

Research Review

The Influence of Viral Marketing, Influencer Marketing, and Consumer Reviews on Purchase Decisions for La Roche-Posay Products: A Study of La Roche-Posay Users in Tulungagung

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Abstract: The development of digital technology drives changes in consumer behavior in the process of searching for information and making purchasing decisions, especially for skincare products. La Roche-Posay as one of the international dermocosmetic brands has experienced increasing popularity in Indonesia along with the development of viral marketing, influencer marketing, and consumer reviews on various digital platforms. This study aims to analyze the influence of Viral Marketing, Influencer Marketing, and Consumer Reviews on Purchasing Decisions of La Roche-Posay products in Tulungagung. The approach used is quantitative research with an associative research type. The population in this study were La Roche-Posay product users in Tulungagung, with a purposive sampling technique and a total of 100 respondents. Primary data were obtained through the distribution of Likert scale questionnaires and analyzed using multiple linear regression. The results showed that Viral Marketing, Influencer Marketing, and Consumer Reviews had a positive and significant effect both partially and simultaneously on Purchasing Decisions. The coefficient of determination (R^2) value of 0.63 indicates that the three independent variables are able to explain 63% of the purchasing decision variables, while the rest is influenced by other factors outside the research model. These findings confirm that digital marketing strategies through viral content, influencers, and consumer reviews play a crucial role in increasing skincare product purchasing decisions in the digital era, particularly for the La Roche-Posay brand in Tulungagung.

Keywords: Consumer Reviews; Digital Marketing; Influencer Marketing; La Roche-Posay; Purchase Decisions.

1. Introduction

The development of digital technology has transformed the way Indonesians access information and engage in consumption activities. Increasingly widespread internet access has made consumers accustomed to searching, comparing, and evaluating information before deciding to purchase a product. Research in Indonesia shows that the development of digital technology has had a significant impact on consumer purchasing behavior, particularly among the younger generation, who are more responsive to technology-based information (Nurul, 2024; Subianto, 2017).

Technological advances have also driven increased social media use in various regions, including small cities like Tulungagung. Social media has now become a primary platform for people to seek entertainment, information, and even product

Received: May 16, 2025;
Revised: August 20, 2025;
Accepted: October 28, 2025;
Published: October 30, 2025;
Curr. Ver.: October 30, 2025.



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recommendations. Recent studies have shown that social media has a strong influence on consumer behavior in non-metropolitan areas because access to information is no longer dependent on city centers (Kurniawan et al., 2024; Rifani et al., nd). This situation has led to the increasing use of digital marketing by various brands, including skincare brands. Digital marketing is considered effective because it can reach consumers more quickly, widely, and efficiently (Fitriani & Karmela, 2024).

On the other hand, demand for skincare products in Indonesia continues to increase every year. Rising public awareness of skin health and exposure to beauty content on social media have made skincare an increasingly important need. Academic reports also indicate that the skincare sector is one of the fastest-growing categories in the beauty industry (Kaemong et al., 2023).

One skincare brand showing rapid growth is La Roche-Posay, a French dermatology brand that is part of L'Oréal. La Roche-Posay officially entered the Indonesian market in June 2021 and developed a digital-based marketing system through its website, social media, and e-commerce platforms to maximize consumer reach (Putu Divira et al., 2023).

Consumer behavior in purchasing skincare products is currently heavily influenced by exposure to digital content such as viral videos, tutorials, and user reviews. This content is often considered more credible than official company information (Cindy Theresia & Parameswari, 2022; Santoso & Dwijayanti, 2022). Influencer marketing also plays a significant role in shaping purchasing intention because influencers are considered to possess strong appeal, trustworthiness, and persuasive influence (Lukman, 2025; Syafrinaldy & Akbarina, 2024). Furthermore, online consumer reviews are a crucial factor because potential buyers tend to consider other users' experiences before purchasing skincare, especially since product results are highly dependent on individual skin conditions (Farki et al., 2016; Ramadhani et al., 2021).

However, the abundance of viral content, influencer recommendations, and consumer reviews often leads to information overload, a condition where consumers struggle to process the sheer volume of information. This leaves consumers confused about choosing appropriate skincare products (Akbar Maulana et al., 2024; Sunyoto & Saksono, 2022).

The limited research on premium skincare consumer behavior in non-metropolitan areas, such as Tulungagung, indicates a significant research gap that needs to be filled. Therefore, this study is crucial to analyze the influence of viral marketing, influencer marketing, and online customer reviews on purchasing decisions for La Roche-Posay products. The findings are expected to provide empirical insights into the digital factors influencing purchasing decisions and provide insights for businesses in formulating more effective marketing strategies.

