


THE ROLE OF BEAUTY INFLUENCERS' PERSONAL BRANDING IN SHAPING THE BRAND IMAGE OF STORE KDI IN KENDARI

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<p>Info Article</p> <p>Received : 17 Mei 2025</p> <p>Revised : 24 Juni 2025</p> <p>Accepted : 08 Juli 2025</p> <p>Publication : 30 Juli 2025</p>	<p>Abstract: <i>This study aims to examine the effect of Personal Branding on Brand Image at Store KDI in Kendari City. This research applies a survey method with a quantitative approach and an associative research strategy. The population in this study consists of 184,000 followers of Store KDI's Instagram account, with a sample of 55 respondents determined using a non-probability sampling technique. Data were collected through an online questionnaire using a Likert scale and analyzed using simple linear regression with the help of SPSS version 25. The results show that Personal Branding has a positive and significant influence on Brand Image. These findings support theories and previous studies which state that influencers' Personal Branding plays an important role in shaping consumers' perceptions of brand image. Therefore, a strong Personal Branding strategy can be one of the key factors for Store KDI to build and maintain a positive brand image in the eyes of consumers.</i></p>
<p>Keywords: Personal Branding, Brand Image, Influencer, Digital Marketing</p> <p>Kata Kunci: Personal Branding, Brand Image, Influencer, Pemasaran Digital</p>	<p>Abstrak: Penelitian ini bertujuan untuk mengetahui pengaruh Personal Branding terhadap Brand Image pada Store KDI di Kota Kendari. Penelitian ini menggunakan metode survei dengan pendekatan kuantitatif dan strategi penelitian asosiatif. Populasi dalam penelitian ini adalah 184.000 pengikut akun Instagram Store KDI dengan jumlah sampel sebanyak 55 responden yang ditentukan melalui teknik non-probability sampling. Data dikumpulkan melalui kuesioner online menggunakan skala Likert, kemudian dianalisis menggunakan analisis regresi linear sederhana dengan bantuan software SPSS versi 25. Hasil penelitian menunjukkan bahwa Personal Branding berpengaruh positif dan signifikan terhadap Brand Image. Temuan ini mendukung teori dan hasil penelitian terdahulu yang menunjukkan bahwa Personal Branding influencer memiliki peran penting dalam membentuk persepsi konsumen terhadap citra merek. Dengan demikian, strategi Personal Branding yang kuat dapat menjadi salah satu kunci keberhasilan Store KDI dalam membangun dan mempertahankan citra merek yang positif di mata konsumen.</p>
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INTRODUCTION

The rapid development of digital technology today has penetrated almost every aspect of life, accelerating the exchange of information and connecting people across the globe. This transformation has reshaped lifestyles, including learning patterns, shifting from oral traditions to the computerization era that began in the 1980s, which introduced the concept of virtual reality and popularized Computer Mediated Communication (CMC). The internet has become a medium that allows audiences to actively engage and adapt to advances in information technology (Sinambela & Novendra, 2023).

Today, with the support of the internet and smart devices, everyone can easily access their daily needs at their fingertips—whether it is for daily activities, listening to music, shopping online, or interacting socially. Social media has made communication easier without the need for face-to-face meetings. Through social media, individuals can also build a personal brand image that makes them recognizable, just like modern-day celebrities who rise to fame through platforms like YouTube and Instagram, replacing the old pattern where the public knew artists only through television (Indah & Rachman, 2020).

According to Fandy Tjiptono (2015), brand image reflects consumers' perceptions and beliefs about a brand, formed through associations and memories. This means every company strives to build a positive brand image and reputation. In its development, brand image is often formed with the help of personal branding by individuals who market or represent the brand. Several studies (Soraya, 2017; Mutiara Indah & Saeful Rachman, 2020; Sinaga, 2022; Siregar, 2020; Wardani et al., 2022; Rizqia Luthfiana & Purworini, 2023) show that strong personal branding significantly influences brand image, even accounting for up to 60–70% of its formation.

