

The Influence of Brand Image, Brand Experience and Influencer Marketing on Consumer Purchasing Decisions Through Purchase Intention as an Intervening Variable in Scarlett Whitening Beauty Products

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This research was conducted with the aim of showing the influence of brand image, brand experience and influencer marketing on purchasing decisions with the purchase interest variable being the intervening variable. This study uses a quantitative approach. The research population is Scarlett Whitening consumers in Jakarta, the total of which is not known for certain. Sampling used purposive sampling technique and obtained 90 samples. The data analysis technique uses path analysis. The research results show that brand image has no influence on purchasing decisions. Brand image also has no influence on purchasing interest. Brand experience has a significant positive influence on purchasing decisions and purchasing interest. Influencer marketing variables have no influence on purchasing decisions. Influencer marketing influences purchasing interest. Then the purchase interest variable has no influence on purchasing decisions. Meanwhile, the results of research on mediation (intervening) variable tests produce that brand image, brand experience and influencer marketing have an influence through purchasing interest on purchasing decisions. This research can be used by companies in deciding policies and developing strategies in maintaining a good brand image from consumer perception, and using brand experience and influencer marketing to promote products.



Keywords: *Brand Image, Brand Experience and Influencer Marketing, Purchase Intention, Buyer Decision, Scarlett Whitening.*

Introduction

Background

In this era of globalization, companies are also fiercely competing to gain increasingly critical market share to improve economic conditions and social standards, meaning that living standards and needs are also increasing by striving to become the most superior in their surroundings. One rapidly growing industry at present, with many emerging players, is the cosmetics/skincare industry (Then, 2020). The proliferation of the skincare industry in Indonesia is considered very rapid. For example, for foreign skincare industries circulating in Indonesia, based on data from the Ministry of Industry of the Republic of Indonesia, the import value of skincare products in 2019 was US\$681.66 million, which then increased to US\$950.15 million in 2021. According to a survey conducted by Katadata Insight Center published in October 2020, involving 6,697 respondents from 34 provinces in Indonesia, Scarlett Whitening, founded in 2017, is one of the most popular local brands in the facial care and cosmetics category (Katadata, 2021).

This creates the notion that brand image significantly influences the market as it reflects whether a product is good or not. Thus, a good brand image can generate positive perceptions to enhance understanding of consumer behavior aspects in making purchases (Then, 2020). Brand image is also described as the perception of a brand as reflected by brand associations in consumers' minds (Kotler & Keller, 2016). Therefore, companies capable of forming a good brand image will be able to sell to consumers easily and effectively and have a great opportunity to increase consumer purchasing decisions through brand experience.

Brand experience is often viewed as an effect and reaction (sensory, cognitive, and behavioral) of consumers arising from stimuli formed through brand identity, brand design, packaging, communication, and environment (Pamungkas and Ishak, 2023). Based on this concept of brand experience, Scarlett Whitening employs a different brand experience identity from its competitors.

In marketing its products, Scarlett Whitening collaborates with several public figures and influencers to review them on social media platforms such as Instagram and YouTube to introduce and promote Scarlett Whitening products. One of these influencers is Rachel Vennya, commonly known as Buna. Besides leveraging influencer popularity, Scarlett Whitening's success is also attributed to the personal branding of Felicya Angelista, the founder of Scarlett Whitening. Felicya has 22 million followers on Instagram. Scarlett Whitening also utilizes digital technology to compete with other beauty industries.

Consumer purchasing decisions are related to psychological factors, so understanding the psychological and personal factors of consumers is very important and has a strong influence on purchasing behavior (Arista & Triastuti, 2011).

With the Self congruity theory approach, which is the basis for thinking about self-compatibility with brand. Where understanding brand alignment grows the likelihood of positive affective reactions, attitudes, and behaviors toward the brand. Therefore, brands that can align with their target markets successfully create brand attachment that can influence purchase interest.

Statistical test differences, theories, phenomena addressed, and research samples used will result in various research gaps partially. These research gaps will form diversifications of reasons why a consumer makes purchasing decisions, where before a consumer ultimately makes a purchasing decision, the behavior that emerges initially is consumer purchase interest.

