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The Influence of Social Media Influencer, Product Quality, Price, and Brand Image on Purchase Decisions for Local Perfume SAFF&Co

Muhammad Ariq Ikhsan[1], Hartoyo Hartoyo[2], Netti Tinaprillia[3]
[1]Magister manajemen dan Bisnis Sekolah Bisnis IPB Pajajaran Kota Bogor, Jawa Barat, Indonesia, Ariqikhsann@gmail.com
[2]Magister manajemen dan Bisnis Sekolah Bisnis IPB Pajajaran Kota Bogor, Jawa Barat, Indonesia, hartoyo@apps.ipb.ac.id
[3]Departemen Agribisnis IPB Dramaga, Bogor, Jawa Barat, Indonesia, netti_tinaprilla@apps.ipb.ac.id

Corresponding Author: Ariqikhsann@gmail.com[1]

Abstract: The perfume industry in Indonesia has grown significantly as public awareness of self-care increases, supported by lifestyle developments among Millennials and Generation Z and the influence of social media. Saff & Co.is a local brand that has shown positive growth, although its e-commerce market share fluctuated during 2022–2025. This study aims to identify consumer characteristics, perfume consumption and purchasing behavior; analyze the influence of price, product quality, brand image, and social media influencers (SMI) on purchasing decisions; examine the effect of SMI on brand image; and assess the mediating role of brand image between SMI and purchasing decisions. Data were collected from 167 respondents through an online survey using voluntary sampling in the Greater Jakarta (Jabodetabek) area. Descriptive analysis shows that most respondents learned about Saff & Co.through social media, select perfumes primarily based on scent, and prioritize product quality over other factors when purchasing. SEM analysis indicates that product quality, price, and brand image significantly influence purchasing decisions. SMI do not directly affect purchasing decisions but have a significant indirect effect through brand image. The company should focus on improving product quality, managing prices that align with consumer value perceptions, and selecting credible influencers to consistently strengthen brand image.

Keywords: Brand Image, Price, Product Quality, Purchase Decision, Social Media Influencer

INTRODUCTION

Perfume is a product that has become an integral part of daily life. The Indonesian perfume industry has demonstrated significant growth since 2017, driven by increasing public awareness regarding personal care and appearance (Waluyo, 2024). This is further evidenced by the revenue increase in the perfume industry from 2015 to 2024, which amounted to 35.1 percent, rising from 326.5 in 2015 to 441.3 in 2024. On the other hand, perfume market growth in Indonesia is driven by the role of social media, particularly through influencers in shaping

public opinion (Garut & Purwanto, 2023). Furthermore, shifts in consumption patterns, particularly among Millennials and Generation Z, have contributed to the development of the perfume industry and expanded market opportunities in Indonesia. According to Salsabilla (2024), Generation Z's interest in Eau de Parfum (EDP) type perfumes reached 304 percent in 2023, while Millennial interest reached 160 percent. Millennials and Gen Z constitute the primary market segment, accounting for 53.81 percent of Indonesia's total population according to the 2020 population census results.

The growth of the perfume industry in Indonesia has led to intensified competition among manufacturers to survive in this sector. One local perfume brand demonstrating strong growth in e-commerce is SAFF&Co. SAFF&Co. ranked among the top 7 best-selling local perfume brands leading the market in 2022, with a market share of 3.98% (Sutiani, 2022). SAFF&Co. regained its position as the largest market leader in e-commerce in 2024 with a market share of 3% (Muhamad, 2024). However, in 2023, SAFF&Co. did not rank among the market-leading local perfumes; in fact, its market share value in 2024 dropped by 0.98% compared to 2022. This indicates that SAFF&Co. faces market share fluctuation and has not yet maintained corporate consistency as a perfume market leader, which also reflects the high level of competition within the perfume industry. Therefore, understanding consumer behavior, especially regarding purchasing decisions, is crucial for the company to retain existing markets and develop markets for potential consumers.

Purchasing urchase decision-making constitutes a stage in the consumer buying process that begins with need recognition, followed by information search and the evaluation of alternative brands (Kotler & Armstrong, 2016). Several factors have been identified as determinants of purchase decisions, including price, product quality, brand image, and social media influencers (SMIs). Arifin et al. (2021) and Limpo et al. (2018) found that purchase decisions are significantly influenced by price and product quality. Meanwhile, Ningsih & Pradanawi (2021) as well as Hermiyenti & Wardi (2019) reported that brand image exerts a significant influence on purchase decisions. The increasing use of social media influencers has also stimulated extensive research examining influencers as direct determinants of purchase decisions. Studies by Sugiarto (2021) and Herviani et al. (2020) demonstrated that SMIs have a significant effect on consumers' purchase decisions.