2. Theoretical Review

Consumer Behavior

According to Kotler and Keller (in Jibril, 2021), consumer behavior refers to the actions of individuals, groups, or organizations in selecting, using, and evaluating products or services to meet their needs. This behavior is influenced by various factors, including cultural, social, personal, and psychological factors.

The American Marketing Association (AMA) defines consumer behavior as the dynamic interaction between affect, cognition, behavior, and the environment, which forms the basis for individuals' consumption behavior (AMA, in Sunyoto & Saksono, 2022). This definition emphasizes that consumer behavior is dynamic and involves the processes of thinking, feeling, and acting.

In addition, Subianto (2017) emphasized that the study of consumer behavior is an important foundation in marketing management, especially in the process of planning marketing strategies, implementing market research, and determining appropriate segmentation.

Viral Marketing

According to Santoso and Dwijayanti (2022), many companies and e-commerce platforms utilize viral marketing as a strategy to expand the reach of marketing messages through rapid content dissemination on social media. This strategy is supported by

advances in digital technology, which make it easier for consumers to share information spontaneously.

Viral marketing aims to increase consumer interest in a product, encouraging them to share related content with others (Cindy & Parameswari, 2022). This allows for broader and faster information dissemination. Viral marketing indicators include **accessibility**, **interactivity**, **entertainment**, **credibility**, **irritation**, and **informativeness** (Mantur, 2023).

Influencer Marketing

According to Wahyu and Saino (2023), influencer marketing has a significant impact on purchasing decisions because influencers have the ability to influence the attitudes and preferences of their followers. Influencers are considered capable of producing reviews and content that can reach a wide audience through social media.

Influencer marketing is understood as a marketing effort that utilizes individuals with a large number of followers to provide reviews, recommendations, or information about certain products (Lukman, 2025).

The effectiveness of influencer marketing is often analyzed using the TEARS model, namely:

1. Trustworthiness
2. Expertise
3. Attractiveness
4. Respect
5. Similarity

(Akbar Maulana et al., 2024).

Consumer Reviews

Consumer reviews are a form of user evaluation or assessment of a product based on their experience, which can be in the form of text or ratings (Farki et al., 2016). Reviews are influenced by the psychological and emotional aspects of consumers during their use of the product (Nurul, 2024).

Ramadhani et al. (2021) explain that online customer reviews have a positive influence on purchasing decisions. When consumers perceive the information in reviews as relevant to their needs, their level of trust and purchase intention tend to increase. Indicators of consumer reviews include awareness, frequency, comparison, and impact (Rifani et al., n.d.).

3. Research Methods

This study uses a quantitative approach with an associative research type with the aim of testing the hypothesis regarding the influence of Viral Marketing, Influencer Marketing, and Consumer Reviews. to Purchase Decision of La Roche-Posay products in Tulungagung . The research population is users of La Roche-Posay products who live in Tulungagung , both those who purchase through offline stores, local online shops, and e-commerce platforms. The sample determination uses non-probability sampling with purposive sampling technique because only respondents with certain criteria are used, so the number of samples used is 100 respondents . Primary data is obtained through a questionnaire compiled based on the indicators of each variable, including consumer perceptions of viral content, influencer credibility, and review quality as factors that influence purchasing decisions. The data analysis technique used is multiple linear regression to measure the magnitude of the influence of each independent variable on the dependent variable, with hypothesis testing carried out using the t test to see the partial effect and the F test to see the simultaneous effect, so that the results of the study can provide an empirical picture of how digital marketing strategies influence consumer purchasing decisions La Roche-Posay in Tulungagung.

Test Results**Table 1.** Test Results.

Variables	Item	R count	R table	Information
Viral Marketing (X1)	X1.1	0.732	0.165	Valid
	X1.2	0.791		Valid
	X1.3	0.774		Valid
	X1.4	0.715		Valid
	X1.5	0.728		Valid
	X1.6	0.778		Valid
Influencer Marking (X2)	X2.1	0.840	0.165	Valid
	X2.2	0.795		Valid
	X2.3	0.761		Valid
	X2.4	0.694		Valid
	X2.5	0.631		Valid
Review (X3)	X3.1	0.748	0.165	Valid
	X3.2	0.767		Valid
	X3.3	0.783		Valid
	X3.4	0.793		Valid
Purchase Decision (Y)	Y.1	0.842	0.165	Valid
	Y.2	0.744		Valid
	Y.3	0.778		Valid
	Y.4	0.843		Valid

From the results of the data validity test, it is stated that the calculated R value is > 0.165 , so all statement items are declared valid.