Consumer purchase interest is defined as the tendency of consumers to buy a brand or take purchasing-related actions measured by the likelihood of consumers making a purchase (Mehta in Paramitha, 2021). A study conducted by Karina (2020) resulted in significant positive purchase interest affecting purchasing decisions. Whereas, a study conducted by Sari (2020) found no significant relationship between purchase interest and purchasing decisions. Thus, there are partial research gaps from previous research findings through the variables of brand image, brand experience, and influence marketing to foster consumer skincare purchasing decisions through purchase interest.

Then, the variables that will be used in this study are brand image, brand experience, and influence marketing as independent variables, which will be tested for their influence on the dependent variable, namely purchasing decisions (Hidayanti, Farida, and Athia (2023), Setyawan and Adiwijaya (2018), and Chanaya and Sahetapy (2020), as well as Pratiwi and Sidi (2022)). Furthermore, the intervening variable is purchase interest. Therefore, this study will focus on testing the partial influence of brand image, brand experience, and influence marketing on purchasing decisions, and then test the intervening effect of purchase interest on Scarlett Whitening purchasing decisions in Jakarta. This study is chosen because there are still few studies focusing on brand image, brand experience, and influence marketing through intervening purchase interest to consumer purchasing decisions. Thus, the topic of Scarlett Whitening purchasing decisions in Jakarta becomes interesting to research.

Research Objective

This research is expected to contribute to various stakeholders. For the internal company, it is used to understand the Brand Image, Brand Experience, and Influence Marketing and their significance in influencing purchasing decisions. Additionally, it serves as additional reference for the latest research results regarding the intervening variable of purchase interest that can be



used to understand the purchasing decisions of companies in the basic material sector. For investors, it provides information and serves as input for business practitioners in making strategic marketing decisions when considering investing or allocating capital to the company. Lastly, for future researchers, it enriches their knowledge about the theory of this research.

Literature Review

Self Congruence Theory

In essence, to understand how a consumer develops a purchasing interest leading to a purchase, various influencing aspects or factors are required. This underpins why variables such as brand image, brand experience, and influencer marketing can influence consumer behavior in forming purchasing interest that ultimately impacts purchasing decisions. Thus, consumer behavior involves actions directly engaged in acquiring, using, and consuming products and services, including the decision-making processes preceding and following these actions (Engel et al., 2014).

Purchase Decision

According to Schiffman and Kanuk (2004), a purchase decision is the selection from two or more alternative purchase decision options, meaning that for a decision to be made, several alternative options must be available. The decision to purchase can lead to various decision-making processes.

Influence of Brand Image on Purchase Interest

Brand image is the perception and belief held by consumers, where a good brand image can foster consumer purchase interest in a product (Hidayanti, Farida, and Athia, 2023).

(H1) Brand Image has an influence on purchase interest

Influence of Brand Experience on Purchase Interest

Positive experiences perceived by consumers will foster trust that consumer desires and needs can be fulfilled, thereby fostering purchase interest (Chanaya and Sahetapy, 2020).

(H2) Brand Experience has an influence on purchase interest

Influence of Influence Marketing on Purchase Interest

Influencers in the marketing process act as mediators connecting companies with the target groups through voices trusted by potential users, followers, and influencers (Christie & Sartika, 2022).

(H3) Influence Marketing has an influence on purchase interest

Influence of Brand Image on Purchase Decision

According to Kotler (2012), brand image is the impression customers have of a brand that can be identified by brand connotations remembered by customers.

(H4) Brand Image has an influence on purchase decision

Influence of Brand Experience on Purchase Decision

Setyawan and Adiwijaya (2018) stated that if a brand has a good brand experience according to customers, then customer brand loyalty to that brand will also be better. Thus, it will provide a great opportunity for consumers to purchase the product in the present and future.

(H5) Brand Experience has an influence on purchase decision

Influence of Influence Marketing on Purchase Decision

Influencers are individuals or figures on social media who have a significant number of followers, and according to Huang, C. C. (2017), their messages have the power to influence the behavior of their followers.