However, most existing studies on perfume purchase decisions tend to assume a direct influence of influencers, without considering the possibility that their effects may operate indirectly through the formation of brand image. In the context of perfume products, purchase decisions are inherently evaluative and heavily dependent on brand image perceptions, particularly in online purchasing settings where consumers are unable to directly experience the fragrance prior to purchase (Montanari et al., 2018). Based on this context, a research gap remains in understanding the mechanism through which social media influencers affect perfume purchase decisions, particularly whether this influence occurs directly or is mediated by brand image. The novelty of this study lies in examining the mediating role of brand image in the relationship between social media influencers and purchase decisions. This study employs Structural Equation Modeling–Partial Least Squares (SEM-PLS), which is prediction-oriented and well suited for analyzing latent variable relationships in perception-based consumer behavior research (Hair et al., 2014).

The objectives of this study are to analyze the effects of product quality, price, brand image, and social media influencers on perfume purchase decisions, as well as to examine the mediating role of brand image in the relationship between social media influencers and purchase decisions. Theoretically, this study is expected to contribute to the marketing literature by providing a more comprehensive understanding of consumer decision-making mechanisms for sensory products marketed online. Practically, the findings are expected to serve as a reference for local perfume industry practitioners in formulating more effective marketing strategies by prioritizing product experience and brand image strengthening over short-term

promotional efforts. This study is subject to limitations, as it focuses solely on users of the SAFF&Co. perfume brand and examines consumer behavior only up to the purchase decision stage. Post-purchase stages, such as customer satisfaction and loyalty, were not addressed and should be explored in future research.decisions.

METHOD

Research Location, Time, and Data Sources

Data collection was conducted in August 2025 in the Greater Jakarta area (Jabodetabek: Jakarta, Bogor, Depok, Tangerang, and Bekasi). The selection of the research location was based on the consideration that the Greater Jakarta metropolitan area (Jabodetabek) represents a major urban region characterized by a relatively high level of consumptive lifestyle patterns among its population (Silitonga, 2010). The data sources used were primary and secondary data. Primary data were obtained through the distribution of online questionnaires using Google Forms to individuals who had purchased SAFF&Co. products. Meanwhile, secondary data were obtained from literature studies of various sources related to the research. The sampling technique employed was non-probability sampling, specifically voluntary sampling.

Non-probability sampling is commonly used when access to the entire population is limited or when research time and resources are constrained. This approach is particularly suitable for exploratory and qualitative research, as well as studies focusing on hard-to-reach groups, rather than on population representativeness. Consequently, it is typically applied in small-scale or exploratory studies, where practical considerations take precedence over representativeness. A key advantage of non-probability sampling is its ability to facilitate faster, more cost-effective, and easier data collection (Ahmed, 2024). Within this framework, the core principle is self-selection. Voluntary sampling refers to a method in which respondents who meet the eligibility criteria choose to participate voluntarily (Murairwa, 2015) and is commonly employed in online questionnaire-based studies. When distributed across multiple platforms, this approach can generate a sufficiently diverse respondent pool. Moreover, online voluntary participation has been shown to enhance research validity and reliability, as respondents tend to feel more autonomous, flexible, and free in online environments (Kılınç & Fırat, 2017).

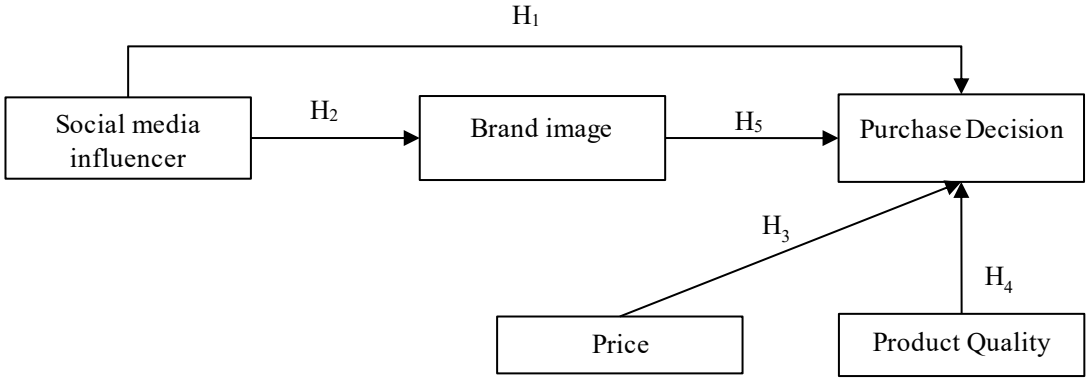
The criteria for the sample used were individuals who had purchased SAFF&Co. products within the last three months, were domiciled in the Jabodetabek region, and were born between 1981 and 2008. The determination of the number of respondents was based on Hair et al. (2014), which states a minimum of 5 to 10 times the number of indicators; thus, the required number of respondents was 28 x 5 = 140 respondents. The total number of respondents collected was 167.

