

The Influence of Social Media Influencers and the Role of E-Commerce on the Purchase Decision of Cosmetic Products Through Import Activities

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Abstract. This study investigates the influence of social media influencers and the role of e-commerce on purchasing decisions of imported cosmetic products, with a specific focus on university students in West Java. The research is motivated by the increasing penetration of digital platforms in shaping consumer behavior within the beauty industry, where imported cosmetics continue to dominate due to their global reputation, quality assurance, and trend-driven innovations. Using a quantitative associative approach, data were collected through online questionnaires and analyzed with Structural Equation Modeling–Partial Least Squares (SEM-PLS). The findings reveal that social media influencers significantly affect cosmetic import activity but do not directly influence purchase decisions. Conversely, e-commerce platforms demonstrate a positive and significant role in shaping purchasing decisions, though their direct effect on cosmetic imports remains insignificant. Furthermore, purchase decisions were found to positively and significantly impact cosmetic import activity, underscoring the central role of consumer behavior in driving import volumes. These results highlight that while influencers effectively stimulate awareness and interest, their impact is more indirect, whereas e-commerce provides convenience and access that strongly encourage purchase intentions. For policymakers and cosmetic industry stakeholders, these insights emphasize the need to optimize influencer strategies and e-commerce features in order to strengthen consumer engagement and ensure sustainable import growth. Academically, the research contributes to expanding literature on digital marketing, consumer behavior, and international trade by bridging gaps in prior studies that have rarely addressed official cosmetic imports in the Indonesian context.

Keywords: Social Media Influencers, E-Commerce, Consumer Behavior, Imported Cosmetics, Purchasing Decisions, International Trade

INTRODUCTION

The development of digital technology and the phenomenon of globalization have resulted in a significant transformation of the consumption patterns of contemporary society. The internet, social media, and e-commerce platforms have now become essential elements of daily life, substantially changing the way consumers access information, interact, and make purchasing decisions. This phenomenon is known as the digital era of globalization, where the flow of information, trade, and interaction between countries takes place at a greater speed and scale than ever before (Manyika et al., 2016). In the context of the beauty industry, this change presents both opportunities and challenges, especially with the increasing trade volume of imported cosmetic products in Indonesia.

International trade plays a crucial role in meeting the needs of goods and services of a country, including Indonesia. One of the sectors that has experienced significant growth is the cosmetics industry, which has become an integral part of the lifestyle needs of modern society, especially among the younger generation. Within the framework of global trade, imported cosmetics officially enter through the channels regulated by the Harmonization Code (HS) Code. Based on international classification, cosmetics are included in HS Code 3304, which includes various types of products such as lipstick, foundation, eyeshadow, and sunscreen (World Customs Organization, 2022).

Table 1. Digital Platform for Online Cosmetic Product Purchases in Indonesia in 2024

HS Code	Product Description	Product Examples
3304.10	Lip make-up preparations	Lipsticks, lip glosses, colored lip balms
3304.20	Eye make-up preparations	Mascara, eyeliner, eyeshadow
3304.30	Manicure or pedicure preparations	Nail polish, nail care
3304.91	Powders, whether compressed	Powder Sprinkle, Solid Powder, Blush On
3304.99	Other beauty or make-up preparations & skincare (non-medicament), including sunscreen	Foundation, BB cream, face cream, lotion, sunscreen

(Source: World Customs Organization – Harmonized System (HS) Code Heading 3304)

Based on data from the Ministry of Trade and the Central Statistics Agency, the market value of the beauty industry in Indonesia has experienced growth over the past five years in the 2020-2024 period. This shows the high demand for cosmetic products, including those from official imports.

In line with the findings above, based on data from the Indonesian Ministry of Trade (2024), the value of official cosmetic imports continues to increase in line with the development of global beauty trends and the increase in people's purchasing power. Official imported cosmetic products are chosen because they offer a variety of formulas, internationally standardized quality, and a global brand reputation that is difficult to match by some local products. The existence of official imported cosmetics also meets the needs of consumers who want the latest innovations and trends, especially those influenced by the Korean, Japanese, European, and United States beauty industries.

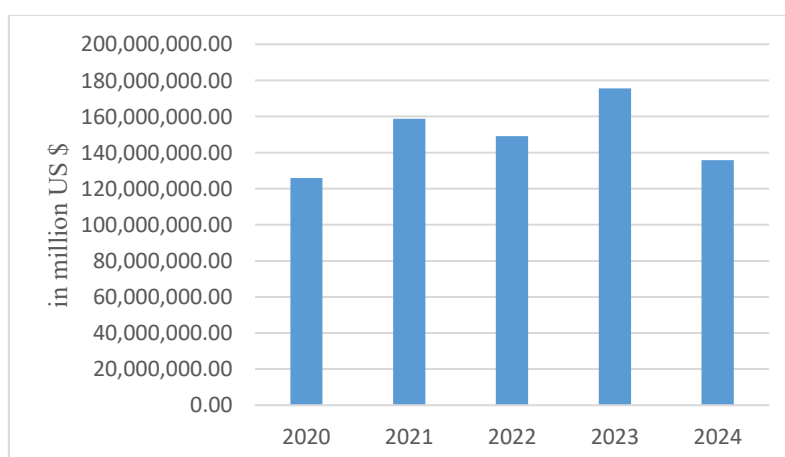


Figure 1. Import Value of Cosmetic Products in Indonesia in 2020-2024

(Source: Central Statistics Agency, Value of Cosmetic Imports in Indonesia, 2020-2024 (processed))

Based on data provided by the Central Statistics Agency, the value of Indonesian cosmetic imports in the last five years has shown significant fluctuations. In 2020, the value of cosmetic imports was recorded at US\$125,862,260.8, which experienced a sharp increase in

2021 to US\$158,648,867.1. However, in 2022, there was a decrease to US\$149,060,977.4, before increasing again in 2023 to reach US\$175,571,644.5, which was the highest figure in the period. However, in 2024, the value of cosmetic imports will decrease again to US\$135,851,121.8.