(H6) Influence Marketing has an influence on purchase decision

Influence of Purchase Interest on Purchase Decision

The purchase decision behavior for a product occurs after consumers go through a series of thoughts in their minds that result in consumer perceptions about the brand and the environment influencing them, whereupon they will exhibit behavior in brand selection. Before someone decides to make a purchase, purchase interest will first arise in the consumer's mind (Kotler, 2012).

(H7) Purchase interest has an influence on purchase decision

(H8) Brand Image, Brand Experience, and Influence Marketing through purchase interest as an intervening variable influence purchase decision.

Research Hypotheses

- 1) It is hypothesized that there is an influence of Brand Image on the purchase interest of Scarlett Whitening beauty products in Jakarta.
- 2) It is hypothesized that there is an influence of Brand Experience on the purchase interest of Scarlett Whitening beauty products in Jakarta.
- 3) It is hypothesized that there is an influence of Influence Marketing on the purchase interest of Scarlett Whitening beauty products in Jakarta.
- 4) It is hypothesized that there is an influence of Brand Image on the purchase decision of Scarlett Whitening beauty products in Jakarta.
- 5) It is hypothesized that there is an influence of Brand Experience on the purchase decision of Scarlett Whitening beauty products in Jakarta.
- 6) It is hypothesized that there is an influence of Influence Marketing on the purchase decision of Scarlett Whitening beauty products in Jakarta.

7) It is hypothesized that there is an influence of purchase interest on the purchase decision of Scarlett Whitening beauty products in Jakarta.

8) It is hypothesized that there is an influence between Brand Image, Brand Experience, and Influence Marketing through purchase interest as an intervening variable on the purchase decision of Scarlett Whitening beauty products in Jakarta.

Research Methodology

This research employs a quantitative approach. The research population consists of Scarlett consumers, with an unknown number. The sampling method used is nonprobability sampling with purposive sampling technique. The sampling criteria are respondents residing in Jakarta. Based on these criteria, a total of 90 respondents were obtained as the sample size. Data collection is conducted using online distributed questionnaires. The data analysis method uses path analysis. Path analysis is used to analyze the direct and indirect effects of independent variables on dependent variables.

Results and Discussion

Overview of the Research

Scarlett Whitening was founded in 2017, and in that year, Scarlett Whitening focused on online sales. PT. Opto Lumbung Sejahtera is the manager and owner of Scarlett Whitening, based in the capital city of Jakarta.



Evaluation of Outer Model Measurement

Results of Validity Test

The validity test in this study involved 90 respondents, with the results as follows:

Convergent Validity Results

Convergent validity can be assessed based on the correlation between the component or indicator values and their construct values. According to Chin (1998) cited in Ghazali and Latan (2015), a correlation can be considered to meet convergent validity if it has high loading values, with correlations between indicators and constructs greater than 0.70. However, at the initial assessment stage, loading values between 0.40 to 0.60 can be considered sufficient. The output shows that the loading factors provide values above the recommended threshold, which is more than 0.40. Thus, the indicators used in this study have met convergent validity.

Discriminant Validity Results

Discriminant validity is an additional concept that implies that two conceptually different concepts should demonstrate adequate differences. This can be observed in the average extracted variance (AVE) values and cross-loading values. The recommended AVE value is greater than 0.30, indicating that one latent variable can explain more than half of the variance of its indicators on average (Ghozali and Latan, 2015). Meanwhile, for cross-loading, an indicator is considered valid if its correlation with its latent variable is greater than its correlation with other latent variables (Ghozali and Latan, 2015). Based on the research results, it can be concluded that all variables mentioned have AVE values greater than 0.3, thus meeting the criteria for discriminant validity according to Ghozali and Latan's formula (2015).