Variables and Data Analysis

The dependent variable in this study is the purchasing decision (PD). The independent variables utilized are product quality (KP), price (H), brand image (CM), and social media influencer (SMI). All five variables were measured using a Likert scale ranging from 1 to 5. The purchasing decision and price variables were developed based on Kotler & Armstrong (2016). The product quality variable was based on research by Iskamto (2021) and Garvin (1987). The brand image variable was based on Keller (2009), Venessa & Arifin (2017), Li et al. (2011), and Sari (2023), while the SMI variable was based on research by Putri & Tiarawati (2021), Ohanian (1990), and Sugiarto (2021).

The data analysis methods employed in this study were descriptive analysis and Structural Equation Modelling - Partial Least Square (SEM-PLS). SEM-PLS is a predictive and exploratory multivariate technique used to analyze causal relationships among latent constructs measured by multiple indicators. Unlike Covariance-Based SEM (CB-SEM), which is confirmatory and requires normally distributed data, SEM-PLS is more flexible and suitable when the theoretical framework is not yet well established (Henseler et al., 2009; Hair et al.,

2014). The method does not assume data normality and performs well with both small and large samples (Ghozali, 2014). Furthermore, SEM-PLS is well suited for modeling complex relationships involving multiple latent variables with reflective and formative indicators, making it particularly effective for theory development in contexts with limited prior theoretical knowledge (Afthanorhan, 2013). SEM-PLS analysis involves two stages of evaluation: measurement model evaluation (outer model) and structural model evaluation (inner model). The measurement model evaluation consists of convergent validity, discriminant validity, and reliability. The second evaluation is the structural model evaluation (inner model), which measures the coefficient of determination (R-square) and coefficient values to test the proposed hypotheses. The research hypothesis in this SEM-PLS model are presented in Figure 1.



