



Building Buying Interest In The Digital Era: The Role Of Influencers, Promotional Content And MJB Beauty's Brand Image

¹Alysa Noer Aida, ²Sundari Rahman, ³Andi Muhammad Irwan, ⁴Musmulyadi
^{1,2,3}Makassar Maju School of Economics, Indonesia. ⁴State Islamic Institute of Parepare, Indonesia.

¹alysa.noeraida@stiemakassarmaju.ac.id, ²sundari.rahman@stiemakassarmaju.ac.id,
³andi.irwan@stiemakassarmaju.ac.id, ⁴musmulyadi@iainpare.ac.id

*Correspondence Email: sundari.rahman@stiemakassarmaju.ac.id

Abstract: This study examines the influence of influencers, promotional content, and brands on the buying interest of MJB Beauty, a local cosmetics brand in Indonesia. The problem studied is the inconsistency of the influence of digital marketing strategies on consumer buying interest, especially in beauty products. The purpose of the study was to analyze the partial and simultaneous influence of influencers, promotional content, and brands on buying interest. This study used a quantitative method with a multiple linear regression approach, involving 100 respondents who were Instagram followers of influencer MJB Beauty. Data were analyzed using SPSS version 25. The results showed that influencers and promotional content partially had a positive and significant effect on buying interest, with t -calculated values of 5,533 ($p=0.000$) and 5,956 ($p=0.001$), respectively. However, brands did not have a significant effect partially (t -count=0.630, $p=0.530$). Simultaneously, the three variables had a positive and significant effect (F -count=108.491, $p=0.001$) with a contribution of 77.2% to buying interest. The study concluded that marketing strategies involving influencers and engaging promotional content are highly effective, but MJB Beauty needs to strengthen its brand identity to increase buying interest.

Keywords: Influencer, Promotional Content, Brand, Buying Interest, MJB Beauty, Digital Marketing

INTRODUCTION

In the digital era, social media has become the main platform in marketing strategies, especially in the beauty industry, which is experiencing a growth of 7.2% in Indonesia in 2023 (Statista, 2023). According to the Indonesian Internet Service Providers Association (APJII), internet penetration in Indonesia will increase from 78.19% in 2022 to 79.5% in 2024 (APJII, 2024). This digital transformation has given rise to the phenomenon of influencer marketing, where influencers play a key role in influencing consumer perceptions and purchasing decisions (Freberg et al., 2011). MJB Beauty, as a growing local cosmetics brand, leverages influencers, promotional content, and brand strengthening to increase consumer buying interest. However, the effectiveness of these strategies is often inconsistent, influenced by factors such as influencer credibility, content quality, and brand perception. (Lengkawati & Saputra, 2021)



Previous research has shown that influencers with high credibility can increase buying interest through an emotional connection with the audience. (Rahmawati, 2021) (Christin & Riofita, 2024) Authentic and informative promotional content is also proven to encourage engagement and purchase intent. (Möller et al., 2021) (Choi et al., 2019) However, the influence of brands on buying interest often depends on strong brand awareness and image (Keller, 2013) (Chaudhuri & Holbrook, 2023) Shortcomings in this strategy can lead to low buying interest, especially if the brand does not have clear differentiation in a competitive market (Dixit & Singh, 2023)

This study aims to analyze the influence of influencers, promotional content, and brands on the buying interest of MJB Beauty products, both partially and simultaneously. The issue at hand is whether these three factors effectively drive buying interest, given that MJB Beauty is still a new brand with challenges in building brand equity. The proposed approach is a quantitative method with multiple linear regression analysis to measure the relationships between variables. The contributions of this research include: (1) providing theoretical insights on the effectiveness of influencer marketing in the local context, (2) providing practical recommendations for MJB Beauty in optimizing marketing strategies, and (3) being a reference for other local cosmetics brands.

METHOD

This study uses a quantitative approach with a survey design. The study population was Instagram followers of influencer MJB Beauty, with a sample of 100 respondents selected using *probability sampling techniques*. Data were collected through a questionnaire on a Likert scale (1=Strongly Disagree, 5=Strongly Agree). Independent variables include influencers (X1), promotional content (X2), and brands (X3), while dependent variables are buying interest (Y). The data were analyzed using SPSS version 25 with multiple linear regression techniques to test the relationships between variables.

Algorithm: Multiple Linear Regression Analysis

1. Collect questionnaire data from 100 respondents.
2. Perform validity and reliability tests to ensure data quality.



3. Normality, multicollinearity, and heteroscedasticity tests to meet regression assumptions.
4. Run multiple linear regression analysis using SPSS version 25.
5. Calculate the value of t for partial influence and value of F for simultaneous influence.
6. Determine the coefficient of determination (R^2) to determine the contribution of independent variables to dependent variables.
7. Interpret the results based on the significance value ($p < 0.05$).

