

The Influence of Influencer Marketing, Online Customer Review on Purchase Intention for Skintific Products with Trust as a Mediating Variable (Study in Banyumas Regency)

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ABSTRACT: Skintific is a beauty product brand from Canada that is known for its relatively high price, but can attract attention and become popular among Indonesian people. Skintific is a brand that is widely known and has a significant market share, making it interesting to research and applicable to the skin care industry as a whole. This research aims to analyze the influence of influencer marketing, online customer reviews on purchase intention mediated by trust in Skintific in Banyumas. The sampling method uses non-probability sampling. The sample in this study was 100 respondents. The sampling technique uses purposive sampling. Research data collection uses a questionnaire. Hypothesis testing is carried out using Partial Least Square (PLS) 4. The research results show that Influencer marketing and online customer reviews have a positive and significant effect on trust, influencer marketing has a positive and significant effect on purchase intention but online customer reviews have no significant effect on purchase intention, and trust mediates the relationship between influencer marketing and online customer reviews on purchase intention.

Keywords - Influencer Marketing, Online Customer Review, Purchase intention, Trust

1. INTRODUCTION

The facial skin care industry in Indonesia has experienced a significant increase in line with increasing awareness of the importance of caring for skin which reflects changes in consumer behavior and dynamic market dynamics. This industry makes a significant contribution to revenue, namely IDR 111.83 trillion in 2022 [1]. Indonesia is even projected to become the fifth largest beauty product market in the world in terms of imports in the next ten to fifteen years and the government is pushing for a 35% import subsidy program in the beauty industry [2]. One of the facial care products that is currently popular in Indonesia is Skintific.

Skintific is a brand from Canada that is ranked second in the local market for facial care brands after Somehinc. Skintific's sales reached a total of IDR 44.4 billion from April to June 2022. To provide the best products to its customers, Skintific continues to innovate and follow the latest technological developments. In just two years, Skintific quickly grew, beating local brands, to become the favorite brand in Indonesia [3]. Skintific is a brand that promotes its products continuously through social media booming among the community. This has given rise to various speculations about the effectiveness of the marketing carried out by Skintific. In one of the

reviews on the Tiktok social media account @skintific_id, a user with the account @shenyinhao659 commented, "Min, I want the product but it's really expensive." This comment underlines the problem of why Skintific, which is a new brand from abroad with a relatively high price, can attract attention and become popular among Indonesian people. Apart from that, Skintific is a brand that is widely known and has a significant market share, making it interesting to research and applicable to the skin care industry as a whole.

According to research from [4] in the current era, there has been a disruption where influencers have surpassed celebrities. This is what makes companies like Skintific prefer marketing through influencers rather than celebrities. One of the influencers who collaborates with Skintific is Rachel Vennya. However, there are many controversial issues involving Rachel Vennya many people doubt her honest integrity as some of her scandals have caused her credibility as an influencer to decline. Therefore, companies need to choose influencers who have credibility because customers tend to follow influencers who have credible values [5]. Marketing using inappropriate influencers may not have an effect on product sales, so companies must be careful in selecting the influencers they choose. Based on previous research conducted by [6], [7], and [8] It is stated that there is a positive and significant impact between influencer marketing on customer purchase intention. On the other hand, research from [9] and [10] shows that there is no significant influence from influencer marketing on customer purchase intention.

Information about the product you want to buy can be obtained from customer reviews who have made transactions or have used it [11]. Online customer reviews are responses provided by previous customers which include information about product evaluations from various points of view [12]. Based on reviews, negative issues about the product often arise, causing buyers to be more selective in determining which product to buy [13], such as online reviews on the Skintific marketplace, many people feel the benefits they feel after using the product but there are some people who use the product actually cause problems on the face such as acne. By understanding the things that influence customer purchase intention, business people can maximize business strategies to increase customer purchase intention. Referring to research from [14], [13], and [15] states that online customer reviews have a significant impact on purchase intention. However, research from [16] and [17] states that online customer reviews do not have a significant effect on purchase intention.

In online transactions, trust is one of the factors considered because buyers cannot see the product directly, transactions are not real and are only based on trust [18]. Customers tend to feel hesitant to buy skin care products such as Skintific online because they cannot see or try the product [19]. Customers are often concerned about product authenticity and effectiveness. Therefore, trust between sellers and buyers must be built well, especially customers who transact online [20]. Referring to previous research conducted by [21], [22], and [23] stated that there is a significant relationship between trust and purchase intention. On the other hand, research from [24] stated that trust does not have a positive and significant effect on purchase intention.