Research Reliability Test

The results of the reliability test for latent variables are as follows:

Construct Reliability and Validity

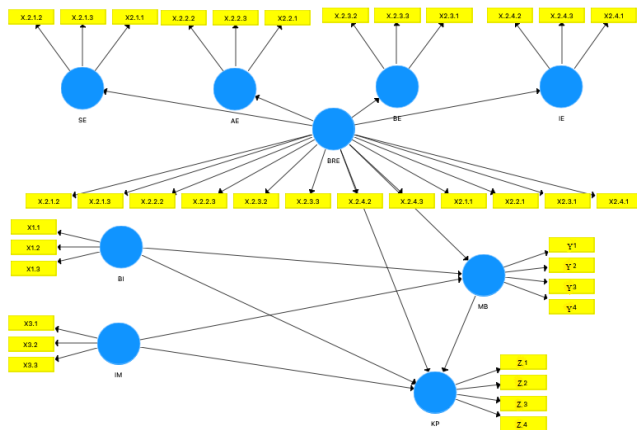
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
AE	0.855	0.932	0.909	0.770
BE	0.853	0.855	0.912	0.775
BI	0.869	1.080	0.911	0.775
BRE	0.901	0.902	0.922	0.627
IE	0.904	0.905	0.954	0.912
IM	0.795	0.856	0.877	0.706
KP	0.878	0.931	0.910	0.716
MB	0.833	0.887	0.908	0.769
SE	0.778	0.890	0.826	0.659

(Sumber: Hasil Pengolahan *Smart PLS* versi 4.0, 2023)

Based on the calculation of the reliability test results of the research instrument above, it is shown that the variables "Brand Image (X1) and Brand Experience (X2), as well as Influencer Marketing and Purchase Decision (Z) and Purchase Interest (Y)", have Cronbach's Alpha values greater than 0.6 and Composite Reliability greater than 0.7, thus they are considered reliable (Ghozali and Latan, 2015).

Evaluation of Structural Model (Inner Model)

After conducting the outer model test, the next step is to perform the inner model test. The testing of the inner model or structural model is carried out to observe the relationship between constructs, significance values, and the R-square of the research model.



Gambar 3.1 Structural Model

(Source: Results of Smart PLS processing version 4.0, 2023)

Based on Figure 3.1, the structural model in this study utilizes Brand Image (X1) with 3 indicators, Brand Experience (X2) with 4 indicators, resulting in 12 sub-indicators. Each indicator dimension has 3 sub-indicators, and Influencer Marketing (X3) has 3 indicators, while Purchase Decision (Z) has 4 indicators, and Purchase Interest (Y) has 4 indicators. The evaluation of the PLS structural model begins by examining the R-square of each dependent latent variable. Table 3.2 below shows the estimated R-square using PLS.

R-square

Based on the inner model structural model, the R-square of the dependent latent variables can be observed in the following Table 3.2:

Tabel R-square

R Square		
	R Square	R Square Adjusted
AE	0.523	0.518
BE	0.821	0.819
IE	0.673	0.669
KP	0.507	0.565
MB	0.455	0.425
SE	0.616	0.611

(Sumber: Hasil Pengolahan *Smart PLS* versi 4.0, 2023)

Based on Table 3.2, the R-square (R^2) value for the Purchase Interest (Y) variable is 0.455 or 45.5%, indicating that R^2 is acceptable and moderate. This value suggests that the Purchase Interest variable can be explained by the Brand Image, Brand Experience, and Influencer Marketing variables by 45.5%. The remaining 54.5% is influenced by other variables not included in the study. The R^2 value for the Purchase Decision variable is 0.507 or 50.7%, which is deemed acceptable and high. This indicates that this variable can be explained by the Purchase Interest variable by 50.7%, while the remaining 49.3% is influenced by other variables not included in the study.

Q-Square

Hypothesis Testing

The following are the t-statistic and p-value in Table 3.3:

Table of Direct Hypothesis Testing Results

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
BI -> KP	0.036	0.039	0.124	0.293	0.769
BI -> MB	-0.041	-0.036	0.117	0.350	0.726
BRE - > KP	0.211	0.112	0.238	2.882	0.018
BRE - > MB	0.277	0.280	0.109	2.554	0.012
IM -> KP	0.008	0.011	0.031	0.270	0.787
IM -> MB	0.216	0.228	0.092	2.340	0.020
MB - > KP	0.039	0.041	0.123	0.314	0.754

(Sumber: Hasil pengolahan *Smart PLS* versi 4.0, 2023)

Based on Table 3.3, the hypothesis testing results can be summarized as follows:

Brand Image does not have a significant influence on Purchase Interest.