The fluctuating pattern of the value of Indonesian cosmetic imports in the last five years shows that the demand for imported cosmetic products is greatly influenced by global market dynamics, international beauty trends, currency exchange rates, and prevailing trade policies. The development of the global beauty industry today is also triggered by the rapid digital trade, where social media and e-commerce have become the main sales channels, even accounting for more than 50% of total global sales of beauty products (Forbes, 2025). In Indonesia, marketing strategies that leverage social media influencers and e-commerce platforms play an important role in shaping consumer preferences, especially among the dynamic younger generation. Consumers in this segment tend to be responsive to digital promotions that are visual and interactive, thus influencing buying interest and the potential for an increase in cosmetic imports in the future (Cosmetics Design Asia, 2024). Thus, the change in the value of cosmetic imports reflects not only economic and trade factors, but also consumer behavior that is increasingly skilled in digital technology and integrated with online marketing trends.

One of the main factors driving the demand for imported cosmetics is the influence of social media influencers. Influencers, through platforms such as Instagram, TikTok, and YouTube, can build an emotional connection with the audience as well as form a positive perception of the product. According to Ayuningtiyas (2023), credibility, personal appeal, and consistent interaction of an influencer can increase consumer trust in recommended products. In the context of official imported cosmetics, this influence is becoming increasingly important as consumers tend to rely on influencer opinions to validate the safety and effectiveness of products that they have never tried firsthand.

One of the emerging marketing strategies is the use of nano influencers, which are influencers who have several followers between 1,000 and 10,000 people. Marketing strategies through nano influencers are increasingly being applied by cosmetics companies because they have a higher engagement rate compared to influencers who have a larger number of followers (Fauzela, 2023).

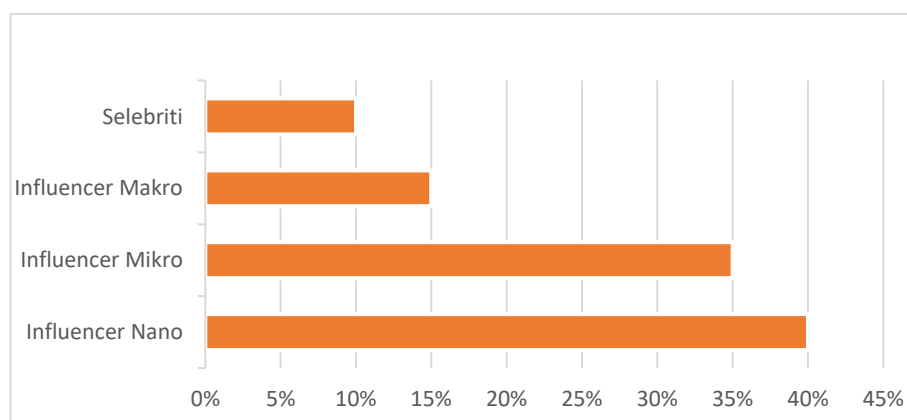


Figure 2. Distribution of Influencer Use by Brands in Indonesia in 2024

Source: Influencer Marketing Hub, 2024 (processed)

Based on data obtained from the Indonesia Influencer Marketing Hub 2024, around 40% of companies prefer to use nano influencers in their marketing campaigns. This is due to a more authentic level of audience engagement, where nano influencers are considered closer to their audience and have a higher level of trust compared to large influencers who have millions of followers.

In addition, the role of e-commerce serves as the main link between Indonesian consumers and official imported cosmetic products. Platforms such as Shopee, Tokopedia, Lazada, and other e-commerce allow consumers to access various international brands without the need to make purchases abroad. Hakim et al. (2020) explain that e-commerce can expand market reach, improve distribution efficiency, and reduce geographical barriers in cross-border trade. Features such as a wide range of payment methods, fast delivery services, and significant discount promotions further drive consumer purchasing decisions.

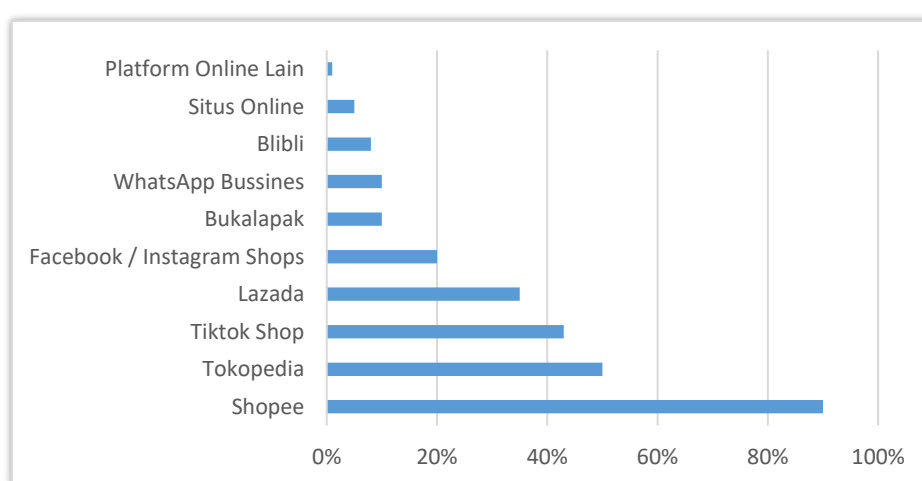


Figure 3. The Most Popular Online Shopping Platform for Consumers During Ramadan in 2024