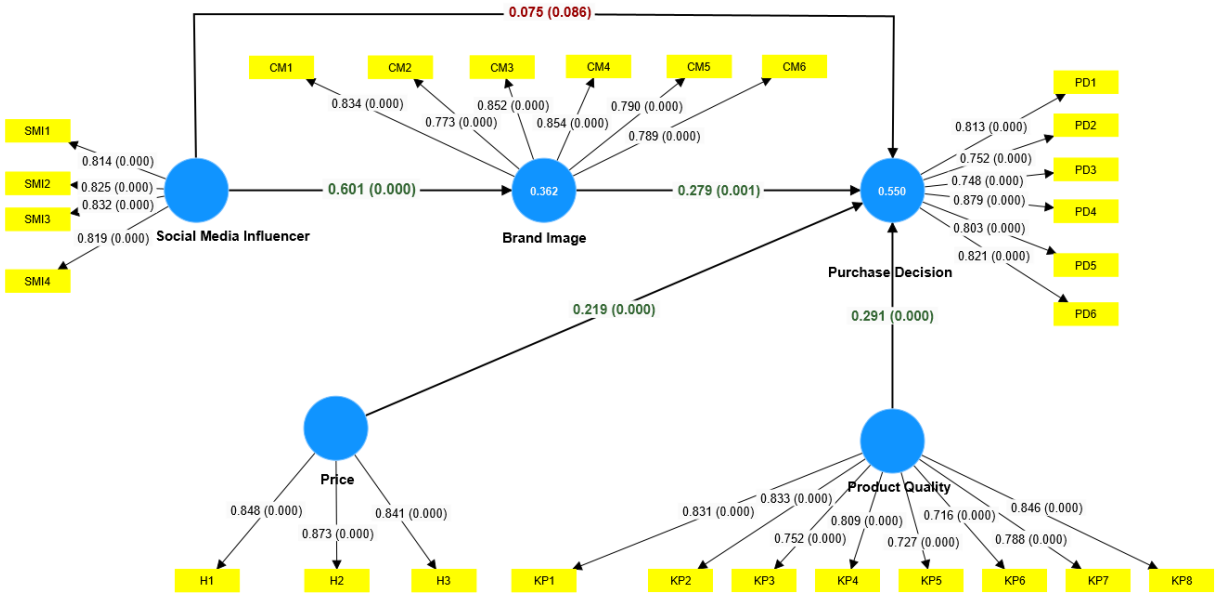
Source: Research Results

Figure 1. Conceptual Framework Model and Research Hypotheses

RESULTS AND DISCUSSION

Outer Model SEM-PLS evaluation

Figure 2 illustrates the hybrid SEM-PLS construct model with purchasing decision as the dependent variable. There are four influencing or independent variables: social media influencer, brand image, price, and product quality. Additionally, there is one intervening variable, namely brand image, which acts as a mediator between social media influencer and purchasing decision.



Source: Research Results

Figure 2. Model hybrid SEM PLS purchase decision SAFF&Co.

The outer model evaluation is conducted to analyze the relationship between indicators and variables, while the inner model analyzes the influence of variable X on Y or the effect of the intervening variable (Figure 2). All values are valid and reliable based on the SEM-PLS model standards established by Hair et al. (2017). Convergent validity, based on loading factor and Average Variance Extracted (AVE) values, indicates that the model meets the requirements, with loading factor values exceeding 0.7 and AVE values above 0.5. One indicator for purchasing decision (PD7) did not meet the loading factor requirement and was consequently removed.

Convergent validity results are presented in Table 1. The results show that all loading factor values exceed the required threshold of 0.7 and that the Average Variance Extracted (AVE) values are above 0.5. Higher loading factor values indicate a stronger representation of the variable within the reflective SEM-PLS model. The results of this study indicate that Product Quality is reflected by indicator KP8, namely positive reviews from consumers. The Price variable is represented by indicator H2, which indicates that the product price is commensurate with its quality; Brand Image is reflected by the corporate image based on SAFF&Co.'s distinctive identity; Social Media Influencer is reflected by indicator SMI 3 (attractiveness), based on influencer recommendations regarding perfume selection; and Purchasing Decision is reflected by PD4, which pertains to the decision to purchase based on good product quality.

Table 1. SEM-PLS convergent validity model

Variable	Indicators	*Loading factor*		AVE	
		Before	After	Before	After
Product quality (KP)	KP1	0.832	0.831	0.622	0.622
	KP2	0.834	0.833		
	KP3	0.750	0.752		
	KP4	0.809	0.809		
	KP5	0.726	0.727		
	KP6	0.715	0.716		
	KP7	0.789	0.788		
	KP8	0.845	**0.846**		
Price (H)	H1	0.845	0.848	0.730	0.730
	H2	0.872	**0.873**		
	H3	0.845	0.841		
Brand image (CM)	CM1	0.834	0.834	0.666	0.666
	CM2	0.774	0.773		
	CM3	0.853	0.852		
	CM4	0.854	**0.854**		
	CM5	0.791	0.790		
	CM6	0.788	0.789		
Social media influencer (SMI)	SMI1	0.810	0.814	0.678	0.677
	SMI2	0.820	0.825		
	SMI3	0.838	**0.832**		
	SMI4	0.825	0.819		
Purchase decision (PD)	PD1	0.780	0.813	0.608	0.646
	PD2	0.753	0.752		
	PD3	0.749	0.748		
	PD4	0.869	**0.879**		
	PD5	0.788	0.803		
	PD6	0.828	0.821		
	PD7	0.677	-		

Source: Research data

Table 1 shows the PD7 loading factor value of 0.677, which is below the recommended limit of 0.708 as stated by Hair et al. (2017). This value indicates that the purchasing decision construct is only able to explain approximately 46 percent of the variance of the PD7 indicator.

This reasoning is based on the statement from Hair et al. (2017) which states that the limit of 0.708 is used because the square of the value indicates that the construct can explain at least 50 percent of the indicator variance so that the variance explained by the construct is greater than the measurement error. Therefore, PD7 is removed. From Table 1, it can also be seen that the removal of PD7 increases the AVE value of the purchasing decision construct.

