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The Influence of Influencer Marketing and User Generated Content on Skintific Brand Awareness Among Generation Z'

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ABSTRACT

This study examines the influence of influencer marketing and user-generated content on brand awareness of Skintific skincare among Gen Z consumers in the Jabodetabek area. Employing a quantitative method with multiple linear regression analysis, data was collected via questionnaires from 150 respondents. Results reveal that both influencer marketing and user-generated content have a positive and significant effect, individually and jointly, on brand awareness. These findings suggest that combining these two digital marketing strategies effectively enhances brand recognition among target consumers. The study offers valuable insights for companies aiming to optimize marketing strategies within the Gen Z demographic.

INTRODUCTION

In the era of rapid technological advancement, digital platforms have become essential tools in shaping consumer behavior, particularly through social media. According to *We Are Social* (2024), over 167 million Indonesians equivalent to 60.4% of the population are active social media users, indicating the vast potential of these platforms in influencing public perception and purchasing decisions. Social media has evolved beyond its original function as a communication medium; it now serves as a dynamic space for marketing, brand building, and consumer engagement. Businesses increasingly leverage platforms like Instagram, TikTok, Facebook, and X (formerly Twitter) to launch targeted campaigns, collaborate with influencers, and create viral content that resonates with specific market segments. This shift allows for more personalized, real-time interactions between brands and consumers, fostering loyalty while reducing traditional advertising costs. Moreover, the integration of AI-driven analytics enables companies to track user behavior, preferences, and sentiment more accurately, thereby refining their marketing strategies in a data-driven and adaptive manner. As a result, social media not only influences how products are discovered and perceived but also plays a crucial role in shaping consumption patterns and lifestyle choices in Indonesia's rapidly digitizing society. (KirtiŞ & Karahan, 2011; Bailey, 2020).

The beauty industry, notably skincare brands like Skintific, has increasingly leveraged digital marketing strategies to build brand awareness, particularly targeting Generation Z. Content marketing, including influencer marketing and user-generated content (UGC), has become a prevalent approach to engage users and foster brand familiarity. Influencer marketing allows brands to partner with individuals who possess credibility and large followings to promote their products (Ewers, 2017; Hariyanti & Wirapraja, 2018). Conversely, UGC relies on content voluntarily created by users, such as reviews, testimonials, and product

demonstrations, which are often perceived as more authentic by other consumers (Bruns, 2016; Huang, 2023).

Several studies suggest that influencer marketing positively affects brand awareness (Sari, 2022; Prasetyo, 2023). However, there remain inconsistencies in its overall effectiveness, particularly among Generation Z consumers who are known to prioritize authenticity, transparency, and emotional connection in brand communication (Putra, 2023). This demographic tends to be skeptical of overly polished or promotional content, often perceiving traditional influencer marketing as inauthentic or staged. As a result, while influencer collaborations may succeed in reaching a wide audience, they do not always translate into deeper engagement or lasting brand loyalty among Gen Z.

In parallel, user-generated content (UGC) has emerged as a compelling alternative strategy, known to foster higher levels of consumer trust, perceived authenticity, and engagement. Unlike branded content or paid endorsements, UGC is created by real users based on their genuine experiences, making it more relatable and trustworthy in the eyes of consumers. Studies have highlighted the potential of UGC to build brand credibility and stimulate community-driven promotion (Johnson, 2023). However, in the case of Skintific, a skincare brand with a strong digital presence—particularly on platforms like TikTok and Instagram—the utilization of UGC appears to be underdeveloped. While the brand enjoys substantial visibility through influencer campaigns and viral content, there is limited consumer awareness and recognition of UGC specifically.

This gap suggests a missed opportunity: although Skintific has access to a highly engaged digital audience, its current content strategy may not fully leverage the organic advocacy that UGC can provide. Without a deliberate effort to encourage, curate, and promote UGC, the brand risks relying too heavily on influencer marketing, which may not align with the evolving expectations of Gen Z consumers. Addressing this imbalance is crucial for enhancing brand visibility, deepening consumer

trust, and fostering a more authentic brand-consumer relationship.

This research is further motivated by empirical data from PT. May Sun Yvan, which shows a decline in Skintific's product sales in the Jabodetabek area—falling from 14,500 units in 2022 to 12,000 units in 2023 (Skintific Sales Report, 2023). This decline indicates possible inefficiencies in the brand's current digital marketing strategy, particularly in aligning influencer content and UGC with brand values (Khairun, 2024; Lestiyani & Purwanto, 2024). Previous research by Canggih et al. (2023) emphasizes the role of consumer trust as a mediating variable in the relationship between influencer content and purchase intention, suggesting that the effectiveness of influencer marketing is highly dependent on content quality and credibility.