Based on the results, the variable Brand Image's influence on purchase interest has a t-statistic value of 0.350 and a p-value of 0.726. Thus, H4 is rejected because the t-statistic is less than

1.96, and the p-value is greater than 0.05. Therefore, it is concluded that the Brand Image variable does not have an influence on Purchase Interest among potential consumers or users of Scarlet Whitening products in Jakarta.

Brand Experience has a positive and significant influence on Purchase Interest.

According to the results, the variable Brand Experience's influence on purchase interest has a t-statistic value of 2.554 and a p-value of 0.012. Hence, H5 is accepted because the t-statistic is greater than 1.96, and the p-value is less than 0.05. Therefore, it is concluded that the Brand Experience variable has an influence on Purchase Interest among potential consumers or users of Scarlet Whitening products in Jakarta.

Influencer Marketing has a positive and significant influence on Purchase Interest.

Based on the results, the variable Influencer Marketing's influence on purchase interest has a t-statistic value of 2.340 and a p-value of 0.020. Thus, H6 is accepted because the t-statistic is greater than 1.96, and the p-value is less than 0.05. Therefore, it is concluded that the Influencer Marketing variable has an influence on Purchase Interest among potential consumers or users of Scarlet Whitening products in Jakarta.

Brand Image does not have a significant influence on Purchase Decision.

According to the results, the variable Brand Image's influence on Purchase Decision has a t-statistic value of 0.293 and a p-value of 0.769. Thus, H1 is rejected because the t-statistic is less than 1.96, and the p-value is greater than 0.05. Therefore, it is concluded that the Brand Image variable does not have an influence on Purchase Decision among users of Scarlet Whitening products in Jakarta.

Brand Experience has a significant influence on Purchase Decision.

Based on the results, the variable Brand Experience's influence on Purchase Decision has a t-statistic value of 2.882 and a p-value of 0.018. Hence, H2 is accepted because the t-statistic is greater than 1.96, and the p-value is less than 0.05. Therefore, it is concluded that the Brand Experience variable has an influence on Purchase Decision among users of Scarlet Whitening products in Jakarta.

Influencer Marketing does not have a significant influence on Purchase Decision.

According to the results, the variable Influencer Marketing's influence on Purchase Decision has a t-statistic value of 0.270 and a p-value of 0.787. Thus, H3 is rejected because the t-statistic is less than 1.96, and the p-value is greater than 0.05. Therefore, it is concluded that the Influencer Marketing variable does not have an influence on Purchase Decision among users of Scarlet Whitening products in Jakarta.

Purchase Interest does not have a positive and significant influence on Purchase Decision.

Based on the results, the variable Purchase Interest's influence on Purchase Decision has a t-statistic value of 0.314 and a p-value of 0.754. Thus, H7 is rejected because the t-statistic is less than 1.96, and the p-value is greater than 0.05. Therefore, it is concluded that the Purchase Interest variable does not have an influence on the Purchase Decision of Scarlet Whitening product users in Jakarta.

Mediation Analysis (Intervening)

The following Table 3.4 presents the results of mediation testing using SmartPLS:

Table of Mediation Test Results

Specific Indirect Effects Mean, STDEV, T-Values, P-Values					
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
BI -> MB -> KP	0.277	0.280	0.109	2.554	0.011
BRE -> MB -> KP	0.271	0.270	0.114	2.391	0.017
IM -> MB -> KP	-0.257	-0.265	0.103	2.494	0.013

(Sumber: Hasil pengolahan *Smart PLS* versi 4.0, 2023)

Based on Table 3.4, the results of the mediation testing can be concluded with the hypotheses as follows:

Brand Image, Brand Experience, and Influencer Marketing through purchase interest as an intervening variable affect the purchasing decisions of Scarlett Whitening beauty products in Jakarta.

