UNIVERSITAS
GADJAH MADA
INFLUENCE OF INSTAGRAM INFLUENCER PROMOTION AND CUSTOMER REVIEWS ON REGISTERED COSMECEUTICAL
PURCHASES AMONG UNIVERSITAS GADJAH MADA STUDENTS
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ABSTRACT

The rapid growth of social media has changed how consumers access information and make purchasing decisions, particularly for cosmeceuticals. By the end of 2025, Indonesia had 180 million active social media user identities, with Instagram reaching approximately 108 million users. Combined with the increasing circulation of illegal cosmetics reported by the *Badan Pengawas Obat dan Makanan* (BPOM), reliable information has become essential when purchasing registered cosmeceutical products. This study aimed to analyze the influence of Instagram influencer promotion and customer reviews on the purchase decisions of registered cosmeceuticals among Universitas Gadjah Mada students.

This quantitative cross-sectional study collected data through an online questionnaire distributed from March to May 2026. Of 470 responses, 452 met the inclusion criteria and were analyzed, while 18 responses were excluded because they did not meet the respondent criteria. Instagram Influencer Promotion (X_1) and Customer Review (X_2) were the independent variables, while Purchase Decision (Y) was the dependent variable. Data were analyzed using descriptive statistics and multiple linear regression.

The results showed that Instagram Influencer Promotion ($t = 2.094$; $p = 0.037$) and Customer Review ($t = 2.953$; $p = 0.003$) both had positive and significant effects on purchase decisions. Simultaneously, both variables significantly influenced purchase decisions ($F = 7.460$; $p < 0.001$). Customer Review had a stronger effect ($\beta = 0.130$) than Instagram Influencer Promotion ($\beta = 0.097$). However, the model explained only 2.8% of the variance (Adjusted $R^2 = 0.028$), indicating that other factors also contribute to purchase decisions. Overall, both variables significantly influenced the purchase decisions of registered cosmeceuticals, with customer reviews emerging as the stronger predictor.

Keywords: *Instagram influencer promotion, customer review, purchase decision, registered cosmeceutical*

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ABSTRAK

Pesatnya perkembangan media sosial telah mengubah cara konsumen memperoleh informasi dan mengambil keputusan pembelian, khususnya pada produk kosmeseutikal. Pada akhir tahun 2025, Indonesia memiliki 180 juta identitas pengguna aktif media sosial, dengan sekitar 108 juta pengguna Instagram. Bersamaan dengan meningkatnya peredaran kosmetik ilegal yang dilaporkan oleh Badan Pengawas Obat dan Makanan (BPOM), ketersediaan sumber informasi yang tepercaya menjadi semakin penting dalam pemilihan produk kosmeseutikal yang telah terdaftar. Penelitian ini bertujuan menganalisis pengaruh promosi *influencer* Instagram dan ulasan pelanggan terhadap keputusan pembelian produk kosmeseutikal terdaftar pada mahasiswa Universitas Gadjah Mada.

Penelitian ini menggunakan desain kuantitatif dengan pendekatan potong lintang (*cross-sectional*). Data dikumpulkan melalui kuesioner daring pada Maret–Mei 2026. Dari 470 respons yang diperoleh, sebanyak 452 memenuhi kriteria inklusi dan dianalisis, sedangkan 18 lainnya dikecualikan karena tidak memenuhi kriteria responden. Variabel independen penelitian adalah Promosi *Influencer* Instagram (X_1) dan Ulasan Pelanggan (X_2), sedangkan Keputusan Pembelian (Y) merupakan variabel dependen. Analisis data dilakukan menggunakan statistik deskriptif dan regresi linier berganda.

Hasil penelitian menunjukkan bahwa Promosi *Influencer* Instagram ($t = 2{,}094$; $p = 0{,}037$) dan Ulasan Pelanggan ($t = 2{,}953$; $p = 0{,}003$) berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan, kedua variabel juga berpengaruh signifikan terhadap keputusan pembelian ($F = 7{,}460$; $p < 0{,}001$). Ulasan Pelanggan memiliki pengaruh yang lebih kuat ($\beta = 0{,}130$) dibandingkan Promosi *Influencer* Instagram ($\beta = 0{,}097$). Namun, model hanya mampu menjelaskan 2,8% variasi keputusan pembelian (*Adjusted* $R^2 = 0{,}028$), sehingga masih terdapat faktor lain yang memengaruhi keputusan pembelian. Secara keseluruhan, promosi influencer Instagram dan ulasan pelanggan berpengaruh signifikan terhadap keputusan pembelian produk kosmeseutikal terdaftar, dengan ulasan pelanggan sebagai faktor yang paling dominan.

Kata kunci: *promosi influencer Instagram, ulasan pelanggan, keputusan pembelian, kosmeseutikal terdaftar*