Discriminant validity was evaluated using the Fornell-Larcker criterion by utilizing the square root of the Average Variance Extracted (AVE) for each variable's construct based on correlation values (Hair et al. 2017). This method requires that the square root of the Average Variance Extracted (AVE) for each construct be greater than its highest correlation with other constructs. This value is typically located on the diagonal of the correlation matrix and presented in bold. Table 2 indicates that the square root of the AVE for each variable is greater than the values associated with other variables, confirming that all constructs demonstrate adequate discriminant validity.

Table 2. Fornell–Larcker Criterion Values in the Study

Variable	Brand image	Price	Purchase decision	Product quality	Social media influencer
Brand image	**0.816**				
Price	0.561	**0.854**			
Purchase decision	0.657	0.594	**0.804**		
Product quality	0.722	0.623	0.675	**0.789**	
Social media influencer	0.601	0.495	0.531	0.616	**0.823**

Source: Research data

Discriminant validity was also evaluated using HTMT. Henseler et al. (2015) proposed the assessment of the heterotrait–monotrait (HTMT) ratio of correlations. In short, HTMT is the ratio of the between-trait correlations to the within-trait correlations. This assessment aims to ensure that each construct in the research model is clearly distinct and does not overlap with other constructs. Henseler et al. (2015) suggested the use of the heterotrait–monotrait (HTMT) criterion as a measure of discriminant validity, whereby an HTMT value below one indicates that the constructs are empirically distinct based on the research data. This assessment is conducted by comparing HTMT values against established threshold levels, commonly HTMT < 0.85 for more stringent criteria or HTMT < 0.90 for more lenient criteria, with the choice of threshold adjusted to the characteristics of the research model.

Table 3. HTMT value

	Heterotrait-monotrait ratio (HTMT)
Price <-> Brand Image	0.646
Product Quality <-> Brand Image	0.793
Product Quality <-> Price	0.714
Purchase Decision <-> Brand Image	0.728
Purchase Decision <-> Price	0.684
Purchase Decision <-> Product Quality	0.745
Social Media Influencer <-> Brand Image	0.678
Social Media Influencer <-> Price	0.578
Social Media Influencer <-> Product Quality	0.691
Social Media Influencer <-> Purchase Decision	0.591

Source: Research Results

Based on the test results (Table 3), all HTMT values among the constructs—namely brand image, price, product quality, purchase decision, and social media influencer—are below the threshold of 0.85. The highest HTMT value is observed in the relationship between product quality and brand image (0.793), while the lowest value is found in the relationship between

social media influencer and price (0.578). These results indicate that although correlations exist among the constructs, their magnitudes remain within acceptable limits and do not suggest construct overlaps. Therefore, it can be concluded that all constructs in this research model satisfy the criteria for discriminant validity, indicating that the measurement model is adequate and can be proceeded to the subsequent stage of analysis. These results signify that the SEM-PLS model meets the criteria for discriminant validity. Consequently, the analysis demonstrates that this study possesses both convergent and discriminant validity. Reliability analysis in the SEM-PLS model is based on Cronbach's alpha (CA) and composite reliability (CR) values are presented in Table 4.

Table 4. Cronbach's alpha dan composite reliability values

Variable	Cronbach's alpha	Composite reliability (rho_c)
Brand image	0.899	0.923
Price	0.816	0.890
Purchase decision	0.890	0.916
Product quality	0.913	0.929
Social media influencer (SMI)	0.843	0.893

Source: Research data

Both values indicate that the indicators in the model are consistent in measuring the latent variables. Table 4 shows that the CA and CR values for this study exceed 0.6, demonstrating that the model meets the requirements for reliability analysis. Furthermore, the CR and CA values are below 0.95, indicating that the indicators serving as measurement tools for the respective variables are distinct.

Inner Model SEM-PLS Evaluation

The results of the outer model analysis confirmed the indicators serving as measurements for each variable. Subsequently, the inner model analysis examined the influence of the independent variables (brand image, price, product quality, SMI) on the dependent variable (purchasing decision), as presented in Table 5. The results of the influence analysis indicate that brand image, price, and product quality have a direct effect on the purchasing decision for SAFF&Co. perfume, whereas SMI does not have a direct effect. However, the analysis reveals that SMI can influence purchasing decisions through brand image. These results suggest that purchasing decisions for SAFF&Co. perfume products are primarily driven by brand image, price, and product quality.