Table 2. Data Validity Test Results.

Variables	Normality	Multicollinearity		Heteroscedasticity	Simultaneous		Partial		Multiple Regression	Determination
	Asymp. Sig. (2-Tailed)	Tolerance	VIF	Sig.	Sig.	F Count	Sig.	T Count	Coefficient	R Square
Constant	0.283				0.000	54,437			-0.072	0.63
Viral Marketing		0.393	2,542	0.050			0.035	2,143	0.165	
Influencer Marketing		0.440	2,274	0.850			0.000	4,210	0.341	
Consumer Reviews		0.456	2,191	0.999			0.003	3,065	0.324	

Table 3. Test Results.

No.	Variables	Cronbach's Alpha	Criteria	Information
Variable X				
1.	Viral Marketing	0.789	0.60	Reliable
2.	Influencer Marketing	0.792	0.60	Reliable
3.	Consumer reviews	0.806	0.60	Reliable
Variable Y				
4.	Buying decision	0.816	0.60	Reliable

The results of the Reliability Test show that Cronbach's Alpha results are > 60 . So it can be interpreted that each question is declared reliable.

Classical Assumption Test

(a) The normality test shows that the significance value is $0.283 > 0.05$, indicating that the data is normally distributed. (b) The multicollinearity test shows that the tolerance value for each variable is greater than 0.10 and the VIF is less than 10, indicating that there are no symptoms of multicollinearity. (c) The heteroscedasticity test shows that the significance value for each variable is more than 0.50, indicating that there are no symptoms of heteroscedasticity.

Hypothesis Testing

(a) Based on the results of the multiple linear regression test, $Y = -0.072 + 0.165 X_1 + 0.341 X_2 + 0.324 X_3$ was obtained. (b) Based on the results of the F test, it shows that the sig value is less than 0.05 and can be concluded to have a simultaneous effect. (c) Based on the results of the T test, all independent variables show a calculated T of $2.143 > T$ table 1.6660 and a sig value of less than 0.05. so it can be concluded that all independent variables of Viral Marketing, Influence Marketing and Consumer Reviews have a significant effect on the decision to purchase La Roche-Posay products. (d) Based on the results of the determination test of 0.63, this shows that the decision to purchase LarochePosay is influenced by Viral Marketing, Influence Marketing and Consumer Reviews.

4. Discussion

The Influence of Viral Marketing, Influence Marketing and Consumer Reviews on Purchasing Decisions for LarochePosay Products

Based on the data analysis, it can be concluded that the variables Viral Marketing, Influence Marketing, and Consumer Reviews influence the purchasing decisions of La Roche-Posay products. This confirms that digital marketing strategies that utilize the distribution of viral content, the role of influencers, and consumer assessments can increase consumer interest and confidence in making purchasing decisions. In other words, these three variables contribute significantly to shaping consumer perceptions, trust, and the urge to purchase La Roche-Posay products.

This theory is in line with the theory of consumer behavior expressed by Kotler Keller in Ahmad Jibril, consumer behavior refers to the actions of individuals, groups, or organizations in selecting, providing, and using goods or services to meet their needs. Consumer purchasing decisions are influenced by various factors, including cultural, social, and personal factors. The findings of this study strengthen the theory, because Viral Marketing, Influence Marketing, and Consumer Reviews are proven to be social and psychological factors that can shape consumer perceptions and preferences, thus encouraging them to make decisions to purchase La Roche-Posay products.

This is in line with research conducted by Cindi and Rininta, the results show that Viral Marketing, Online Customer Reviews and Price have a simultaneous influence on Purchasing Decisions. on Something Skincare Products Through the Shopee Indonesia Marketplace.

Thus, the research results can be concluded that the three variables of Viral Marketing, Influence Marketing, and Consumer Reviews have an important and significant role in increasing purchasing decisions, as well as being an effective digital marketing strategy for La Roche-Posay products.

The Influence of Viral Marketing on Purchasing Decisions for La RochePosay Products

Based on the analysis, it can be concluded that viral marketing has a positive and significant impact on purchasing decisions for La RochePosay products. This confirms that the distribution of engaging, shareable content that generates widespread exposure

on social media can increase consumer interest, trust, and drive in making a purchase decision. Viral marketing is an effective strategy because it can influence consumer perceptions through digital recommendations and organic user interactions.