Source: Databoks,2024 (processed)

Based on the results of a survey conducted by YouGov and published by Databoks in Indonesia's 2024 Ramadan Shopping Outlook report, it is known that Shopee is the most popular online shopping platform by Indonesian consumers during Ramadan 2024, with a percentage of 89% of respondents. The second position is occupied by Tokopedia with 51%, followed by TikTok Shop with 41%, and Lazada with 34%. In addition, other platforms that are also used include Facebook/Instagram Shops (19%), Bukalapak and WhatsApp/Line for Business (9% each), Blibli (7%), and other online store sites which account for 5%.

The results of the survey also show that there is a difference in preferences based on gender, where Shopee is more popular among women (92%) compared to men (85%), while Tokopedia is more in demand by men (59%) than women (42%). Meanwhile, TikTok Shop is more used by women (49%) than men (33%). These findings indicate that the preference for online shopping platforms in Indonesia is not only influenced by brand popularity and ease of access, but also by demographic segmentation such as consumer gender.

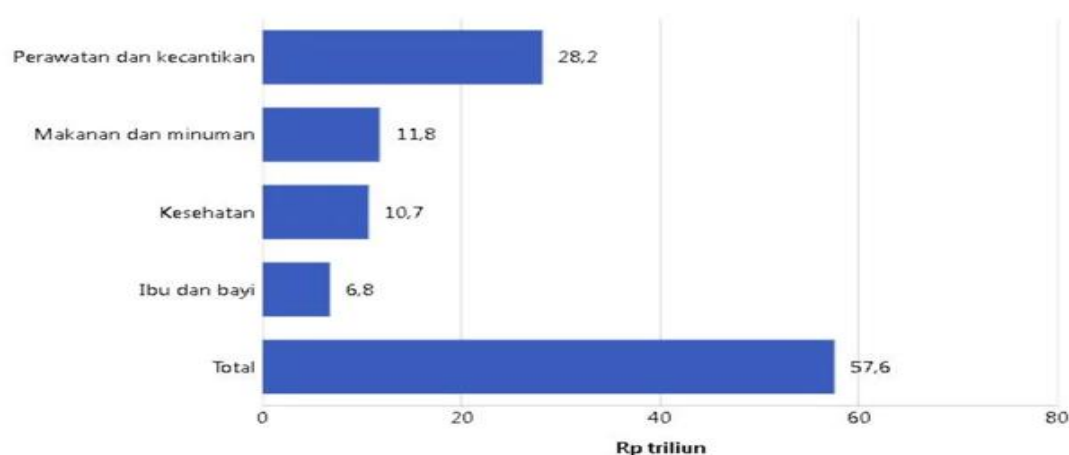


Figure 4. Sales Value of the FMCG Sector in Indonesian E-commerce in 2023

Source: Indonesian FMCG report 2023. Compass (2023)

Research entitled Indonesian FMCG Report 2023 reveals that the total sales value of the Fast-Moving Consumer Goods (FMCG) sector on the three largest e-commerce platforms in Indonesia, namely Blibli, Shopee, and Tokopedia, in 2023 will reach a very significant figure, amounting to IDR 57.6 trillion. This figure reflects the large scale of economic turnover in the FMCG sector through digital channels. Hanindia Narendrata, as Co-Founder & CEO of Kompas, explained that the FMCG sales value showed positive growth, with an increase of 1.03% compared to the previous year's achievement. In the report, data presented through the dashboard shows four main categories that dominate sales in the FMCG sector. Among the four categories, the Care and Beauty category managed to occupy the top position with a sales value of IDR 28.2 trillion. This value is equivalent to 49% of total FMCG sales in Indonesia throughout 2023, indicating that products in this category have high appeal in the e-commerce market and are one of the main drivers of FMCG sales in the country (Kompas, 2023).

These findings are relevant to research on the role of e-commerce and social media influencers in purchasing decisions for imported cosmetic products, considering that the Care and Beauty category includes a wide range of cosmetic products, both locally produced and imported. The dominance of this category in e-commerce sales confirms the existence of high demand from consumers, which can be influenced by factors such as digital marketing strategies, influencer credibility, and ease of access to products through online platforms. Thus, the rapid development of the Care and Beauty sector in e-commerce not only illustrates consumption trends but also becomes an important foundation for understanding the dynamics of the purchasing behavior of imported cosmetics in Indonesia.