Tabel 5. Direct and indirect value for purchase decision

Hypothesis	Coefficient	T statistics	P values	Information
Direct				
Brand image -> purchase decision	0.279	3.253	0.001	Significant
Price -> purchase decision	0.219	3.625	0.000	Significant
Product quality -> purchase decision	0.291	3.761	0.000	Significant
SMI -> purchase decision	0.075	1.364	0.086	Insignificant
SMI -> Brand image	0.601	7.812	0.000	Significant
Indirect				
SMI -> brand image -> Purchase decision	0.168	2.56	0.005	Significant

Source: Research data

Brand image has a direct and positive influence on purchasing decisions (Table 5); thus, hypothesis H5 is accepted (H0 is rejected). His finding suggests that the stronger the brand image perceived by consumers, the higher their propensity to make a purchase. The most dominant indicator of brand image is CM4, namely the perception that SAFF&Co. possesses a distinctive and easily memorable identity. This result emphasizes that purchasing decisions can

be enhanced by strengthening brand image as a unique brand associated with high product quality. These findings are consistent with prior studies highlighting the importance of brand image in influencing purchasing decisions (Venessa & Arifin, 2017; Waluya et al., 2019; Yusniari & Nainggolan, 2024; Oledepo & Odunlami, 2015). Brand image enables consumers to recognize products, evaluate quality, and reduce perceived purchase risk (Thakor & Katsanis, 1997). Moreover, a stronger brand image leads to greater consumer recognition of product quality (Grewal et al., 1998) and fosters positive perceptions that significantly increase purchasing decisions (Hatta et al., 2018; Fitriawati & Aminah, 2024). In addition to its direct effect, brand image plays a crucial role in shaping long-term perceptions of product quality, particularly for sensory products such as perfume (Montanari et al., 2018; Aliyev, 2023). Therefore, strengthening brand image should be accompanied by consistent product quality. This finding supports Sugiyarti & Hendar (2017), who emphasizes the importance of long-term marketing planning that simultaneously builds brand image and maintains product quality. Accordingly, SAFF&Co.'s marketing strategy should prioritize reinforcing brand identity as a core driver of purchasing decisions.

Price also has a direct and significant effect on purchasing decisions - thus, hypothesis H3 is accepted, although it exhibits the lowest path coefficient compared to other variables. The most dominant price indicator is H2, reflecting consumers' perceptions that the price of SAFF&Co. perfume is commensurate with the quality offered. This finding indicates that price functions as a signal of value and quality in consumers' decision-making processes. These results align with previous studies identifying price as a key determinant of purchasing decisions (Hanaysha et al., 2021; Arifin et al., 2021; Limpo et al., 2018; Hermiyenti & Wardi, 2019). In the context of perfume, price is often the first attribute evaluated by consumers, particularly in online purchases (Hariyadi & Mardjono, 2016). Although SAFF&Co.'s products are positioned in a relatively higher price range, they offer extrait de parfum quality, which represents the highest level of fragrance longevity. As long as prices remain within consumers' financial capacity, especially for Generation Z, purchase decisions are likely to occur when the product demonstrates superior quality (Arjannah et al., 2024). This finding reinforces the view that price is not merely a monetary amount but a perceived value reflecting the benefits received by consumers (Firdausy & Idawati, 2017; Marlius & Jovanka, 2023).

Social Media Influencer (SMI) was statistically tested for its direct influence on purchasing decisions. The results of this study indicate that social media influencers do not have a direct effect; thus, hypothesis H01 is not rejected. These findings diverge from existing theories and prior research suggesting that SMIs influence purchasing decisions. SMIs are stakeholders possessing the power to shape public perception and consumer behavior (Hamdan et al., 2023; Sanjaya et al., 2022). This is due to the interaction between consumers and effective communication tools in enhancing marketing (Hanaysha, 2018). Furthermore, SMIs wield significant influence on social media, thereby affecting digital marketing aspects (Almaida et al., 2019). However, these aspects were not observed among consumers of SAFF&Co. perfume products, as SMIs did not influence consumers to enhance purchasing decisions. The fundamental reason for this discrepancy is that the purchasing decision for SAFF&Co. perfume is based on the product's quality; consequently, opinions formed by SMIs do not serve as the primary reference for purchase decisions. Additionally, the SMI effect can shape either positive or negative perceptions due to the desire for social recognition derived from SMI content (Ardiansyah et al., 2025). Moreover, the influence of macro and micro-influencers differs, particularly regarding the trust established by consumers (Ndasi & Cheung, 2026). SAFF&Co. is a local perfume priced for the middle-to-upper class, prioritizing perfume quality over SMI recommendations. Furthermore, SMIs require individual involvement in exploration, identification, and support for the promoted products (Arief et al., 2023). Popularity is also a consumer consideration when following SMI recommendations (Saini et al., 2021). The primary role of SMI influence in decisions is the delivery of information that affects the