While numerous studies have examined digital marketing in general, few have focused specifically on the combined influence of influencer marketing and user-generated content (UGC) on brand awareness within the skincare industry especially among Gen Z consumers in Indonesia. This presents a clear gap in the literature and highlights the novelty of this study. Existing research tends to treat influencer marketing and UGC as separate variables, often overlooking the potential synergistic effect that occurs when both strategies are implemented concurrently. In the context of skincare a product category that relies heavily on visual appeal, trust, and peer recommendations the interplay between authentic user content and curated influencer endorsements may have a significant impact on how brands are perceived and remembered by young consumers.

Generation Z, known for their digital fluency and skepticism toward traditional advertising, is particularly responsive to content that feels relatable, trustworthy, and community-driven. Therefore, examining how these two marketing approaches jointly contribute to brand awareness within this demographic is both timely and relevant. By narrowing the focus to Indonesian Gen Z consumers a rapidly growing and highly engaged online segment this study aims to provide nuanced insights

that fill an important void in current digital marketing scholarship, while also offering practical implications for skincare brands seeking to optimize their social media strategies.

Therefore, the objective of this article is to analyze the influence of influencer marketing and user generated content on Skintific's brand awareness among Generation Z consumers in the Jabodetabek area. By identifying the effectiveness of these strategies, this research aims to provide insights for improving digital marketing practices in the beauty industry.

METHODS

This study employed a quantitative explanatory research design to investigate the influence of influencer marketing and user-generated content (UGC) on brand awareness among Generation Z consumers of the skincare brand *Skintific* in the Greater Jakarta area (Jabodetabek). The population consisted of individuals aged 19–27 who have used Skintific at least once and have been exposed to influencer reviews of the brand on social media. A total of 150 respondents were selected using purposive sampling, with an equal number of participants (30) from each city: Jakarta, Bogor, Depok, Tangerang, and Bekasi.

The primary research instrument used was a structured online questionnaire distributed via Google Forms through social media platforms such as WhatsApp and Instagram. The questionnaire included closed-ended questions using a Likert scale to measure the variables of influencer marketing, user-generated content, and brand awareness. The study also utilized secondary data from academic journals, statistical reports, and relevant literature to support the research context. Before data analysis, the instrument underwent validity and reliability testing, with items deemed valid if $r\text{-count} > r\text{-table}$ and $\text{significance} < 0.05$, and reliable if Cronbach's Alpha > 0.6 .

The data analysis process involved several stages. Descriptive statistics were used to summarize respondents' demographic profiles and overall response trends. Classical assumption tests

(normality, multicollinearity, and heteroskedasticity) were conducted to ensure that the data met the assumptions required for regression analysis. Multiple linear regression was then applied to test the influence of the independent variables on brand awareness. Finally, hypothesis testing was carried out using the t-test (for partial effects), the F-test (for simultaneous effects), and the coefficient of determination (R^2) to measure the model's explanatory power.

RESULTS AND DISCUSSION

A. Multiple Linear Regression

Multiple linear regression analysis is a statistical method used to assess the dependency of a dependent

variable on two or more independent variables, aiming to estimate and predict the average population value of the dependent variable based on known values of the independent variables.

In this study, the independent variables are Influencer Marketing (X_1) and User Generated Content (X_2), while the dependent variable is Brand Awareness (Y). The regression model is expressed as:

$$Y_i = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

The data is processed using IBM SPSS 26 for Windows to analyze the influence of the independent variables, both individually and simultaneously, on the dependent variable.

Table 1. Multiple Linear Regression Test Results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.103	2.875		1.427	.156
	<i>Influencer Marketing</i>	.573	.077	.541	7.456	.000
	<i>User Generated Content</i>	.330	.077	.312	4.298	.000
a. Dependent Variable: <i>Brand Awareness</i>						

Sumber: Data diolah oleh Penulis (2025)

Based on the regression equation $Y = 4.103 + 0.573 X_1 + 0.530 X_2 + \epsilon$ obtained from the multiple linear regression analysis:

1. The constant ($\alpha=4.103$) indicates that when both Influencer Marketing (X_1) and User Generated Content (X_2) are zero, Brand Awareness (Y) will have a baseline value of 4.103.

2. The regression coefficient for Influencer Marketing ($\beta_1=0.573$) suggests that for every one-unit increase in Influencer Marketing, holding other variables constant, Brand Awareness increases by 0.573 units.