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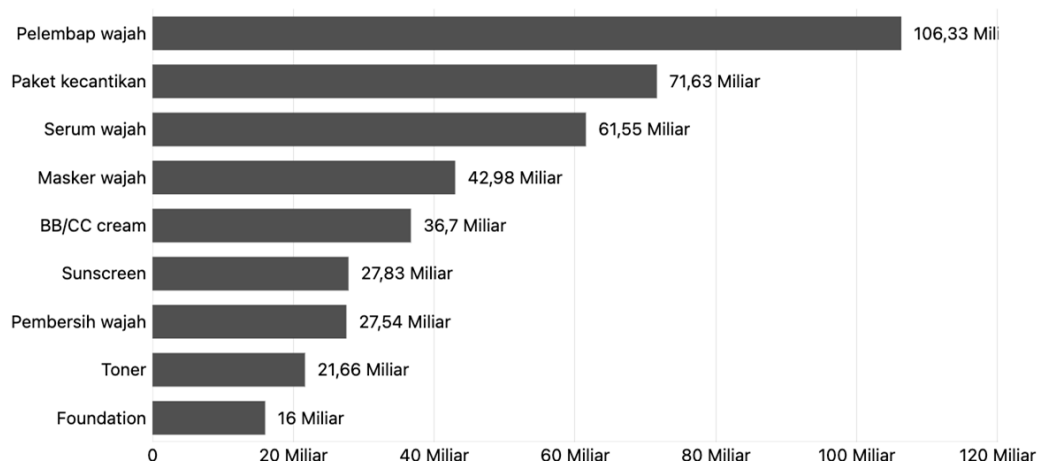


Figure 5. Best-Selling Cosmetic Products Category in Indonesian E-Commerce (First Quarter 2024)

Source: Databoks, 2024 (processed)

The diagram depicts the ten best-selling beauty care product categories on Indonesian e-commerce platforms in the first quarter of 2024. Based on total sales data on Shopee, Tokopedia, and Blibli, facial moisturizing products occupy the top position with a sales value of IDR 106.33 billion, which reflects the high consumer demand for this product. Furthermore, beauty packages and facial serums recorded sales of IDR 71.63 billion and IDR 61.55 billion, respectively, showing the popularity of products that focus on comprehensive and intensive skincare. Face masks, BB/CC cream, and sunscreen products also showed significant sales performance with values of IDR 42.98 billion, IDR 36.7 billion, and IDR 27.83 billion, respectively. On the other hand, facial cleansers, toners, and foundations are in the bottom position with relatively lower sales values, namely IDR 27.54 billion, IDR 21.66 billion, and IDR 16 billion. These findings indicate the preference of Indonesian consumers for skincare products that provide hydration and protection, as well as the tendency to purchase comprehensive beauty product packages (Kompas, 2024).

For students in West Java, this convenience has a significant impact. This age group belongs to the category of digital natives who are active on social media, have a high interest in global beauty trends, and are used to making purchases online. They often find imported cosmetic products through influencer recommendations, then make purchases directly through e-commerce. This close connection between social media and e-commerce forms an effective marketing cycle for official imported cosmetic products.

From the perspective of international trade, the increase in purchases of official imported cosmetics also has an impact on national import activities. Krugman and Obstfeld (2018) stated that imports of official goods can help maintain the balance of the domestic market when domestic production is insufficient, as well as contribute to state revenue through import duties and import taxes. Thus, consumer purchasing behavior towards official imported cosmetics not only impacts individuals and the cosmetics industry, but also on the national economy on a macro level.

Although the influence of social media influencers and the role of e-commerce on consumer behavior has been extensively researched, most previous research has still focused

on local cosmetic products or illegally imported products. Research that specifically examines official imported cosmetics, especially in the context of their influence on national import activities, is still very limited. This creates a research gap that needs to be filled.

Previous studies have examined the role of social media influencers and e-commerce on consumer behavior, yet with limited focus on official imported cosmetic products. For instance, Ayuningtiyas (2023) found that influencer credibility and engagement positively affect consumer trust and purchasing intentions, but the study primarily addressed local product markets without linking to import activities. Similarly, Hakim et al. (2020) demonstrated that e-commerce platforms expand market reach and reduce geographical barriers in consumer purchasing, but the research did not explore how this affects national import volumes, especially for officially imported cosmetics. These studies highlight the influence of digital marketing on consumer behavior but leave a gap regarding the interplay between social media influencers, e-commerce, and official import decisions in the context of young, digitally native consumers.

Based on this phenomenon, this study aims to analyze the influence of social media influencers and the role of e-commerce on official imported cosmetic purchase decisions through national import activities, focusing on students in West Java as a research population. This research is expected to make an academic contribution to the development of literature in the field of digital marketing and international trade, as well as provide practical insights for cosmetics industry players and policymakers in designing effective marketing strategies and sustainable import policies.

RESEARCH METHOD

Quantitative research methods are based on the philosophy of positivism and involve examining certain populations or samples using research instruments and statistical data analysis to test hypotheses. In the study, an associative quantitative method with the SEM-PLS (Structural Equation Modeling – Partial Least Squares) approach was used to analyze the relationships between independent, intervening, and dependent variables.

The research involved four main variables. The first was Social Media Influencers (X1), focusing on the impact of influencer content on consumer preferences and purchasing decisions regarding cosmetic products. The second was the Role of E-Commerce (X2), considering factors such as ease of access, transaction security, and product variety on e-commerce platforms. The third was Cosmetic Product Purchase Decision (Y), which included purchase intention, frequency, and brand loyalty. The fourth was Cosmetic Product Import Activity (Z), covering the intensity of purchasing imported products, the sources of these products (official or illegal), and consumer preferences for specific imported items.

Primary data were collected directly from respondents through online questionnaires using a Likert scale. The questionnaire was developed based on predefined indicators aligned with the study's objectives and problem formulation.

The research process followed systematic stages: problem identification, literature review, preparation of research instruments, questionnaire distribution, data collection, data processing with statistical software, and conclusion drawing based on hypothesis testing. The entire process was conducted objectively to produce academically reliable findings.

