted using a 1 to 4 Likert scale. Data analysis employed Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS version 4.0. This involved assessing the outer model to verify the validity and reliability of indicators in measuring the variables—using Convergent Validity, Discriminant Validity, and Reliability tests (Hussein, 2015)—and the inner model to evaluate the relationships and influence between dependent and independent variables using R-square, Path Coefficient, and Bootstrapping tests (Hussein, 2015).

RESULT AND DISCUSSION

Respondent Profile Results

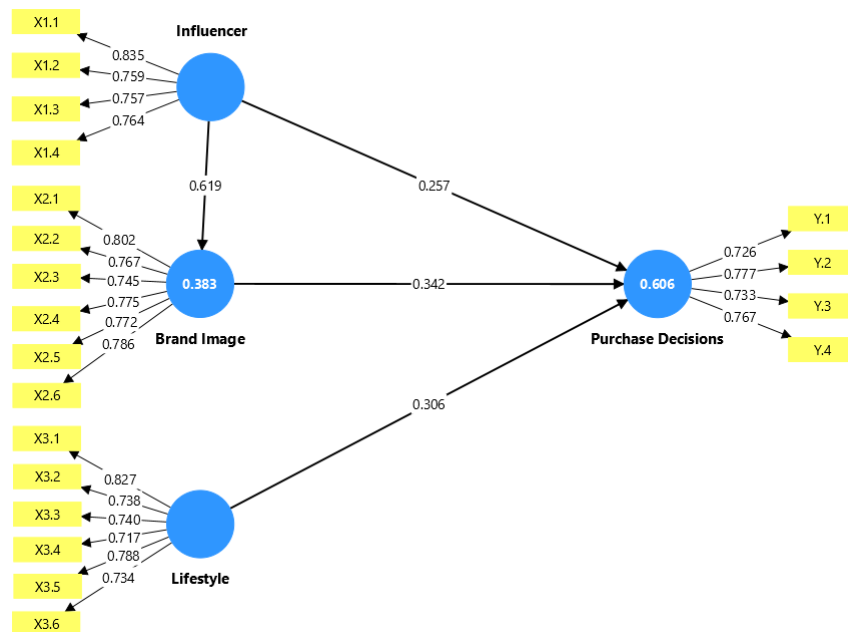
The survey results indicate that the 150 respondents met the established criteria: 100% were users of Facetology Sunscreen who had purchased the product at least once in the last

three months. Regarding demographics, 76.7% were female and the remainder male; 87.3% were aged 15–25, with the rest aged 26–35; and in terms of domicile, 46.7% of respondents were from South Jakarta.

Outer Model

It is used to measure the extent to which the research instrument is valid and reliable. The assessment encompasses three aspects: convergent validity, discriminant validity, and construct reliability.

Algorithm Model



Source: Primary data, processed in 2026.

Figure 2. Algorithm Model

The algorithm-based calculations were performed to assess the model's validity and reliability. An indicator is considered acceptable if it has a factor loading value above 0.7. The figure shows that all statement items exceed 0.7 therefore, the data can be considered valid and reliable, and no recalculation is required.

Convergent Validity

Convergent validity is tested using two criteria: outer loading values and Average Variance Extracted (AVE). An indicator is considered valid if it has an outer loading value > 0.7, whereas a construct is considered valid in terms of convergent validity if the AVE value > 0.5 (Hussein, 2015).

Outer Loading

Table 1. Outer Loading

Item	Influencer	Brand Image	Lifestyle	Purchase Decision
X1.1	0,835			
X1.2	0,759			
X1.3	0,757			
X1.4	0,764			

X2.1		0,802		
X2.2		0,767		
X2.3		0,745		
X2.4		0,775		
X2.5		0,772		
X2.6		0,786		
X3.1			0,827	
X3.2			0,738	
X3.3			0,740	
X3.4			0,717	
X3.5			0,788	
X3.6			0,734	
Y.1				0,726
Y.2				0,777
Y.3				0,733
Y.4				0,767

Source: Primary data, processed in 2026.

Table 1 above shows that all indicators for the variables of influencer, brand image, lifestyle, and purchase decision are valid. This is evidenced by the fact that all these indicators have loading values greater than 0.7.

Average Variance Extraced (AVE)

Tabel 2. Average Variance Extraced

Variable	AVE Value
Influencer	0,607
Brand Image	0,600
Lifestyle	0,575
Purchase Decision	0,564

Source: Primary data, processed in 2026.

Table 2 above shows that the variables of influencer, brand image, lifestyle, and purchase decision have AVE values greater than 0.5 therefore, it can be concluded that the indicators used to measure these variables are valid.