This research aligns with Daniel's theory that viral marketing is implemented by businesses to foster consumer interest in a product, which then encourages them to share the viral message with other consumers after using the product. This increases the opportunity to generate enthusiasm and disseminate product information to more consumers. The findings of this study support this theory, as viral marketing has been shown to create a ripple effect in information dissemination, increasing exposure and influencing purchasing decisions for La Roche-Posay products.

This is in line with research conducted by Siti, Noviana and Arie, the results of the study revealed that viral marketing has a positive and significant influence on the purchasing decisions of cosmetic products through TikTok Live on students of PGRI Argopuro University, Jember.

Thus, the research results conclude that viral marketing plays a significant and effective role in driving consumer purchasing decisions. This strategy not only increases product exposure but also builds trust and interest through the organic spread of messages from user to user. The resulting ripple effect makes viral marketing a significant digital marketing approach in increasing purchasing decisions for La Roche-Posay products.

The Influence of Influence Marketing on Purchasing Decisions for La RochePosay Products

Based on the analysis, it can be concluded that influencer marketing has a positive and significant impact on purchasing decisions for La RochePosay products. This confirms that recommendations, reviews, and content shared by influencers can build consumer trust, credibility, and interest in the product. The social influence of influencers, both through personal experiences and the reputation they build on social media, has been shown to influence consumer perceptions and beliefs, thus encouraging them to make purchases.

This aligns with the theory put forward by Wahyu and Saino, which states that influencer marketing involves individuals who have the potential to influence and direct their followers through posts on social media accounts with large followings. This research finding supports this theory, as the credibility, popularity, and engagement of influencers have been shown to shape positive consumer perceptions of La Roche-Posay products, thus encouraging them to make purchasing decisions.

This is in line with research conducted by Rafly and Farida, the results of the study show that purchasing decisions can be significantly influenced by influencer marketing or by increasing influencer marketing, purchasing decisions will experience a real increase.

Thus, the research results conclude that influencer marketing is an effective marketing strategy for increasing consumer purchasing decisions. The trust and interest generated through influencer content can strengthen consumers' positive perceptions of the product, significantly encouraging them to purchase La Roche-Posay products.

The Influence of Consumer Reviews on La RochePosay Product Decisions

Based on the results of the analysis, it can be concluded that Consumer Reviews have a positive and significant influence on purchasing decisions for La RochePosay products. This confirms that reviews provided by other consumers, whether in the form of ratings, comments, or testimonials about product use, can increase confidence, perception of quality, and a sense of security for potential buyers. Positive reviews play a crucial role in strengthening consumer trust, thus encouraging them to be more confident in making purchasing decisions.

This is in line with the theory expressed by Reviews, which are elements of reviews that display ratings in the form of stars and text expressing customer opinions. Reviews can be interpreted as an assessment of a product based on user experience, which is influenced by psychological and emotional aspects during interactions with the product. This research finding supports this theory, as positive reviews have been shown to shape perceptions of quality, increase trust, and instill confidence in potential consumers, thus encouraging them to purchase La Roche-Posay products.

This is in line with the research results of Ramadhani, Budiansyah and Sanjaya, who found that reviews have a positive influence on purchasing decisions. When consumers

can utilize features according to their expectations and their needs are met, it reflects high levels of customer satisfaction. This indicates that the product or service successfully meets or even exceeds user expectations.

Thus, the research results conclude that consumer reviews play a crucial role in shaping purchasing decisions. Positive reviews not only enhance perceptions of quality and trust but also serve as social proof that convinces potential buyers. Therefore, consumer reviews are a key factor significantly driving increased purchasing decisions for La Roche-Posay products.

5. Conclusion

Based on the research results, it can be concluded that Viral Marketing, Influencer Marketing, and Consumer Reviews have a positive and significant influence on purchasing decisions for La Roche-Posay products in Tulungagung. These three variables have been proven to shape perceptions, increase interest, and strengthen consumer confidence in product information and benefits. Viral content widely distributed through social media drives increased consumer attention and awareness of the brand. Influencers with credibility, appeal, and relevant expertise are able to build trust and become important references for consumers before making a purchase. Furthermore, consumer reviews act as social proof, providing additional confidence through the real experiences of previous users. The combination of these three forms of digital marketing contributes strongly to shaping consumers' evaluation process and purchasing decisions for skincare products, particularly La Roche-Posay. These findings confirm that digital marketing strategies are a dominant factor in influencing consumer behavior in the modern era, especially for products directly related to health and skincare.

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