Based on the explanation above, this research aims to analyze the direct influence of influencer marketing, online customer reviews on trust, the direct influence of influencer marketing, online customer reviews on purchase intention, and the indirect influence of influencer marketing and online customer reviews on purchase intention through trust in Skintific products in Banyumas Regency.

2. LITERATURE REVIEW AND HYPOTHESES

2.1 Purchase Intention

The theory of customer behavior that underlies this research is the Theory of Reasoned Action (TRA) developed by [25] which is named the Theory of Planned Behavior (TPB). TPB is a TRA development theory that focuses on the attitude dimension, subjective norms, with the addition of one variable, namely perceived behavioral control and its influence on behavioral intentions.

According to [26] purchase intention is a person's tendency to buy a product which begins with the individual's awareness of the object that displays information about the product and then the desire to buy arises. Promotions can trigger inspiration that can motivate customers to arouse customer purchase intention [27]. According to [25] three factors that influence purchase intention, namely attitudes towards behavior, subjective

norms, and perceived behavioral control. According to [28] the indicators for identifying purchase intention are transactional interest, referential interest, preferential interest, and explorative interest.

2.2 Trust

Trust is a situation where a party has confidence in the integrity and fairness of the other party in a relationship and believes that the actions taken by that party will have a positive and beneficial impact on the party being trusted [29]. There are three types of factors that form trust, namely object attribute trust, benefit attribute trust, and object benefit trust [30]. Trust indicators according to [28] are ability, benevolence, and integrity.

2.3 Influencer Marketing

According to [31] an influencer is an individual with expertise or interest in a specific field who gains recognition from their social media followers. These followers engage with the influencer's posts and, over time, come to trust the influencer's opinions. An influencer is someone who regularly shares content related to their field of expertise on social media platforms [32]. According to [33] there are three factors that influencers must have, namely reach, relevance, and resonance. Indicators of influencer marketing according to [34] are trustworthiness, expertise, attractiveness, and similarity.

2.4 Online Customer Review

Online customer review is the opinion and experiences of previous customers who have benefited from the product they purchased [35]. According to [11] Online customer review is a direct opinion from an individual, not an advertisement. Factors that influence online customer reviews consist of three dimensions, namely credibility, expertise, and fun [36]. Indicators of online customer review are source credibility, argument quality, perceived usefulness, valence, and review volume [37].

2.5 Hypothesis Development

H1: Influencer Marketing has a positive and significant effect on trust

According to [38] In their research, it is mentioned that there is a positive and significant impact of influencer marketing on trust because influencers often create specific content based on their own experiences. As a result, many people with similar interests become more confident in what the influencer promotes. The Theory of Planned Behavior (TPB) is applied to this variable, where TPB is a psychological theory that explains the relationship between beliefs, attitudes, intentions, and actual behavior [31]. This is also supported by previous research [39] which states that influencer marketing has a positive and significant impact on trust.

H2: Online customer reviews have a positive and significant effect on trust

According to [40] it is explained that when customers show interest in a product, they tend to seek additional information about the product through customer reviews. This increases their trust in the reviews of other customers and impacts their desire to purchase. Through this research [40] they found that online customer reviews have a positive and significant impact on trust. The Theory of Planned Behavior (TPB) is applied to this variable, where TPB is a psychological theory that explains the relationship between beliefs, attitudes, intentions, and actual behavior [31]. This is supported by [41] states that there is a positive and significant relationship between online customer reviews and purchase intention.

H3: Influencer Marketing has a positive and significant effect on Purchase Intention

If customers believe that the quality of the content presented influencer is accurate and reliable, it will influence the intention to buy the product being promoted, in addition to the interaction that is built between influencer with followers positively influences purchase intention [42]. The effect is that the better the influencer marketing that is carried out, the greater the purchase intention among customers of scientific products. This is supported by research conducted in [43] and [34] which states that there is a significant relationship between influencer marketing against purchase intention.

H4: Online Customer Review positive and significant effect on purchase intention

Research conducted by [44] obtained results that online customer review influence a customer's purchase intention, because when they see a review the positivity displayed will make them more interested in buying the product. The effect is that the better the online customer reviews, the greater the customer's purchase intention for Skintific products. This is supported by [45] stating that there is a positive and significant relationship between online customer review to purchase intention.

H5: Trust has a positive and significant effect on purchase intention

Customer trust is very important in influencing purchase intention because customer purchase intention tends to increase if customers believe in a product being promoted [46]. The effect is that the higher customer confidence, the greater the interest in buying products. This is supported by [47] and [48] which show that trust has a positive and significant impact on purchase intention.