The Smart PLS output resulted in research findings that the purchase interest variable as an intervening variable has a significant relationship influencing the endogenous and exogenous variables. Thus, it can be said that H8 is accepted in this study. For more details, refer to the description in Table 3.4, as presented below:

Brand Image through Purchase Interest significantly influences Purchase Decision

Based on the test results of the Brand Image variable on Purchase Decision through Purchase Interest as an intervening variable, which has a t-statistic value of 2.554 and a p-value of 0.011, H8 is accepted because the t-statistic is greater than 1.96 and the p-value is less than 0.05. It can be concluded that the Purchase Interest variable influences the relationship between the Brand Image variable and the Purchase Decision among users of Scarlett Whitening products in Jakarta.

Brand Experience through Purchase Interest significantly influences Purchase Decision

Based on the test results of the Brand Experience variable on Purchase Decision through Purchase Interest as an intervening variable, which has a t-statistic value of 2.391 and a p-value of 0.017, H8 is accepted because the t-statistic is greater than 1.96 and the p-value is less than 0.05. It can be concluded that the Purchase Interest variable influences the relationship between the Brand Experience variable and the Purchase Decision among users of Scarlett Whitening products in Jakarta.

Influencer Marketing through Purchase Interest significantly influences Purchase Decision

Based on the test results of the Influencer Marketing variable on Purchase Decision through Purchase Interest as an intervening variable, which has a t-statistic value of 2.494 and a p-value of 0.013, H8 is accepted because the t-statistic is greater than 1.96 and the p-value is less than 0.05. It can be concluded that the Purchase Interest variable influences the relationship between the Influencer Marketing variable and the Purchase Decision among users of Scarlett Whitening products in Jakarta.

Discussion

The following discussion will explain the research findings based on the research hypotheses, as follows:

Brand Image does not have a significant influence on Purchase Interest.

In this study, it is found that the non-significance of the brand image variable does not have a significant influence on purchase interest because it is based on the fact that in the beauty industry, there are key factors why individuals choose a skincare product, namely because of compatibility. This means that compatibility becomes the main factor, followed by other factors but not dominant, such as Brand Image. So, a brand image may not necessarily make a potential consumer interested in a product if the consumer does not feel compatible with it. Certainly, compatibility comes in various forms, for example, seen from the compatibility of actual Self-congruity or the match between brand users and their actual self-image. As done by

Scarlett Whitening in creating a cheerful, young, and enjoyable customer image, customers will choose to buy the product because they believe they are part of that character.

Then, Sirgy (2018) also adds that a consumer will be interested if there is ideal Self-congruity in Scarlett Whitening products. For example, people usually do something to enhance their self-esteem and prevent self-deflation. Studies show that customers want to enhance their self-image by associating themselves with brands that have images suitable for their skin or face. In addition, the existence of social self-congruity will also make consumers more interested in products compared to the influence of Brand Image, namely the suitability between customer perceptions of the Scarlett Whitening brand and the perceptions of others.

Brand Experience has a significant and positive influence on Purchase Interest.

In this study, it is found that there is a significant influence of the Brand Experience variable on purchase interest because consumers can directly experience brand experience after they buy and use products or services from the brand, while the indirect influence is felt by consumers by seeing logos, symbols, marketing techniques carried out by the brand, or other things related to the brand. Thus, it can be concluded that the research results show an influence between brand experience and purchase interest because consumers' experiences with associations or representations of a product through various media experiences will shape their perception to be interested in buying in the future.

Influencer Marketing has a significant and positive influence on Purchase Interest.

The results of this study confirm the theory regarding the effect of Influencer Marketing, namely, with the rapid development of technology, the business world is required to constantly update its marketing strategies to be more innovative in creating Scarlett Whitening products and promoting them. Currently, the marketing strategy carried out by Scarlett Whitening is a marketing method that uses influencers as its medium.

Promotional media through influencers used by Scarlett Whitening can create a better product brand image and at a cheaper cost compared to using celebrity endorsers or public figures who are already among the top artists, even though this promotional channel is also used by Scarlett Whitening. Of course, Scarlett Whitening also uses influencer services selected based on their abilities, expertise, level of popularity, and reputation (Hariyanti & Wirapraja, 2018).