3. The regression coefficient for User Generated Content ($\beta_2=0.530$) implies that

for every one-unit increase in User Generated Content, holding other variables constant, Brand Awareness increases by 0.530 units.

This means both predictors positively contribute to increasing Brand Awareness, with Influencer Marketing having slightly greater effect than User Generated Content, assuming other factors remain constant.

Hypothesis Testing

A. Partial Test (t)

The partial test (t) is used to measure the effect of each independent variable individually on the dependent variable. The test is conducted by comparing the t-value from the data analysis results with the t-table at a significance level of 0.05. The

null hypothesis (Ho) states that there is no significant effect of the Influencer Marketing (X1) and User Generated Content (X2) variables on Brand Awareness (Y), while the alternative hypothesis (Ha) states that there is a significant effect. Based on the data, the t-value for Influencer Marketing is 7.456

and for User Generated Content is 4.298, both of which are greater than the t-table value of 1.655. Thus, Ho is rejected and Ha is accepted, meaning that both independent variables partially have a significant effect on Brand Awareness.

Table 2. Partial Test Results (t)

Coefficients			
Model		Collinearity Statistics	
		Tolerance	Sig.
1	(Constant)	1.427	.156
	<i>Influencer Marketing</i>	7.456	.000
	<i>User Generated Content</i>	4.298	.000
Dependent Variable: <i>Brand Awareness</i>			

Sumber: Data Diolah oleh Penulis (2025)

Based on Table 2 of the t-test results, the calculated t-value for the Influencer Marketing variable is 7.456 and for the User Generated Content variable is 4.298. Both these values exceed the critical t-value of 1.655, with a significance level below 0.05. Therefore, the null hypothesis (Ho) is rejected, and the alternative hypothesis (Ha) is

accepted. This indicates that both Influencer Marketing and User Generated Content variables have a significant partial effect on Skintific's Brand Awareness.

B. Simultaneous Test (f)

The following is an F-test table using IBM SPSS software 26.

Table 3. Simultaneous Test (f)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3497.176	2	1748.588	127.729	.000
	Residual	2012.398	147	13.690		
	Total	5509.573	149			
Dependent Variable: <i>Brand Awareness</i>						
Predictors: (Constant), <i>Influencer Marketing</i> , <i>User Generated Content</i>						

Sumber: Data diolah oleh Penulis (2025)

Based on Table 3 above, it can be seen that $F_{count} > F_{table}$, namely $127.729 > 3.090$, and the significance level is less than 0.05, namely $0.00 < 0.05$. This can be concluded that Ho is rejected and Ha is accepted, meaning that the variables Influencer

Marketing (X1) and User Generated Content (X2) simultaneously have a significant effect on Brand Awareness (Y).

C. R² Test (Coefficient of Determination)

The coefficient of determination (R²) is a measure of how well a model explains the variation in the dependent variable. It ranges from 0 to 1. An R² value close to 0 means the independent variables have very limited ability to explain the variation in

the dependent variable. Conversely, an R² value close to 1 indicates the independent variables provide almost complete information for predicting the dependent variable. Thus, a higher R² reflects a better fit of the model to the observed data.

Table 4. Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797	.635	.630	3.69997
Predictors: (Constant), <i>Influencer Marketing</i> , <i>User Generated Content</i>				
Dependent Variable: <i>Brand Awareness</i>				

Sumber: Data diolah oleh Penulis (2025)

Based on the analysis using IBM SPSS version 26, the R Square value obtained is 0.635 or 63.5%. This indicates that the ability to explain and the magnitude of the influence of the independent variables Influencer Marketing (X1) and User Generated Content (X2) on the dependent variable Brand Awareness (Y) is 63.5%, while the remaining 36.5% is influenced or explained by other variables not studied in this research.

DISCUSSION

The Effect of Influencer Marketing on Skintific Brand Awareness Among Gen Z Consumers in Greater Jakarta

The results of the analysis indicate that Influencer Marketing has a positive and significant impact on Brand Awareness of Skintific products among Gen Z consumers in the Jabodetabek area. Based on the t-test, the calculated t-value of 7.456 far exceeds the critical t-table value of 1.655, with a significance level of 0.000, which is below the threshold of 0.05. This confirms that the research hypothesis is accepted Influencer Marketing does indeed influence the increase in Brand Awareness. This positive effect is reflected in the highest average score of 4.35 on the statement that consumers gained

new knowledge about Skintific products through influencer content.

The content shared by influencers has proven effective in delivering product information and education to consumers. Consumers tend to gain deeper and more relevant insights from influencers they follow, thereby enhancing their awareness and understanding of Skintific products. In this context, Influencer Marketing functions not only as a promotional tool but also as a trusted source of information that influences purchasing decisions. The majority of respondents who provided positive feedback suggest that marketing strategies involving influencers play a crucial role in building strong relationships between brands and consumers, while also boosting product credibility in the eyes of the target market.