This phenomenon has attracted researchers to examine how personal branding affects the brand image of *Secondate Beauty*. Data collected through purposive sampling questionnaires show that most respondents are followers of Titan Tyra's Instagram account and are familiar with *Secondate Beauty* products. The majority of respondents are women aged 20–22 years (Rosalina & Fariza, 2023).

According to Kotler, an effective strategy to promote a brand is by using brand ambassadors or influencers, especially in this digital era when virtual interactions make social bonding easier. Fierce business competition in the midst of technological advancement has made influencers an effective marketing strategy for building brand

image (Sabella et al., 2022). Social media today is not only a means of sharing information and communication but also a platform for creative expression, business, and branding both for companies and individuals (Yusanda et al., 2021).

Personal branding itself emerged as a positive effect of the massive use of social media, pushing individuals to build their public image to gain recognition and social existence. Those who manage their personal branding well have greater opportunities to achieve popularity in line with their expectations (Amalia & Satvikadewi, 2020). This makes personal branding a key factor in increasing selling value by packaging skills, uniqueness, and personal attributes into a distinctive identity.

As reported by Marketingcraft.com, word of mouth marketing by influencers through social media gains consumer trust at a rate of 83% significantly higher than TV ads, which are trusted by only 63% of consumers. This is because influencers not only share product information but also build emotional connections with followers through consistent personal branding (Marketingcraft). According to Nurul Fitriyah (2019) and Timothy P. O'Brien (2007), personal branding is a process of shaping public perception of an individual's personality, skills, and values, which eventually creates trust and a positive emotional response.

Erwin and Tumeu (2014) add that personal image is built through behavior, skills, and achievements, consciously or unconsciously, and can be used to project a distinctive self-image. Therefore, it is essential to be careful in maintaining one's image, as it influences public trust and consumer purchasing power (Sepilla & Purworini, 2022).

Along with technological advancements, personal branding conducted online plays an increasingly vital role in shaping a person's character, especially for influencers who use social media as a platform for self-development and promotion. Beauty influencers, for example, have been around since 2015 on YouTube, and with the growing number of Instagram users, their presence has expanded to this platform as well. Women's awareness of the importance of looking attractive to boost self-confidence underlies this phenomenon. Beauty influencers produce content such as makeup tutorials, skincare routines, product reviews, and personal vlogs (Wattimena, 2019). These reviews help consumers find beauty products that suit their needs and lifestyles.

Through social media content, influencers promote products or services while boosting their own popularity. The positive information they share often has more influence than paid advertisements (Nam et al., 2018). Consequently, influencers have

become an integral part of marketing strategies, especially on Instagram. They attract audiences through feed posts, InstaStories, or IG Live broadcasts (Penjualan, 2021).

One example is Store KDI, a cosmetic store in Kendari that offers a wide range of beauty products for both men and women. Located in Anduonohu near Kendari Health Polytechnic, Store KDI uses digital marketing strategies by collaborating with beauty influencers to influence consumer buying decisions. One of its key beauty influencers, Puputt Hg, is widely known as a brand ambassador and content creator with over 95,000 Instagram followers and 102,000 TikTok followers. She is also the owner of Amanda Atelier, which sells Bangkok-specialty products.

Store KDI actively uses Instagram and TikTok to promote its products, taking advantage of live streaming features to connect with customers. With an Instagram following of 184,000 and a TikTok following of 44,500, Store KDI shows positive audience growth trends.

Based on this background, the writer is interested in studying “The Influence of Beauty Influencers’ Personal Branding on the Brand Image of Store KDI in Kendari City,” to explore how the information shared by influencers impacts their followers’ perceptions and purchasing decisions in today’s digital era.