Regression Model

The multiple linear regression model used is: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ Where:

- Y = Buying Interest
- X_1 = Influencer
- X_2 = Promotional Content
- X_3 = Brand
- a = Constant
- b_1, b_2, b_3 = Regression coefficient
- e = *Error term*

Mathematical Component Format

The multiple linear regression equations resulting from the analysis are: $Y = 1.250 + 0.533X_1 + 0.497X_2 + 0.063X_3 + e$ This equation is used to predict buying interest based on influencer contributions, promotional content, and brands.

Theorem 1. If the t-value is calculated $> t$ -table and $p < 0.05$, then the independent variable has a partial significant effect on the dependent variable.

Proof Theorem 1. For each independent variable, the t-test was performed by comparing the t-count with the t-table (1.661 at $df=98, \alpha=0.05$). If $p < 0.05$, the hypothesis is accepted, showing a significant influence.



RESULTS AND DISCUSSION

This research was conducted using SPSS software version 25 on computers with Intel Core i5 specifications, 8GB of RAM, and Windows 10 operating system. Data was collected from 100 respondents who were Instagram followers of influencer MJB Beauty. The dataset has been tested for validity, reliability, normality, multicollinearity, and heteroscedasticity, meeting all regression assumptions.

Partial Test Results

The results of the t-test showed:

- **Influencers (X_1):** t-count = 5.533, $p = 0.000 < 0.05$, showing a positive and significant influence. A regression coefficient of 0.533 indicates that every one unit increase in influencers increases buying interest by 0.533 units.
- **Promotional Content (X_2):** t-count = 5.956, $p = 0.001 < 0.05$, showing a positive and significant influence. A coefficient of 0.497 indicates a positive contribution to promotional content.
- **Brand (X_3):** t-count = 0.630, $p = 0.530 > 0.05$, indicating no partial significant influence.

Simultaneous Test Results

The F-test shows that F-count = 108.491, $p = 0.001 < 0.05$, indicating that influencers, promotional content, and brands simultaneously have a positive and significant effect on buying interest. The value of $R^2 = 0.772$ indicates that 77.2% of the variation in buying interest is explained by all three variables, while 22.8% is influenced by other factors.

Visualization of Results

Table 1. Graph the partial influence of influencer variables, promotional content, and brands on buying interest. (a) The influencer regression curve shows a strong positive correlation; (b) The



curve of the promotional content shows significant influence; (c) The brand curve shows weak influence.

Variable	Coefficient	t-count	p-value
Influencer (X ₁)	0,533	5,533	0,000
Promotional Content (X ₂)	0,497	5,956	0,001
Brands (X ₃)	0,063	0,630	0,530
Constant	1,250	-	-
<i>R² = 0.772; F-count = 108,491; p = 0.001</i>			

Table 1. Multiple Linear Regression Test Results

INTRODUCTION

The findings of this study provide important insights into the dynamics of consumer buying interest in the digital era, particularly within the context of Indonesia’s rapidly growing beauty industry. The results demonstrate that influencers and promotional content exert a strong and statistically significant influence on buying interest, whereas brand image does not show a significant partial effect. These outcomes highlight the evolving nature of consumer decision-making in social media-driven markets, where immediacy, credibility, and engagement often outweigh long-established brand equity.

The significant positive effect of influencers on buying interest confirms the central role of influencer marketing in shaping consumer perceptions and behavioral intentions. Influencers function as opinion leaders who bridge the gap between brands and consumers by offering relatable, authentic, and experience-based information. The high t-value and regression coefficient obtained in this study indicate that influencer credibility, visibility, and engagement are decisive factors in stimulating purchase intention. This finding is consistent with prior studies suggesting that consumers tend to trust influencers more than traditional advertising due to perceived authenticity and parasocial interaction (Freberg et al., 2011; Putri & Rosmita, 2024). From a theoretical perspective, this aligns with the peripheral route of persuasion in the Elaboration Likelihood Model, where cues such as attractiveness, popularity, and perceived expertise of the message source significantly influence attitudes and intentions (Cialdini, 2009; Griffin, 1997).

The dominance of influencers in driving buying interest reflects broader changes in digital consumption patterns. Social media users, particularly younger demographics, increasingly rely on influencer recommendations as heuristics for reducing perceived risk when purchasing beauty



products. This is especially relevant for local brands such as MJB Beauty, which may not yet possess strong brand recognition. Influencers thus act as trust amplifiers, compensating for limited brand equity by lending their personal credibility to the product. Similar conclusions have been drawn by Raza et al. (2023) and Wirapraja et al. (2023), who emphasize the emotional bonds created through influencer content as a key mechanism influencing purchase decisions.