The millennial generation's personality, close to the internet world, prefers online approaches such as User Generated Content (UGC) created by individuals. They use social media to obtain information and make purchasing decisions based on reviews or testimonials from people who have purchased or used the product (Arini, Angga, & Putra, 2019). Therefore, using influencers as a promotional medium is effective because each influencer has a different way of promoting

products in a soft-selling manner, and this is expected to increase mass trust and improve brand image and brand experience, which is why Scarlett Whitening uses this method.

Brand Image does not have a significant influence on Purchase Decision

The results of this study are supported by the research results of Lombok and Samadi (2022), Miati (2020), and Inearty (2020) that the Brand Image variable does not have a significant influence on Purchase Decision. There are different results in the research conducted by Hidayanti, Farida, and Athia (2023) that Brand Image significantly influences consumer purchasing decisions. In the research by Lombok and Samadi (2022), Miati (2020), and Inearty (2020), the non-significance of the Brand Image variable does not have a significant influence on Purchase Decision because it is based on the fact that in the beauty industry, people tend not to look at the brand image side but more on personal compatibility with a beauty product. If a consumer feels incompatible with a beauty product for their face or skin, no matter how good the brand image of the product is, it will not be chosen as the main product.

So in everyday life, consumer purchasing decisions are based on various considerations, depending on the situation and the value conditions that consumers want to achieve. According to Sirgy (1985), there are several factors that trigger consumer behavior in making purchasing decisions for beauty products, which can be based on the self-congruence theory, because often purchasing decisions are influenced by a person's self-concept rather than looking at the brand image.

Brand Experience has a significant influence on Purchase Decision.

The results of this study are supported by the research results of Setyawan and Adiwijaya (2018) and Chanaya and Sahetapy (2020) that Brand Experience significantly influences consumer purchasing decisions. There are different results in the research conducted by Hidayah and Trifiyanto (2019) that Brand Experience does not significantly influence consumer purchasing decisions. In the research by Setyawan and Adiwijaya (2018) and Chanaya and Sahetapy (2020), Brand Experience significantly influences consumer purchasing decisions because it is based on the fact that in the beauty industry, a brand's experience is considered important by consumers because the experience will shape memories of whether the product is suitable for the consumer's skin and self.

Influencer Marketing does not have a significant influence on Purchase Decision.

The results of this study are supported by the research results of Nurhandayani, Syarif, and Najib (2019) that the Influencer Marketing variable does not have a significant influence on Purchase Decision. There are different results in the research conducted by Pratiwi and Sidi (2022), where there is a significant influence of influencer marketing on purchase decisions. In the research by Nurhandayani, Syarif, and Najib (2019), the non-significance of the Influencer Marketing variable does not have a significant influence on Purchase Decision because it is

based on the fact that in the beauty industry, there is a key reason why individuals choose a skincare product, namely compatibility. This means that compatibility becomes the main factor, followed by other factors but not dominant, such as Influencer Marketing.

Theoretically and observationally, the way Scarlett Whitening uses influencer platforms as its promotional media is very effective in introducing Scarlett Whitening products to the public, but potential consumers are only at the level of awareness or interest, not yet at the stage of making purchasing decisions. This is because purchasing decisions occur when the stage in the purchasing decision-making process involves consumers actually buying (Kotler & Armstrong, 2001). Thus, it can be said that making a decision is an individual activity that directly involves acquiring and using the offered goods.

Purchase Interest does not have a significant influence on Purchase Decision.

The results of this study support the research conducted by Sari (2020), which found no significant relationship between purchase interest and purchase decisions, but do not support the research results of Karina (2020), which found a significant positive influence of purchase interest on purchase decisions. Thus, the direct test results yield no significant relationship between purchase interest and purchase decisions because purchase interest is still associated with the interest or desire stage, which sometimes does not result in a purchase decision, caused by internal or external distractions.