METHOD

This study employs an associative research strategy, which aims to identify the relationship between one variable and another (Sugiyono, 2018). Specifically, this research seeks to determine the influence of the independent variable, Personal Branding (X), on the dependent variable, Brand Image (Y). The research model uses a survey method, which falls under explanatory research with a quantitative approach. The survey method is chosen because it allows the researcher to collect data by distributing questionnaires to respondents in order to obtain relevant data in line with the research variables. The quantitative approach also supports the researcher in objectively explaining the relationship between variables and testing theories through statistical analysis.

The study population consists of all followers of the Store KDI Instagram account, totaling approximately 184,000 accounts. Due to the large population size, the researcher uses a non-probability sampling technique with a purposive sampling method, meaning that not every member of the population has an equal chance of being selected. Based on

Roscoe's (1975) theory in Rombon et al. (2021), the minimum sample size should be five times the number of indicators. With a total of 11 indicators, the minimum number of respondents is 55.

The type of data used is primary data, obtained directly from respondents through online questionnaires distributed via Google Forms. The data collection method uses a questionnaire technique designed with a Likert scale to measure respondents' attitudes, opinions, and perceptions. The Likert scale in this research has five levels of answers, ranging from "Strongly Agree" (score 5) to "Strongly Disagree" (score 1).

The collected data will be analyzed using descriptive and quantitative statistical analysis methods. All data will be processed using SPSS version 25 to obtain results that are accurate and efficient. The research instrument will be tested for validity to ensure that each question item truly measures the intended variable, and for reliability using the Cronbach's Alpha formula to check the consistency of the questionnaire. The data analysis includes a simple linear regression test to examine the effect of Personal Branding on Brand Image, using the regression equation $Y = a + bX + \epsilon$. Additionally, a t-test will be conducted to determine the partial effect of the independent variable on the dependent variable by comparing the calculated t-value with the t-table at a 5% significance level. Finally, to assess how well the independent variable explains the dependent variable, the coefficient of determination (R^2) will be used. An R^2 value close to 1 indicates that the independent variable contributes significantly to explaining the dependent variable.

In this study, the independent variable (Personal Branding) is defined as a series of actions carried out by an individual to build and maintain their image in the minds of others. This is measured through eight indicators: specialization, leadership, personality, differentiation, visibility, consistency, persistence, and good reputation. Meanwhile, the dependent variable (Brand Image) is measured using three indicators: Store KDI's creativity and innovation in promoting various products, the strength of the brand's association in the consumers' minds, and the affordability of the products offered.

RESULTS AND DISCUSSION

Results

Simple Linear Regression Analysis

Data analysis and hypothesis testing in this study were conducted using a simple linear regression method, which tests the effect of Personal Branding on Brand Image. Data processing was carried out using SPSS version 25, based on data collected through questionnaires distributed to respondents. The results of the hypothesis test using the simple linear regression method are presented below:

Table 1. Simple Linear Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.732	.860		5.501	.000
	X	.365	.026	.884	13.777	.000

a. Dependent Variable: *brand image*

Source: Processed Primary Data, 2025

To formulate the simple linear regression equation that explains the effect of personal branding on the brand image of Store KDI in Kendari City, a regression coefficient analysis was conducted. The analysis revealed a regression constant (a) of 4.732 and a regression coefficient (b) for personal branding of 0.365. This indicates that for every one-unit increase in personal branding, the brand image increases by 0.365 units, assuming other factors remain constant. Based on the results, the simple linear regression equation can be written as:

$$Y = a + Bx$$

$$Y = 4.732 + 0.365X$$

The standardized coefficients indicate:

$$Y = 0.884X$$

Table 1 shows that the constant value (α) is 4.732 and the regression coefficient for *Personal Branding* (X) is 0.365 with a significance value below 5% ($0.000 < 0.05$). This indicates that *Personal Branding* has a positive and significant effect on *Brand Image*.