H6: Influencer marketing has a positive and significant effect on purchase intention through trust

When it becomes a more attractive and trustworthy influencer this will increase customer purchase intention. Apart from that, customers feel more familiar with the influencer so their level of confidence in purchasing the product increases because of review from influencer [49]. The effect is that better customer trust through influencer marketing will increase the interest in purchasing products. This is supported by research [50] stating that influencer marketing has a positive and significant influence on purchase intention through trust

H7: Online customer reviews have a positive and significant effect on purchase intention through trust

Research from [51] states that online customer review has a positive and significant impact on purchase intention through trust. The effect is getting better online customer review perceived by customers, it will increase customer trust and confidence in purchasing the product. This is supported by research [52] stating that trust mediates the relationship between online customer review with purchase intention.

3. RESEARCH METHODS AND SAMPLES

Quantitative methods were applied in this research. According to [53] The quantitative method is a method by collecting data using research instruments and analyzing it statistically to test the established hypothesis. According to [53] The population refers to a generalized group of objects or subjects with specific quantities and characteristics identified by researchers for the study, from which conclusions are drawn. The population examined in this research comprises the community in Banyumas Regency. Purposive sampling was used to take samples in this study. According to [53] purposive sampling is a sampling method with certain considerations. The criteria for this research are (a) domiciled in Banyumas Regency (b) aged 17 years or over with the assumption that the respondent is mature and independent in providing answers, (c) knows Skintific products. In determining the number of samples based on calculations using a formula Roscoe the minimum sample size used as respondents in this study 80 respondents. However, to reduce the error rate, the sample size chosen by the researchers was 100 respondents. Primary data is the data used in this research, obtained directly from respondents by filling out a questionnaire. The research instrument used consists of statements related to the research problem and the answers have relevance to the hypothesis being tested by scale Likert. The data obtained through questionnaires is then processed using Smart Partial Least Square (PLS) 4.

4. RESULTS AND DISCUSSION

Based on 100 respondents collected who knew Skintific products, the characteristics of the respondents were 11 people (11%) male, 89 (89%) female. Meanwhile, the age group consisted of 17-19 years as many as 8 people (8%), 20-22 years as many as 63 people (63%), and over 22 years as many as 29 people (29%). Domiciled 100% in Banyumas Regency and know about Skintific products from social media as many as 89 people (89%), from friends or close people as many as 9 people (9%), seen in shops as many as 1 person (1%) and seen in the marketplace as many as 1 person (1%).

Table.1 Descriptive Analysis Mean Test

Variable	Mean	Result
Influencer Marketing	4.008	Agree
Online Customer Review	4.148	Agree
Purchase Intention	3.874	Neutral
Trust	3.995	Neutral

Source: Data processed by the author (2024)

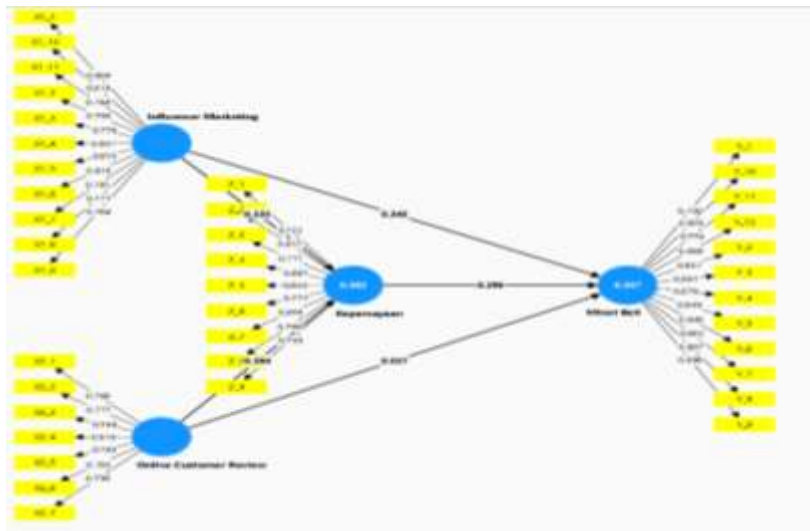


Figure 1. Outer Model

To meet convergent validity, each indicator must have an outer loading >0.7. Thus, to obtain analysis results with convergent validity optimal, the indicators that have a value <0.7 must be eliminated and then re-analyzed. As shown in Figure 1, after re-analysis by removing indicators with values less than 0.7, the remaining indicators in the model all had outer loading values greater than 0.7, thus meeting the requirements for convergence.