audience on social media, thereby forming trust and interest in the product (Hanaysha, 2016; Putri & Tiarawati, 2021). This contrasts with SAFF&Co. perfume products, where purchasing decisions are not driven by such SMI recommendations. This is also attributed to the lack of product value and emotional connection formed by the SMI (Le Blanc et al., 2026). In this study, SMI was measured based on attractiveness to stimulate purchasing decisions. However, the results explain that the attractiveness of SMIs for SAFF&Co. products does not enhance purchasing decisions. This indicates that SMI attractiveness does not serve as a reference for SAFF&Co. consumers, even though several studies suggest that motivation formed from content, information, and SMI expertise enhances purchasing decisions (Arief et al., 2023; Kumar et al., 2023; Sugiarto, 2021).

SMIs do not directly influence purchasing decisions, but they do have a direct influence on brand image. This indicates that H02 is rejected. These results support the theory regarding the influence of SMIs on brand image. In addition to a direct effect, brand image acts as an intervening variable between SMIs and purchasing decisions. SMIs possess content, social presence, and activities that can alter consumer attitudes toward a brand (Aggad & Ahmad, 2021; Masuda et al., 2022; Ooi et al., 2023). Furthermore, they can influence brand image based on interaction with consumers, thereby building a positive brand image (Chatterjee, 2018; Comicho et al., 2025; Kim & Park, 2023). The aspects evaluated by consumers based on SMIs regarding brand image, which indirectly affect purchasing decisions, include appearance, behavior, and personality (Godey et al., 2016). These findings align with the results of this study, demonstrating a very strong path coefficient of 0.601. This indicates that the perception of social media influencers—through attractiveness and following recommendations on social media—is capable of enhancing the perception of SAFF&Co.'s unique value, making it easily memorable. Celebrities or influencers can connect their image to the product or company during advertising (Mahdavi et al., 2019). What is required in marketing is the influencer's ability to interpret perfume characteristics to consumers, especially in the online market. Additionally, perfume marketing requires the design of communication and sales flows, particularly regarding social media content. The main goal is effective message delivery, necessitating collaboration with influencers in product promotion (Amadea & Roswinanto, 2023). Marketing objectives aimed at sales acceleration can be achieved through influencers via emotional appeal (Aliyev, 2023). Companies need the ability to stimulate consumers through aspects of perfume scent, packaging color, and engaging social media content involving influencers to interact with consumers (Dwijayanty & Windasari, 2022). Product content must be entertaining, relevant to consumers, and capable of forming a consumer community for the long term (Rossanty et al., 2024). The selection of influencers for middle-class perfumes like SAFF&Co. must align with consumer income conditions, particularly Generation Z. A relevant marketing design involves building marketing communication focusing on two Key Opinion Leaders (KOLs) to increase engagement (Amadea & Roswinanto, 2023). This study explains that purchasing decisions based on good product quality are influenced by consumers following influencer recommendations through the brand image reflected by SAFF&Co. as a perfume with a distinctive, memorable identity. This demonstrates that brand image is crucial for SAFF&Co. in enhancing purchasing decisions, serving as a vessel for the utilization of social media influencers.

Product quality has a significant influence on purchasing decisions, evidenced by a t-statistic value exceeding 1.96 and a p-value below 0.05. The path coefficient value is 0.291, which represents the highest coefficient among the variables, although this value indicates a moderate influence. The positive value indicates a unidirectional relationship, implying that an improvement in product quality can enhance purchasing decisions. Regarding product quality, the highest loading factor corresponds to indicator KP8, which states that SAFF&Co. products receive positive reviews from consumers. These results explain that purchasing decisions can be increased through positive consumer reviews of SAFF&Co. products, which serve as a

reflection of product quality. Therefore, product quality can serve as a reference point for enhancing purchasing decisions. Product quality functions as a variable that can increase purchasing decisions because consumers value the quality offered, and it makes a significant contribution (Arifin et al., 2022; Puspitasari & Budiarti, 2024). The product quality perceived by perfume consumers stems from several aspects, such as packaging and perceived benefits (Dwiputra, 2023; Yusniari & Nainggolan, 2024). Furthermore, brand, product information, and packaging can trigger positive effects based on functional, emotional, and social dimensions (Salem, 2018). The product quality aspect is based on the dimension of perceived quality, which is formed through positive reviews of purchased products.