Correlation Coefficient (r) and Coefficient of Determination (R²)

Table 2. Correlation and Determination Analysis
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884 ^a	.782	.778	1.065

a. Predictors: (Constant), *personal branding*

b. Dependent Variable: *brand image*

Source: Processed Primary Data, 2025

Based on the table above, the correlation coefficient (r) is 0.884, indicating a strong and positive relationship between *Personal Branding* and *Brand Image*. Meanwhile, the R Square value is 0.782, meaning that 78.2% of the variation in *Brand Image* at Store KDI in Kendari City can be explained by *Personal Branding*, while the remaining 21.8% is influenced by other variables not included in the model.

Discussion

This study uses a simple linear regression analysis to determine the effect of the independent variable, *Personal Branding*, on the dependent variable, *Brand Image*. The results show that there is a positive and significant influence between *Personal Branding* and *Brand Image*, with an R Square value of 78.2%. This means that the way Store KDI builds and presents its *Personal Branding* directly affects the *Brand Image* perceived by its audience in Kendari City.

These findings are in line with the opinion of Fandy Tjiptono (2015), who explained that *Brand Image* reflects consumers' perceptions and associations toward a brand, which are strongly influenced by how a brand or individual presents itself. Supporting this, Haroen (2014) emphasized that *Personal Branding* is a strategic effort to build a positive perception in the public's mind, involving aspects such as skills, values, personality, and uniqueness, which then become a marketing tool.

The results of this study are also consistent with research by Idah Fajar Rosalina et al. (2023), who found that *Personal Branding* has a positive and significant impact on *Brand Image*, with a determination coefficient showing an influence of 58.5%. This reinforces the idea that building a strong personal identity especially for influencers or brand ambassadors can strengthen how the audience perceives a brand.

In addition, the findings align with research by Rizqia Luthfiana et al. (2023), who highlighted that good *Personal Branding* positively impacts a brand's image, and that the relationship is even stronger when the influencer's characteristics are highly credible and consistent. Their study concluded that this effect can account for around 60–70% of the formation of a brand's image, showing how significant an influencer's role can be in shaping consumer perceptions in the digital era.

Other relevant studies, such as Amalia & Satvikadewi (2020), also emphasized that *Personal Branding* is a key factor for increasing an individual's market value by packaging unique skills and attributes into an identity that differentiates them from others. Similarly, Yusanda et al. (2021) pointed out that *Personal Branding* on social

media has become a new necessity as individuals seek to gain recognition and trust from wider audiences. This is supported by findings from MarketingCraft (2019) which reported that 83% of consumers trust recommendations from influencers through social media, a much higher rate than traditional TV ads, which are trusted by only 63% of consumers.

Therefore, the results of this study strengthen the existing theory that the success of a brand in the digital era especially in industries like beauty and cosmetics relies heavily on how well the company or influencer builds and maintains *Personal Branding*. Store KDI's strategy of collaborating with beauty influencers such as Puputt Hg demonstrates that strong *Personal Branding* can significantly shape consumer trust, interest, and purchasing decisions.

In summary, this study not only supports previous research but also emphasizes that *Personal Branding* is not just an individual's effort to stand out, but a strategic asset for businesses to build a strong and positive *Brand Image* in an increasingly competitive digital market.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that *Personal Branding* has a positive and significant effect on the *Brand Image* of Store KDI in Kendari City. The coefficient of determination (R^2) indicates that *Personal Branding* contributes 78.2% to shaping the *Brand Image*, while the remaining 21.8% is influenced by other factors not examined in this study. This finding confirms that a strong and consistent *Personal Branding* strategy especially when built through credible influencers has an important role in strengthening a brand's image in the minds of consumers.

This study supports existing theories that highlight the strategic role of *Personal Branding* as an effort to build consumer trust and positive brand perception. These results also align with previous studies (Rosalina et al., 2023; Rizqia Luthfiana et al., 2023; Amalia & Satvikadewi, 2020) which found that *Personal Branding* by influencers significantly affects consumer perceptions and purchasing behavior. This proves that in the era of digital marketing, the synergy between influencers and brands is a crucial factor for market competitiveness, especially in industries related to beauty and lifestyle products.

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