This method allowed for a comprehensive understanding of the influence of social media

and e-commerce on student consumer behavior in West Java concerning imported cosmetic products.

RESULTS AND DISCUSSION

The data analysis technique in this study uses the Structural Equation Modeling method based on Partial Least Square (SEM-PLS), which requires two main stages to assess the fit model of a research model. According to Hair et al. (2021), these stages include the Outer Model which aims to assess the validity and reliability of indicators and Evaluation of the structural model (inner model), which is used to assess the relationship between latent variables in the research model.

Outer Model

There are three criteria in the use of data analysis techniques with SmartPLS to assess the outer model, namely Convergent Validity, Discriminant Validity and Construct Reliability.

Convergent Validity

The convergent validity of the measurement model with reflective indicators is evaluated through the correlation value (loading factor) between the indicator score and the construct it measured. According to Hair et al. (2021), the recommended loading factor value is above 0.70, which indicates that the indicator has a strong correlation level to the construct. However, in the early stages of research or exploratory studies, a loading factor value of 0.60 is still considered adequate to be maintained, provided that the indicator has a significant theoretical contribution to the constructed being measured. In this study, the researcher set a minimum loading factor limit of 0.70 to determine whether an indicator is suitable for use in further analysis.

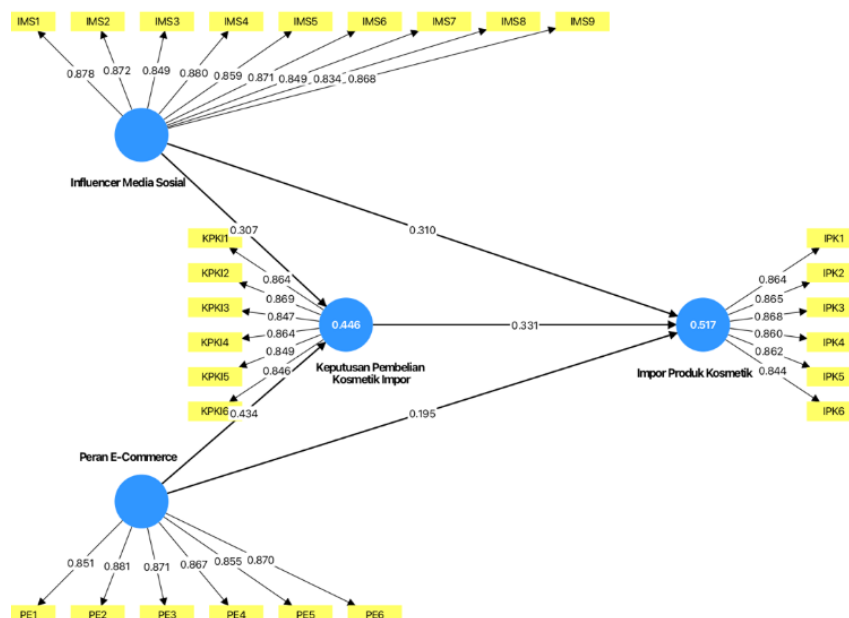


Figure 6. PLS Model Algorithm

Source: Primary data is processed with SmartPLS v4.1.1.4

The output of the external loading estimation results is measured from the

correlation between the indicator score (instrument) and its construct (variable). An indicator is considered valid if it has a correlation value above 0.70 or 0.6 is considered sufficient. If there are indicators that do not meet these requirements, they must be discarded. The results of convergent validity in the study are in Table 2.

Table 2. Outer Loading Results

	IMS	PE	KPKI	IPK
IMS1	0.878			
IMS2	0.872			
IMS3	0.849			
IMS4	0.880			
IMS5	0.859			
IMS6	0.871			
IMS7	0.849			
IMS8	0.834			
IMS9	0.868			
PE1		0.851		
PE2		0.881		
PE3		0.871		
PE4		0.867		
PE5		0.855		
PE6		0.870		
KPKI1			0.864	
KPKI2			0.869	
KPKI3			0.847	
KPKI4			0.864	
KPKI5			0.849	
KPKI6			0.846	
IPK1				0.864
IPK2				0.865
IPK3				0.868
IPK4				0.860
IPK5				0.862
IPK6				0.844

Source: SmartPLS 4.1.1.4 (2025) Processed Data

Based on the results in Table 2, all indicators in the four variables have an outer loading value above 0.80, which means that they meet the convergent validity criteria. According to Hair et al. (2021), an outer loading value of ≥ 0.70 indicates that the indicator has a strong contribution in reflecting latent constructs, while values between 0.50–0.70 are still acceptable in the early stages of instrument development.

a. Loading Factor Test Results

Next are the results of the convergent validity test which is assessed from 27

indicators/statements with the results of the Loading Factor, found in table 3

Table 3. Loading Factor Results

Variable Leave		Variable Manifest	Loading Factor	Significance (>0.7)
Social Media Influencers	Media	IMS1	0.878	Valid
		IMS2	0.872	Valid
		IMS3	0.849	Valid
		IMS4	0.880	Valid
		IMS5	0.859	Valid
		IMS6	0.871	Valid
		IMS7	0.849	Valid
		IMS8	0.834	Valid
		IMS9	0.868	Valid
The Role of E-Commerce	of E-	PE1	0.851	Valid
		PE2	0.881	Valid
		PE3	0.871	Valid
		PE4	0.867	Valid
		PE5	0.855	Valid
		PE6	0.870	Valid
Import Cosmetics Purchase Decision	Cosmetics	KPKI1	0.864	Valid
		KPKI2	0.869	Valid
		KPKI3	0.847	Valid
		KPKI4	0.864	Valid
		KPKI5	0.849	Valid
		KPKI6	0.846	Valid
Import Cosmetic Products	Cosmetic	IPK1	0.864	Valid
		IPK2	0.865	Valid
		IPK3	0.868	Valid
		IPK4	0.860	Valid
		IPK5	0.862	Valid
		IPK6	0.844	Valid