Table 2. Construct Reliability and Validity

Variable	Cronbach Alpha	Composite Reliability	AVE
Influencer Marketing	0.941	0.949	0.628
Online Customer Review	0.885	0.910	0.592
Purchase Intention	0.960	0.965	0.697
Trust	0.928	0.940	0.638

Source: Data processed by the author (2024)

Table 3. Hypothesis Test Result

Hypothesis	Original Sample (O)	T statistics	P Values	Conclusion
H1. Influencer Marketing -> Trust	0.535	6.676	0.000	Hypothesis Supported
H2. Online customer review -> Trust	0.394	6.136	0.000	Hypothesis Supported
H3. Influencer marketing -> Purchase Intention	0.503	2.857	0.002	Hypothesis Supported
H4. Online Customer Review -> Purchase Intention	0.153	1.410	0.079	Hypothesis Not Supported

H5. Trust -> Purchase Intention	0.296	1.941	0.026	Hypothesis Supported
H6. Influencer Marketing -> Purchase Intention through Trust	0.158	1.860	0.031	Hypothesis Supported
H7. Online customer review -> Purchase Intention through Trust	0.116	1.648	0.050	Hypothesis Supported

Source: Data processed by the author (2024)

H.1 The Effect of Influencer Marketing on Trust

Influencer marketing has a positive influence on trust. If influencer If you have a good image that is known to be honest and open, then followers will trust and follow your recommendations more influencer [54]. This is also what attracts Skintific to collaborate with several influencers. Influencers frequently engage directly with their followers through comments, direct messages, or questions and answers sessions. This fosters a closer relationship between the influencers and their followers, thereby building followers' trust in the Skintific products promoted by the influencers [55]. Based on the average results of the descriptive analysis of Influencer marketing, the results are good, so this condition must be maintained. Then for the trust variable the results are still neutral so customer trust in scientific products still needs to be increased further so that the results are better. The influence when getting better Influencer marketing will increase customer confidence in Skintific products. These results are in line with previous research conducted by [38], [39], and [50] that influencer marketing has a positive and significant impact on customer confidence.

H.2 The Effect of Online Customer Reviews on Trust

Online customer review has a positive impact on trust. Reviews shared by customers about Skintific products are one of the factors in building trust in customers. This is due to customers' inability to physically see products when shopping online, making product reviews crucial as both positive and negative reviews can impact customer trust [51]. Therefore, one strategy to build trust is to rely on online customer reviews. Customers tend to trust reviews provided by other customers more because they are reliable and a credible source of information [56]. Based on the results of the online descriptive analysis of customer reviews, the results are good, so this condition must be maintained. Then for the trust variable the results are still neutral so customer trust in scientific products still needs to be increased further so that the results are better. The effect is that the better the online customer reviews displayed, the more customer confidence they will have in Skintific products. These results are in line with previous research conducted by [40] and [51] there is a positive and significant influence between online customer review towards trust.

H.3 The Effect of Influencer Marketing on Purchase Intention

Influencer marketing has a positive impact on purchase intention. The presence of influencers carrying out promotions will more easily attract interest in buying Skintific products if the influencer has high credibility values, including the intensity and attractiveness of the influencer [57]. Influencers often feature engaging content about Skintific products, directly connecting with their audience. When influencers have similar skin problems or needs, their followers are more likely to trust and follow their recommendations [58]. Based on the results of the descriptive analysis of Influencer marketing, the results are good, so this condition must be maintained. Then, for the purchase intention variable, the results are still neutral, so purchase intention in Skintific products still needs to be increased further so that the results are better. The effect is that if influencer marketing is better, it will increase customer purchase intention for Skintific products. These results are in line with research from [7], [8], and [32] which states Influencer marketing positive and significant effect on purchase intention

H.4 The Effect of Online Customer Review on Purchase Intention

There is no significant influence from online customer reviews on purchase intention. This means that the existence of online customer reviews does not have a significant effect on interest in purchasing Skintific products. This is because the effectiveness of online customer reviews is diminished since some reviews may be influenced by interested parties. As a result, not all reviews about Skintific products can be considered objective

or easily trusted sources of information [59]. Information listed in online customer reviews Skintific products are often subjective depending solely on the individual's experience and preferences, what works and doesn't work for one person may not work for another, so online customer reviews Skintific products are not always relevant or useful for everyone. Additionally, some reviews do not provide complete or detailed information about Skintific products, making it difficult for customers to make purchasing decisions based solely on online customer reviews [16]. Based on the results of online descriptive analysis, customer reviews are good, so this condition needs to be maintained. Then, for the purchase intention variable, the results are still neutral, so purchase intention in Skintific products still needs to be increased to make it better. The effect is that online customer reviews do not have a significant impact on customer purchase intention for Skintific products. The results of this study are in line with [16], [17], and [60] which stated that there was no significant influence between online customer review on purchase intention.