Discriminant Validity

A construct demonstrates good discriminant validity if the cross-loading value of an indicator on its intended construct is higher than its cross-loading values on other constructs. Furthermore, the square root of the AVE for each construct must exceed the correlation between that construct and other constructs (Ghazali & Latan, 2015).

Cross Loading

Table 3. Cross Loading

Item	Influencer	Brand Image	Lifestyle	Purchase Decision
X1.1	0,835	0,565	0,591	0,565
X1.2	0,759	0,440	0,432	0,468

X1.3	0,757	0,487	0,399	0,472
X1.4	0,764	0,422	0,374	0,504
X2.1	0,502	0,802	0,497	0,493
X2.2	0,413	0,767	0,449	0,502
X2.3	0,503	0,745	0,520	0,550
X2.4	0,480	0,775	0,495	0,593
X2.5	0,409	0,772	0,417	0,557
X2.6	0,555	0,786	0,488	0,504
X3.1	0,556	0,477	0,827	0,598
X3.2	0,380	0,511	0,738	0,474
X3.3	0,446	0,487	0,740	0,494
X3.4	0,428	0,498	0,717	0,448
X3.5	0,352	0,404	0,788	0,481
X3.6	0,468	0,447	0,734	0,523
Y.1	0,481	0,566	0,591	0,726
Y.2	0,531	0,574	0,478	0,777
Y.3	0,500	0,478	0,476	0,733
Y.4	0,416	0,430	0,439	0,767

Source: Primary data, processed in 2026.

The analysis in Table 3 above shows that all indicators of the variables influencer, brand image, lifestyle and purchasing decisions have greater cross loading values for their variables than loading values for other variables. Thus, it can be concluded that there is no discriminant validity issue in this study because it meets the requirements, namely above 0.7.

Fornell Larcker Criterion

Table 4. Fornell Larcker Criterion

Variable	Influencer	Brand Image	Lifestyle	Purchase Decision
Influencer	0,775			
Brand Image	0,619	0,758		
Lifestyle	0,619	0,583	0,779	
Purchase Decision	0,690	0,667	0,647	0,751

Source: Primary data, processed in 2026.

Table 4 above shows that the variables of influencer, brand image, lifestyle, and purchase decision exhibit square roots of AVE that are greater than the correlation values between these variables and other variables. Thus, it can be concluded that the discriminant validity requirement for this research model has been met.

Reliability

This was assessed using two measures: Cronbach's Alpha and Composite Reliability. A construct is considered reliable if the Cronbach's Alpha value is greater than 0.6 (Ghazali & Latan, 2015) and the Composite Reliability is greater than 0.7 (Hussein, 2015).

Cronbach's Alpha dan Composite Reliability

Table 5. Cronbach's Alpha dan Composite Reliability

Variable	Cronbach's alpha	Composite reliability
Influencer	0,785	0,861
Brand Image	0,867	0,900
Lifestyle	0,852	0,890
Purchase Decision	0,743	0,838

Source: Primary data, processed in 2026.

Table 5 above shows that the variables of influencer, brand image, lifestyle, and purchase decision have Cronbach's alpha and composite reliability values greater than 0.7 therefore, it can be concluded that these variables are reliable.

INNER MODEL

To test the relationships between variables in the study and to determine whether the independent variable influences the dependent variable.

R Square

Tabel 6. R Square

Variable	R-square
Brand Image	0,383
Purchase Decision	0,606

Source: Primary data, processed in 2026.

Table 6 above shows that the brand image variable has an R-square value of 0.383, meaning that 38.3% of the variation in brand image can be explained by the influencer variable. The remaining 61.7% is explained by other variables not included in this study. Furthermore, the purchase decision variable has an R-square value of 0.606, meaning that 60.6% of the variation in purchase decisions can be explained by influencers, brand image, and lifestyle. The remaining 39.4% is explained by other variables not included in this study.

Path Coefficient and Bootstrapping

Table 7. Path Coefficient and Bootstrapping

Relationships between Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Influencer -> Purchase Decision	0,257	0,262	0,085	3,019	0,003
Brand Image -> Purchase Decision	0,342	0,341	0,089	3,843	0,000
Lifestyle -> Purchase Decision	0,306	0,305	0,086	3,571	0,000
Influencer -> Brand Image	0,619	0,623	0,069	8,905	0,000

Source: Primary data, processed in 2026.

Discussion

The Influence of Influencers on Purchase Decisions

With a t-statistic of 3.019 (> 1.96) and a p-value of 0.003, it can be concluded that influencers influence purchase decisions. This implies that the better and more engaging the

content presented by an influencer, the higher the likelihood of consumers purchasing the Facetology product. These results align with studies by Alia Candra et al. (2024) and Savitri & Fikriyah (2024), which found that influencers have a positive and significant impact on purchase decisions.