These findings are consistent with previous studies conducted by Ahmad (2021) and Anthony et al. (2023), which also found a significant relationship between Influencer Marketing and Brand Awareness. Thus, this research reinforces the understanding that influencer-based marketing is an effective approach to increasing consumer awareness, particularly among Gen Z.

From an ethical communication perspective, the Qur'an in Surah Al-Ahzab verse 70 emphasizes the importance of speaking truthfully and righteously. This verse serves as a reminder for influencers to uphold honesty and integrity when delivering promotional messages to their audiences. Influencers are expected to choose words that are accurate and not misleading, aligning with the principles of piety and ethical communication. This spiritual value provides a meaningful foundation for building trust between influencers, consumers, and the brands they represent.

The Effect of User-Generated Content on Skintific Brand Awareness Among Gen Z Consumers in Greater Jakarta

The t-test results for the User Generated Content (UGC) variable show a t-value of 4.298, which exceeds the critical value of 1.655, with a significance level of 0.000 (< 0.05). This confirms that UGC has a positive and significant influence on Skintific's Brand Awareness. The highest mean score (4.35) was found in the statement that consumers often seek customer reviews before deciding to purchase Skintific products. This indicates that user reviews and experiences play a crucial role in shaping consumer perceptions and purchase decisions.

Consumers tend to rely on peer-generated information as a more trustworthy source than official marketing. Positive customer reviews enhance trust and interest in the product, making UGC a key component of Skintific's marketing strategy. Most respondents reflect the behavior of modern consumers who are critical and selective, basing their decisions on real user experiences.

This finding is supported by previous research from Fajrirrozi and Putri (2023), and Betriliami (2023), which also found a positive impact of UGC on Brand Awareness. From an ethical communication perspective, the Qur'an in Surah Al-Hujurat verse 12 teaches believers to avoid negative assumptions and gossip. This aligns with the importance of sharing honest and objective reviews, helping consumers build healthy trust and make

informed decisions in accordance with Islamic values.

The Effect of Influencer Marketing and User-Generated Content on Skintific Brand Awareness Among Gen Z Consumers in Greater Jakarta

Influencer Marketing and User Generated Content (UGC) both have a significant impact on enhancing Skintific's brand awareness among Gen Z consumers in Jabodetabek. Influencers play a vital role in shaping positive consumer perceptions through their credibility and wide reach on social media. They act not only as messengers but also as role models who influence purchasing decisions and brand attitudes. The effectiveness of this strategy is reflected in the high t-value and significance level, confirming the strong influence of Influencer Marketing on brand awareness.

UGC also contributes meaningfully to this outcome. Content voluntarily created by consumers such as reviews, testimonials, photos, and videos fosters more personal and authentic interactions between the brand and its audience. This type of content is often perceived as more honest and trustworthy than official marketing, helping to build a positive brand image and increase consumer trust. The analysis confirms that UGC significantly affects brand awareness, highlighting the importance of active consumer participation in sharing their experiences.

Furthermore, the R Square value of 63.5% indicates that these two variables explain more than half of the variation in Skintific's brand awareness. The remaining 36.5% is influenced by other factors not examined in this study. These findings provide a strategic foundation for Skintific to develop more integrated and effective marketing approaches. By leveraging relevant influencers and encouraging consumers to actively share their product experiences, Skintific can expand its market reach, strengthen its brand position, and foster deeper consumer loyalty through meaningful engagement.

CONCLUSION

This study aims to examine the effect of Influencer Marketing and User Generated Content on Brand Awareness of Skintific products among Gen Z in Jabodetabek. Based on the results of the conducted research, the following conclusions can be drawn:

1. Influencer Marketing partially has a significant effect on Skintific's Brand Awareness. This indicates Skintific's success in utilizing influencers as an effective communication medium to increase brand awareness among consumers. With influencer marketing, consumers become more familiar with and positively recall the Skintific brand.
2. User Generated Content also partially has a significant effect on Skintific's Brand Awareness. This indicates that content created by users or consumers themselves provides a positive boost in building Skintific's brand awareness. User-generated content increases consumer engagement and trust towards the brand.
3. Influencer Marketing and User Generated Content simultaneously influence Skintific's Brand Awareness. The combined effect of these two variables is 63.5%. This result shows that the combination of Influencer Marketing and User Generated Content interact and provide a significant positive impact together in increasing Skintific's brand awareness.

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