The overall consumer assessment results from two digital platforms indicate that the majority of SAFF&Co. consumers provide positive reviews, demonstrating that a perception of quality has already been established among Saff & Co. consumers. Consequently, it is essential to maintain and enhance these consumer reviews. Buyer reviews constitute a crucial aspect of purchasing decisions, particularly in the online context (Isamudin & Islam, 2023). The primary factors in social media marketing are the target market aspect, product quality, and price (Azizah & Purwanegara, 2022). Several aspects are evaluated by consumers when providing reviews based on product quality, such as scent longevity, ingredients utilized, product function, and the fulfillment of expected value (Azizah & Purwanegara, 2022; Hariyadi & Mardjono, 2016). Consumers evaluate the offered perfume scents; thus, reviews from other consumers who have previously purchased the product become a consideration in the effort to purchase a suitable perfume (Barbosa et al., 2021). Furthermore, consumer reviews can be influenced by the type of product. Perfume is classified as a hedonic product. However, the review style of perfume consumers tends to be utilitarian or technical, even though perfume is inherently a hedonic product (Islam et al., 2021). These review results are critically important, particularly for meeting consumer expectations regarding product quality as anticipated (Maulana, 2021).

Managerial Implication

The primary strategy to enhance purchasing decisions involves improving product quality, grounded in positive consumer reviews. Results from two online marketplace platforms indicate that SAFF&Co. has already secured favorable ratings. However, it is essential to maintain these positive reviews by enhancing product quality through product innovation aligned with unique scent trends. Furthermore, although few in number, several negative reviews require addressal. These negative reviews cite issues such as scent inconsistency, fragile spray mechanisms, and poor packaging leading to product damage. These negative reviews must be responded to effectively, as they can impact purchasing decisions for the product.

It is crucial to maintain the brand image perception that influences purchasing decisions, specifically Saff & Co.'s reflection as a brand with a distinctive and memorable identity. The company must preserve this distinctive identity without imitating existing scents in the market. Specifically, creating scents that function as "dupes" or clones of international perfumes should be avoided, as doing so could dilute SAFF&Co.'s distinct identity among consumers. Additionally, SAFF&Co.'s identity, characterized by unique bottle packaging and innovation aligned with the product's narrative, must be preserved.

Price, which influences purchasing decisions, is reflected by the alignment of the offered price with product quality. It is necessary to maintain the extrait de parfum classification associated with SAFF&Co. perfumes. The claim of being extrait de parfum must be substantiated not only by longevity but also by the percentage of fragrance extract utilized. This ensures that the extrait de parfum label is not perceived merely as a marketing ploy but rather as added value and a competitive advantage against competitors who predominantly offer *eau de parfum* at similar price points.

The Influence of Social Media Influencers on Purchasing Decisions Marketing performance regarding purchasing decisions can be enhanced through social media influencers via brand image. SAFF&Co. management should analyze perfume influencers who are trusted by consumers to provide reviews across various social media platforms. Influencer data and their impact values on marketing metrics should be analyzed in detail to select those aligning with the SFF&Co. concept. Furthermore, the company needs to analyze content that is engaging and attractive to consumers. Consumers should be engaged in discussions within such content, either through live sessions or by posting comments. Responses to comments and the reading of comments by influencers can influence consumer assessments of both the perfume product and the influencer themselves.

CONCLUSION

Perfume purchase decisions are determined by product quality, price, and brand image, while social media influencers exert an indirect effect through brand image. Product quality, particularly fragrance longevity and comfort, emerges as the most influential factor in shaping consumers' purchase confidence. These findings suggest that purchase decisions are primarily driven by product experience and brand perceptions, whereas social media influencers function predominantly as mechanisms for brand image formation rather than as direct stimulants of purchasing behavior. This study is limited by the exclusion of post-purchase analysis; therefore, future research should examine customer relationship marketing for SAFF&Co. products by incorporating dimensions of customer satisfaction, loyalty, and trust.

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