Source : Data Processed PLS 4.1.1.4 (2025)

Based on Table 4.4, all indicators in the latent variables studied showed a loading factor value above 0.70, so it was declared valid according to the convergent validity criteria recommended by Hair et al. (2021). These results indicate that all indicators have a strong correlation with their respective constructs, so that this research instrument can be declared valid for use at the next stage of analysis.

b. AVE (Average Variance Extraction) Test Results

The AVE value is said to be good if it obtains a value of >0.50 (Ghozali, I. Latan, 2019). The results of the AVE (Average Variance Extraction) Test in Table 4.

Table 4. AVE Test Results Research Model

No	Variable	AVE Value	Information
1	IMS	0.741	<i>Valid</i>
2	PE	0.744	<i>Valid</i>
3	KPKI	0.734	<i>Valid</i>
4	IPK	0.750	<i>Valid</i>

Source : Data Processed PLS 4.1.1.4 (2025)

Based on Table 4, the AVE value of each variable is Social Media Influencer (IMS) of 0.741, Role of E-Commerce (PE) of 0.744, Decision to Purchase of Imported Cosmetics (KPKI) of 0.734, and Import of Cosmetic Products (GPA) of 0.750. These four variables have a $\geq$ value of 0.50, meaning that all four variables are categorized as valid.

Discriminant Validity

Discriminant validity is used to ensure that a construct in a research model is completely different or separate from other constructs. In other words, discriminant validity measures the extent to which the indicators of a construct only represent that construct and do not have too high a correlation with other constructs in the model.

a) Hasil Uji Fornell-Lacker Discriminant Validity

To test discriminant validity, this study uses the Fornell-Larcker Criterion approach, where the square root value of Average Variance Extracted (AVE) for each construct is compared to the correlation value between other constructs. The results of the Fornell-Lacker test in this study are in Table 5.

Table 5. Fornell-Larcker Criterion Discriminative Validity Value

	IMS	PE	KPKI	IPK	Information
IMS	0.860				<i>Valid</i>
PE	0.620	0.862			<i>Valid</i>
KPKI	0.630	0.574	0.857		<i>Valid</i>
IPK	0.592	0.616	0.623	0.866	<i>Valid</i>

Source: Data Processed PLS 4.1.1.4 (2025)

Based on Table 5, the results of the discriminant validity test with the Fornell-Larcker Criterion show that the square root value of AVE in each construct (diagonal value) is higher than the correlation with other constructs. This indicates that all latent variables have clear differences from each other, thus meeting the criteria of discriminant validity.

Construct Reliability

Construct Reliability can be analyzed using one of two methods, namely by analyzing Cronbach's Alpha values and composite reliability. These two methods are part of the process used to test the reliability value of indicators on a variable.

a) Cronbach's Alpha Test Results

Cronbach's Alpha testing is performed to measure the level of internal

consistency between indicators in each construct. Cronbach's high Alpha values indicate that the indicators consistently measure the same construct. According to Hair et al. (2021), a construct is declared reliable if it has a Cronbach's Alpha value of more than 0.70. The results of Cronbach's Alpha testing for all latent variables in this study are presented in Table 6 below.

Table 6. Cronbach's Alpha Reliability Test Value

No	Variable	Cronbach's alpha	Information
1	IMS	0.930	Reliable
2	PE	0.957	Reliable
3	KPKI	0.928	Reliable
4	IPK	0.933	Reliable

Source: Data Processed PLS 4.1.1.4 (2025)

The results of the analysis in Table 6 show that the Cronbach's Alpha value for the construct/variable of Social Media Influencer is 0.930, the Role of E-Commerce variable is 0.957, the variable of Import Cosmetics Purchase Decision is 0.928 and the variable of Import of Cosmetic Products is 0.933. All of Cronbach's Alpha values are ≥ 0.70 . So that all variables have good reliability.

b) Composite Reliability Test Results

The next stage is to test the reliability of the construct through composite reliability. This test aims to ensure that the indicators in each latent variable have adequate internal consistency. A construct is declared reliable if the composite reliability value is greater than 0.70 (Hair et al., 2021). The results of the composite reliability test for all latent variables in this study can be seen in Table 7 below.

Table 7. Composite Reliability Test Results

No	Variable	Composite Reliability	Information
1	IMS	0.945	Reliable
2	PE	0.963	Reliable
3	KPKI	0.943	Reliable
4	IPK	0.947	Reliable

Source: Data Processed PLS 4.1.1.4 (2025)

Based on Table 4.7, all variables in this study have a composite reliability value above 0.70, namely Social Media Influencers (IMS) of 0.945, Role of E-Commerce (PE) of 0.963, Purchase Decision of Imported Cosmetics (KPKI) of 0.943, and Import of Cosmetic Products (GPA) of 0.947. This value shows that all constructs meet the reliability criteria, which means that the indicators in each variable have high internal consistency in measuring the construct in question. Thus, this research instrument can be declared reliable and feasible to be used in the next analysis.