H.5 The Effect of Trust on Purchase Intention

Trust has a positive effect on purchase intention. With a sense of trust in Skintific products that arises in customers, it will create a desire to buy the product and end up making a purchase transaction. Trust is the basis for customers when considering purchasing Skintific products. Customers generally tend to feel safer and more comfortable buying products or brands they trust and feel confident that Skintific products can meet their expectations. Based on the results of the descriptive analysis, the trust variable is still neutral, and the purchase intention variable is still neutral, so both trust and purchase intention in Skintific products still need to be improved to make them better. The effect is that the higher the customer's trust, the higher the customer's purchase intention for Skintific products. These results are in line with previous research by [21], [22], and [23] there is a significant influence of trust on customer purchase intention.

H.6 The Effect of Influencer Marketing on Purchase Intention through Trust

Influencer marketing has a positive impact on purchase intention through trust. Influencer marketing become an effective way to generate the desire to buy and increase customer confidence in Skintific products. Business people must identify influencers who can be trusted because purchase intention will arise if customers believe in what the influencer says [61]. Influencers often build trust and strong connections with their followers through the interesting posts and content they present, thus encouraging their followers to be interested in buying Skintific products reviewed by influencers. When an influencer has expertise and is in line with the products it promotes, it can strengthen customer confidence that Skintific products suit their skin needs [62]. Based on the results of the descriptive analysis, influencer marketing is good, so this condition must be maintained. Then the purchase intention variable is still neutral and the trust variable is still neutral, so both purchase intention and trust in Skintific products still need to be increased to make them better. The effect is that the better the influencer marketing, the greater the customer's purchase intention through trust in Skintific products. These results are in line with research [63], [64], and [49] that trust has a positive and significant mediating effect on influencer marketing to purchase intention.

H.7 The Effect of Online Customer Review on Purchase Intention through Trust

Online customer review has a positive influence on purchase intention through trust. It means that existing online customer reviews good ones can increase customer confidence in buying products. This is due to the transparency presented in online customer reviews Skintific products are based on various perspectives and experiences. By looking at product reviews, it gives customers an idea of the advantages and disadvantages of the product, thereby creating a desire to buy the product [40]. Based on the results of online descriptive analysis, customer reviews are good, so this condition needs to be maintained. Then the purchase intention variable is still neutral and the trust variable is still neutral so both purchase intention and trust in Skintific products still need to be improved to make them better. The effect is that if online customer reviews are better, it will increase customer purchase intention through trust in Skintific products. These results are in line with research [51] and [65] which state that trust mediates online customer review to purchase intention.

5. CONCLUSION

Based on the analysis and discussion presented, the research concludes that six out of the seven hypotheses are accepted, indicating a significant influence among the studied variables. The variables that have a positive and significant influence include influencer marketing on trust, online customer reviews on trust, influencer marketing on purchase intention, trust on purchase intention, trust mediates the relationship between influencer marketing and purchase intention and trust mediates the relationship between influencer marketing and purchase intention. Meanwhile, online customer reviews do not show a significant impact on purchase intention. Of the six accepted hypotheses, the independent variables influencer marketing and online customer reviews have the most influence on the trust mediating variable because they have a significance value of less than 0.05, namely 0.000.

Based on the findings from the descriptive tests, it is stated that Influencers have high credibility and are known to be honest in promoting products to ensure a greater positive impact. In the online customer review variable, product assessment statements made by other customers are trustworthy, but researchers suggest that companies need to encourage customers to increase honest and positive reviews and manage and respond to reviews well, both positive and negative, which can help increase customer trust. In the purchase intention variable, companies need to improve product quality and leave a positive impression in the minds of customers so that they are inspired to recommend it to others. Regarding the trust variable, researchers suggest that companies should focus on transparency in communication by providing empathy for customers who feel disadvantaged. For further research, researchers suggest adding a number of variables, including Content Marketing, Customer Relationship Marketing, and Brand Awareness. Apart from that, researchers suggest that the number of respondents could be increased further for further research.

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