In addition to influencers, promotional content was found to have a positive and significant impact on buying interest. This finding underscores the importance of content quality, creativity, and informational value in digital marketing strategies. Engaging promotional content not only captures attention but also facilitates consumer understanding of product benefits, usage, and differentiation. The strong statistical significance observed in this study supports previous research indicating that relevant, visually appealing, and informative content increases consumer engagement and purchase intention (Choi et al., 2019; Möller et al., 2021). In the context of social media marketing, promotional content serves both persuasive and educational functions, enabling consumers to evaluate products more efficiently.

From a strategic standpoint, the effectiveness of promotional content reflects the increasing sophistication of digital audiences. Consumers are no longer passive recipients of advertising messages; rather, they actively evaluate content based on relevance, authenticity, and usefulness. This finding aligns with Dasgupta and Grover's (2019) argument that content-driven engagement plays a critical role in the customer decision journey. For MJB Beauty, the results suggest that sustained investment in creative storytelling, product demonstrations, and interactive content formats can significantly enhance buying interest, particularly when aligned with influencer-led campaigns.

In contrast, the brand variable did not exhibit a significant partial effect on buying interest. This result indicates that, despite its conceptual importance in marketing theory, brand image alone is insufficient to directly stimulate purchase intention for MJB Beauty at its current stage of development. This finding is consistent with Gunawan (2020) and Dixit and Singh (2023), who argue that brand influence on purchase intention is contingent upon strong brand awareness, differentiation, and emotional resonance. As a relatively new local brand, MJB Beauty may not yet occupy a salient position in consumers' consideration sets, resulting in a limited direct impact of brand perceptions on buying interest.



The non-significant brand effect also reflects the highly competitive nature of the beauty market, where numerous brands offer similar value propositions. Without clear differentiation and a well-established brand narrative, consumers may prioritize functional cues provided by influencers and promotional content over abstract brand associations. However, it is important to note that the brand variable became significant when analyzed simultaneously with influencers and promotional content, as evidenced by the high F-value and R^2 . This suggests that brand image plays a supportive and integrative role, reinforcing the effectiveness of other digital marketing elements rather than acting as an independent driver.

The simultaneous analysis confirms that influencers, promotional content, and brand image collectively explain 77.2% of the variance in buying interest, indicating a strong explanatory power of the proposed model. This finding supports the notion that effective digital marketing requires an integrated approach, where multiple elements operate in synergy. While influencers and content drive immediate engagement and persuasion, brand image contributes to longer-term trust and loyalty when consistently reinforced (Kotler & Keller, 2020; Keller, 2013).

The findings of this study contribute to the growing body of literature on digital marketing by highlighting the shifting hierarchy of marketing drivers in the digital era. For local beauty brands such as MJB Beauty, the results imply that prioritizing influencer partnerships and high-quality promotional content can yield substantial short-term gains in buying interest. At the same time, sustained efforts to build a distinctive and credible brand identity remain essential for long-term competitiveness. These insights are particularly relevant for policymakers and practitioners seeking to support the development of local brands in an increasingly digitalized and globalized market

CONCLUSION

This study provides empirical evidence on the role of digital marketing strategies in shaping consumer buying interest in the context of a local Indonesian cosmetics brand, MJB Beauty, within the rapidly evolving digital economy. The findings demonstrate that influencer marketing and promotional content exert a strong, positive, and statistically significant influence on buying interest, both partially and simultaneously, confirming their effectiveness as primary drivers of consumer engagement and purchase intention in social media-based marketing environments.



Influencers function as credible opinion leaders who reduce perceived risk and enhance trust through authentic, relatable, and experience-based communication, while creative and informative promotional content strengthens consumer understanding, emotional engagement, and evaluative confidence toward the product. In contrast, brand image does not show a significant partial effect on buying interest, indicating that for emerging local brands with limited brand equity, abstract brand perceptions alone are insufficient to directly motivate purchasing decisions. However, when analyzed simultaneously with influencers and promotional content, brand image contributes to the overall explanatory power of the model, suggesting its role as a reinforcing element rather than an independent determinant. Collectively, the three variables explain 77.2% of the variance in buying interest, underscoring the importance of an integrated digital marketing approach that aligns persuasive communication, content quality, and brand development.

These results imply that local beauty brands should prioritize influencer collaborations and high-quality promotional content to achieve short-term market traction, while simultaneously investing in consistent brand identity, differentiation, and long-term brand equity building to sustain competitiveness. The study contributes to digital marketing literature by highlighting the shifting hierarchy of marketing drivers in the digital era, where immediacy, credibility, and engagement increasingly outweigh traditional brand dominance. Nevertheless, the findings are limited by the focus on a single brand and a specific demographic group of Instagram followers, suggesting that future research should incorporate broader samples, comparative brand analyses, and additional variables such as consumer trust, product quality, or perceived value to enhance generalizability and theoretical robustness.

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