Inner Model

The inner model in PLS-SEM describes the relationships between latent variables and is evaluated to see the strength and significance of these relationships. The evaluation includes three main aspects: Significance of the relationship (Hypothesis Testing), R Square and Effect Size.

1) R-square Determination Coefficient Test Results

Evaluation of the structural model starts from the feasibility test of the model by looking at the R-square. The results of the model feasibility test (Goodness of Fit Model) are shown in Table 8.

Table 8. Results of the R² Determination Coefficient Test

	<i>R-square</i>	<i>R-square adjusted</i>
IPK	0.517	0.503
KPKI	0.446	0.436

Source: Data Processed PLS 4.1.1.4 (2025)

Based on the results of the analysis, an R-Square value of 0.517 was obtained for the Cosmetic Product Import variable, indicating that 51.7% of the variation in this variable could be explained by independent variables in the model, while the remaining 48.3% was influenced by other factors outside the model. This value is in the moderate category. Meanwhile, the R-Square value is 0.446, for the Import Cosmetics Purchase Decision variable, which means that 44.6% of the variation in this variable can be explained by independent variables, while the remaining 55.4% is explained by other variables outside the model. This value also falls into the moderate category.

2) Quality Index Test Results

The Quality Index test is performed to assess the overall quality of the measurement model in the study. This index includes measurements of model fit and the model's ability to accurately represent data. According to Henseler et al. (2016), a higher Quality Index value indicates that the model is of good quality and reliable to explain the relationship between constructs. The results of the Quality Index test in this study can be seen in Table 9 below.

Table 9. Quality Index Test Results

	Communality	<i>R-square</i>	GoF	Conclusion
IPK	0.750	0.517	0.623	<i>Large</i>
KPKI	0.734	0.446	0.572	<i>Large</i>

Sumber: Data Diolah PLS 4.1.1.4 (2025)

3) Direct Effect Hypothesis Test Results

At this stage, a direct effect hypothesis is tested to determine the magnitude of the influence of each independent variable on the directly dependent variable. The test

is carried out by looking at the Original Sample (O) value as the estimation coefficient, T-statistic for statistical significance, and P-value for testing probability. In reference to Hair et al. (2019), the t-statistical value > 1.96 and the p-value < 0.05 are statistically significant indicators. The full results of the direct effect testing are presented in Table 10 below.

Table 10. Direct Effect Hypothesis Test Results

Jalur a-$\rightarrow$β Direct	Estimasi	T statistics	P values	Conclusion
IMS -> IPK	0.310	2.081	0.037	H1 : Accepted
IMS -> KPKI	0.307	1.638	0.102	H2 : Rejected
KPKI -> IPK	0.331	2.188	0.029	H3 : Accepted
PE -> IPK	0.195	1.324	0.186	H4 : Rejected
PE -> KPKI	0.434	2.414	0.016	H5 : Accepted

Source: Data Processed PLS 4.1.1.4 (2025)

Based on the results of the direct effect test in Table 10, it was found that Social Media Influencers had a positive and significant effect on Cosmetic Product Imports (coefficient of 0.310; $T = 2.081$; $P = 0.037$), until H1 was accepted. However, the effect on the Purchase Decision of Imported Cosmetics was not significant (coefficient of 0.307; $T = 1.638$; $P = 0.102$), so that H2 is subtracted. Import Cosmetic Purchase Decisions have been proven to have a positive and significant effect on Cosmetic Product Imports (coefficient 0.331; $T = 2,188$; $P = 0.029$), until H3 is accepted. The role of E-Commerce does not have a significant effect on the import of Cosmetic Products (coefficient of 0.195; $T = 1.324$; $P = 0.186$), so that H4 is subtracted. On the other hand, the role of E-Commerce has a positive and significant effect on the Purchase Decision of Imported Cosmetics (coefficient of 0.434; $T = 2,414$; $P = 0.016$), until H5 is accepted.

4) Indirect Effect Hypothesis Test Results

At this stage, an indirect effect hypothesis is tested to determine the magnitude of the influence of independent variables on dependent variables through mediation variables. The test is carried out by looking at the value of the Original Sample (O) as the estimation coefficient, T-statistic to test the statistical significance, and P-value to test the probability. Referring to Hair et al. (2019), the t-value > 1.96 and the p-value < 0.05 showed a statistically significant influence. The full results of the indirect effect test are presented in Table 11 below.

Table 11. Direct Effect Hypothesis Test Results

Jalur a-$\rightarrow$β Direct	Estimasi	T statistics	P values	Conclusion
PE -> KPKI -> IPK	0.143	1.579	0.114	H6 : Rejected
IMS -> KPKI -> IPK	0.102	1.203	0.229	H7 : Rejected

Source: Data Processed PLS 4.1.1.4 (2025)

Based on Table 11, the results of the indirect effect test showed that the role of E-Commerce in influencing the Import of Cosmetic Products through the Purchase Decision of Imported Cosmetics was not significant (coefficient of 0.143; $T = 1.579$; $P = 0.114$), so that H6 is subtracted.

Similarly, Social Media Influencers who influence Cosmetic Product Imports through Imported Cosmetic Purchase Decisions are also insignificant (coefficient 0.102; $T = 1.203$; $P = 0.229$), so that H7 is subtracted.

Hypothesis Testing Results

The Influence of Social Media Influencers on Product Imports Cosmetics

In the IMS $\rightarrow$ GPA pathway, the test results showed that Social Media Influencers had a positive and significant effect on Cosmetic Product Imports, with an estimated coefficient value of 0.310, T-statistic of 2.081 (> 1.96), and P-value of 0.037 (< 0.05). This shows that the higher the influence of social media influencers, the greater the tendency of consumers to buy imported cosmetic products.