However, these findings differ from the results of research by Sonie and Primasatria (2022), which stated that influencers do not influence purchase decisions. This discrepancy is likely due to differences in product characteristics and consumer segments between the studies, resulting in varying levels of consumer trust in influencer recommendations. These findings are consistent with the theory of Kotler et al. (2022:79), which posits that consumer behavior is influenced by external factors such as information and recommendations from third parties, including influencers. According to Kotler et al. (2024:682), influencers are individuals who play a role in shaping purchasing decisions through the dissemination of information.

The Influence of Brand Image on Purchase Decisions

With a t-statistic of 3.843 (> 1.96) and a p-value of 0.000, it can be concluded that brand image influences purchase decisions. A positive brand image instills trust and confidence in consumers when selecting and purchasing products. These results align with the research of Sutiyono and Hadibrata (2020), which states that brand image has a positive and significant influence on purchase decisions. However, these findings differ from the studies by Ani et al. (2025) and Azizah et al. (2022), which found that brand image did not have a significant effect on purchase decisions.

This discrepancy may be attributed to the level of consumer awareness regarding the brands studied; widely recognized brands—such as Facetology—tend to exert a stronger brand image influence compared to brands that are less familiar to consumers. These findings support the view of Keller and Swaminathan (2020) that brand image shapes consumer assessments prior to making a purchase decision. According to Kotler et al. (2022:79), consumer behavior also shapes the internal factors that influence how an individual evaluates a product.

The Influence of Lifestyle on Purchase Decisions

With a t-statistic of 3.571 (> 1.96) and a p-value of 0.000, it can be concluded that lifestyle influences purchase decisions. Consumers whose lifestyles prioritize skincare and personal appearance are more likely to be motivated to purchase skincare products such as sunscreen. These findings support the concept of lifestyle described by Kotler et al. (2024:172) through the AIO (Activity, Interest, Opinion) approach, wherein an individual's activities, interests, and opinions reflect how they interact with their environment, including in the selection of skincare products.

These results are consistent with the study by Iskuntianti et al. (2020), which found that lifestyle has a positive and significant influence on purchase decisions, as a consumer's lifestyle can stimulate interest in purchasing a product. These findings are further supported by the research of Sukri et al. (2024), which states that lifestyle has a positive and significant impact on purchase decisions.

The Influence of Influencers on Brand Image

With a t-statistic value of 8.905 (> 1.96) and a p-value of 0.000, it can be concluded that influencers have an impact on brand image. Influencers who consistently promote and provide positive reviews of a product are proven capable of enhancing brand image perceptions in the minds of consumers. This finding reinforces the view of Wibowo (2021:11) regarding influencer marketing as an approach that targets influential figures in the market to build

brand perception among their audiences. Similarly, Alia Candra et al. (2024) explain that messages conveyed by influencers with a broad follower base can directly impact their followers' attitudes and actions, including the formation of views regarding a brand. These results align with research by Pantouw and Kurnia (2022), which concluded that influencers have a positive and significant influence on brand image.

This finding is further supported by research from Erlinda et al. (2025), which found that influencers play a positive and significant role in shaping a product's brand image. Thus, the more credible and engaging an influencer is in promoting Facetology Sunscreen, the stronger the brand image formed in consumers' minds, which ultimately drives purchasing decisions for the brand.

CONCLUSION

Based on the analysis regarding the influence of influencers, brand image, and lifestyle on purchasing decisions for Facetology Sunscreen, the following conclusions can be drawn (1) The influencer variable influences the purchasing decision for Facetology Sunscreen. (2) The brand image variable influences the purchasing decision for Facetology Sunscreen. (3) The lifestyle variable influences the purchasing decision for Facetology Sunscreen. (4) The influencer variable influences the brand image of Facetology Sunscreen.

Recommendations for Facetology Company (1) Can expand collaborations beyond influencers like Jennifer Coppen to include those with higher audience engagement who are specifically focused on the skincare segment, thereby strengthening marketing reach and building consumer trust. (2) Facetology needs to maintain product quality consistency, reinforce positive brand communication, and ensure quality across every consumer touchpoint—whether through packaging, social media, or service. (3) Facetology is advised to develop marketing content that aligns with the lifestyles of its target consumers, such as educational content regarding the importance of sunscreen. (4) The company needs to conduct a comprehensive evaluation of the factors contributing to the decline in market share.

Academic advice (1) Future researchers are advised to include other relevant variables such as price, product quality, customer satisfaction, or electronic word of mouth that influence purchasing decisions for skincare products. (2) Future researchers could expand the scope of the study to other major cities in Indonesia, rather than limiting it to the DKI Jakarta area. (3) It is also suggested that future researchers focus their sampling on men within the skincare sector. (4) Future researchers could further develop the model by incorporating mediating variables, such as consumer trust or purchase intention, as well as moderating variables, such as social media engagement.

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