Brand Image, Brand Experience, and Influencer Marketing through purchase interest as intervening variables on purchase decisions

The indirect hypothesis testing results in three relationships between variables with intervening variables and dependent variables in this study, as outlined in the indirect hypothesis results section. The indirect hypothesis testing results indicate that the intervening variables indirectly mediate with significant influence on the independent and dependent variables. This means that the Brand Image, Brand Experience, and Influencer Marketing variables can indirectly influence the purchase decision variable through consumer purchase interest in Scarlett Whitening products in Jakarta.

Conclusion and Recommendations

1. The test results show that the brand image variable on purchase interest has a t-statistic value of 0.350 and a p-value of 0.726, so H4 is rejected because the t-statistic is less than 1.96 and the p-value is greater than 0.05. Thus, it is concluded that the Brand Image variable does not have an influence on Purchase Interest among potential consumers or users of Scarlett Whitening products in Jakarta.

2. The test results show that the Brand Experience variable on purchase interest has a t-statistic value of 2.554 and a p-value of 0.012, so H5 is accepted because the t-statistic is greater than 1.96 and the p-value is less than 0.05. Thus, it is concluded that the Brand Experience variable has an influence on Purchase Interest among potential consumers or users of Scarlett Whitening products in Jakarta.
3. The test results show that the Influencer Marketing variable on purchase interest has a t-statistic value of 2.340 and a p-value of 0.020, so H6 is accepted because the t-statistic is greater than 1.96 and the p-value is less than 0.05. Thus, it is concluded that the Influencer Marketing variable has an influence on Purchase Interest among potential consumers or users of Scarlett Whitening products in Jakarta.
4. The test results show that the Brand Image variable on Purchase Decision has a t-statistic value of 0.293 and a p-value of 0.769, so H1 is rejected because the t-statistic is less than 1.96 and the p-value is greater than 0.05. Thus, it is concluded that the Brand Image variable does not have an influence on Purchase Decision among users of Scarlett Whitening products in Jakarta.
5. The test results show that the Brand Experience variable on Purchase Decision has a t-statistic value of 2.882 and a p-value of 0.018, so H2 is accepted because the t-statistic is greater than 1.96 and the p-value is less than 0.05. Thus, it is concluded that the Brand Experience variable has an influence on Purchase Decision among users of Scarlett Whitening products in Jakarta.
6. The test results show that the Influencer Marketing variable on Purchase Decision has a t-statistic value of 0.270 and a p-value of 0.787, so H3 is rejected because the t-statistic is less than 1.96 and the p-value is greater than 0.05. Thus, it is concluded that the Influencer Marketing variable does not have an influence on Purchase Decision among users of Scarlett Whitening products in Jakarta.
7. The test results show that the Purchase Interest variable on Purchase Decision has a t-statistic value of 0.314 and a p-value of 0.754, so H7 is rejected because the t-statistic is less than 1.96 and the p-value is greater than 0.05. Thus, it is concluded that the purchase interest variable does not have an influence on the purchase decision for Scarlett Whitening products in Jakarta.
8. The indirect hypothesis testing results indicate that the intervening variables indirectly mediate with significant influence on the independent and dependent variables. This means that the Brand Image, Brand Experience, and Influencer Marketing variables can indirectly influence the purchase decision variable through consumer purchase interest in Scarlett Whitening products in Jakarta.

Recommendations

1. The purchase interest variable can be viewed not only from Sirgy's self-congruity theory (1985) but also from other aspects of theory, such as purchase interest theory based on consumer behavior by Kotler and Keller (2016). In this study, the limitation of the researcher only uses purchase interest seen from the self-congruity theory. Therefore, it is recommended that in future research, purchase interest should be viewed from other aspects of theory that are considered more suitable for the type of research used.
2. Based on the research results, it is known that the brand image variable has fewer respondent recommendations that still have an effect on the purchase decision of Scarlett Whitening products, so in the future, Scarlett Whitening should focus on flagship series to be better known and engaged with its products for a longer period.
3. The marketing process and sales system of Scarlett Whitening products using online distribution utilize online media marketing strategies but are able to have a big impact on product sales. Online media sales certainly have shortcomings compared to offline sales, namely, through online media, buyers cannot conduct direct transaction information or direct bargaining processes. Therefore, it is hoped that Scarlett Whitening can build more offline outlets.

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