These findings are in line with research by Chao et al. (2021) which found that marketing through influencers on social media has a significant impact on consumer interest and purchasing behavior, including products from abroad. Chetioui et al. (2020) also revealed that the credibility and attractiveness of influencers can shape consumer trust in brands, thereby encouraging the purchase of imported cosmetic products.

The Influence of Social Media Influencers on Decisions Purchase of Imported Cosmetics

In the IMS $\rightarrow$ KPKI pathway, the test results showed that the influence of Social Media Influencers on Imported Cosmetics Purchase Decisions was not significant, with an estimated coefficient of 0.307, T-statistic of 1.638 (< 1.96), and P-value of 0.102 (> 0.05). This means that although influencers have a role in influencing consumers, they are not yet strong enough to directly influence the purchase of imported cosmetics.

This finding is different from the results of a study by Putri & Fikriyah (2024) which found that influencers have a significant effect on impulse purchases of halal cosmetic products in e-commerce. These differences in results may be due to the characteristics of respondents or the level of exposure to different influencer content in the study population.

The Effect of Import Cosmetics Purchase Decisions on Import Cosmetic Products

In the KPKI $\rightarrow$ GPA pathway, the test results showed that the Purchase Decision of Imported Cosmetics had a positive and significant influence on the Import of Cosmetic Products, with an estimated coefficient of 0.331, T-statistic 2.188 (> 1.96), and P-value of 0.029 (< 0.05). This means that the stronger the purchasing decisions consumers make, the more likely it is to import cosmetic products.

These results support the research of Wardani et al. (2022) who stated that consumer purchasing decisions, including purchase intent and frequency, directly affect the increase in cosmetic import volumes. A mature decision-making process will increase the tendency of consumers to buy cosmetic products from abroad.

The Influence of the Role of E-Commerce on Product Imports Cosmetics

In the PE $\rightarrow$ GPA pathway, the test results showed that the role of E-Commerce had no significant effect on the import of cosmetic products, with an estimated coefficient of 0.195,

T-statistic of 1.324 (< 1.96), and P-value of 0.186 (> 0.05). This indicates that the existence of e-commerce does not directly encourage the import of cosmetics, although it makes it easier to access.

These findings are different from the research of Fadilah & Apriliani (2023) which found that e-commerce facilitates an increase in the purchase of imported cosmetic products. These differences in results may be due to differences in product categories, promotion levels, or consumer preferences in this study sample.

The Influence of the Role of E-Commerce on Purchase Decisions Imported Cosmetics

In the PE $\rightarrow$ KPKI pathway, the test results showed that the role of E-Commerce had a positive and significant effect on the Purchase Decision of Imported Cosmetics, with an estimated coefficient value of 0.434, T-statistic of 2.414 (> 1.96), and P-value of 0.016 (< 0.05). This means that the better the role of e-commerce in providing access, product variety, and ease of transaction, the more likely consumers are to decide to buy imported cosmetics.

These results support the research of Ayuningtyas & Handayani (2023) which reveals that e-commerce plays an important role in facilitating the trade in imported cosmetics by providing easy access to information and transactions for consumers.

The Influence of the Role of E-Commerce on Product Imports Cosmetics through Import Cosmetics Purchase Decisions

In the PE $\rightarrow$ KPKI $\rightarrow$ GPA pathway, the test results showed that the influence of the Role of E-Commerce on the Import of Cosmetic Products through the Purchase Decision of Imported Cosmetics was not significant, with an estimated coefficient of 0.143, T-statistic of 1.579 (< 1.96), and a P-value of 0.114 (> 0.05). This means that purchasing decisions do not sufficiently mediate the relationship between the role of e-commerce and cosmetic imports.

This finding is different from the research of Pamungkas (2020) which states that e-commerce affects the distribution of imported cosmetics through consumer purchase decisions. This difference may be due to the characteristics of respondents who are more selective in purchasing imported cosmetics in e-commerce.

The Influence of Social Media Influencers on Product Imports Cosmetics through Import Cosmetics Purchase Decisions

In the IMS $\rightarrow$ KPKI $\rightarrow$ GPA pathway, the test results showed that the influence of Social Media Influencers on the Import of Cosmetic Products through the Purchase Decision of Imported Cosmetics was not significant, with an estimation coefficient of 0.102, T-statistic of 1.203 (< 1.96), and a P-value of 0.229 (> 0.05). This suggests that purchasing decisions do not effectively mediate the relationship between social media influencers and cosmetic imports.

This finding is different from the results of research by Cecilia & Osly (2024) which states that the influence of influencers on cosmetic purchases is strengthened by consumer purchase intentions and decisions. Factors such as influencer credibility or content relevance may be the reason for the insignificance of these results in this study.

CONCLUSIONS

The study using PLS-SEM analysis found that social media influencers had a positive and significant effect on cosmetic import volumes but did not significantly affect purchase decisions. Conversely, e-commerce significantly influenced purchase decisions but had no significant direct impact on import volumes. Additionally, purchase decisions positively and

significantly affected the volume of imported cosmetics. These findings suggest that influencers more strongly affect imports directly, while e-commerce primarily drives consumer purchasing behavior. Future research could explore additional factors or moderating variables that link e-commerce platforms to import activities to better understand how online retail impacts import volumes.

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