
The Effect of Beauty Influencer Credibility and Electronic Word Of Mouth on Purchase Intention Skintific Skincare Products Through Customer Trust Variable

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Abstract:

This research aims to examine the influence of Tasya Farasya's credibility as a beauty influencer and electronic word of mouth (E-WOM) on consumer purchase intention towards Skintific skincare products in Surabaya. This study employs a quantitative method. The population in this study consists of consumers of Skintific skincare products in Surabaya. The sample size is 150 respondents selected using purposive sampling method. Data collection is carried out by distributing questionnaires. The analysis technique used is Partial Least Square (PLS) with SmartPLS 4.0 software. The results of the study indicate that the credibility of beauty influencers and electronic word of mouth significantly affects on consumer trust. However, the credibility of influencers and electronic word of mouth does not significantly influence on purchase intention, whereas consumer trust has a significant influence. The credibility of beauty influencers and electronic word of mouth has a significant indirect effect on purchase intention through consumer trust.

Keywords: Beauty Influencer Credibility, Electronic Word of Mouth, Purchase Intention, Consumer Trust.

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1. Introduction

The rapid advancement of information and communication technology, particularly in online information dissemination, has garnered significant attention in recent years. With a staggering 215.63 million individuals, representing 78.19% of the population, being internet-connected according to APJII data in 2023, the influence of social media platforms has become increasingly pivotal. These platforms facilitate interactions among businesses, suppliers, and consumers (Poluan & Karuntu, 2022). Leveraging social media, companies can enhance awareness, image, and sales through strategic utilization of images, text, and other elements in marketing endeavors (Indika & Jovita, 2017). Effective marketing communication, as emphasized by Indika & Jovita, (2017), involves direct and indirect dissemination of information, invitations, and reminders to consumers regarding the products being offered. Collaboration with influencers emerges as one viable strategy to navigate the competitive landscape and stimulate consumer purchasing interest through promotional activities.

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Purchase interest, as described by Yunikartika & Harti, (2022), arises from consumers' desires for products promoted by companies. Influenced by various factors such as advertisements, recommendations, online reviews, or self-discovery, purchase interest drives engagement in product-related activities. Companies can foster consumer trust by maintaining consistent product quality, fostering positive interactions, and offering responsive support (Udayana & Pramana, 2019). Such efforts establish enduring relationships with consumers, alleviating apprehensions and elevating purchase intent. Moreover, influencers play a crucial role in product communication by delivering credible and informative content, thereby contributing to the establishment of consumer trust.

A beauty influencer, as outlined by Pakan & Purwanto (2022), provides comprehensive explanations and evaluations of beauty products. Credibility, characterized by trustworthiness, expertise, and affability, plays a persuasive role in shaping consumer preferences (Savitri & Erdiansyah, 2019). Electronic Word of Mouth (E-WOM) represents a form of marketing wherein individuals share their opinions and experiences, influencing others' perceptions. However, negative E-WOM can diminish consumer confidence and deter purchases (Handayani et al., 2022).

The cosmetics industry in Indonesia, particularly in skincare and aesthetic enhancement, is experiencing rapid growth. To compete in this dynamic market, companies collaborate with influencers like Tasya Farasya, who boasts a substantial social media following. Tasya Farasya's credibility, earned through content dissemination and recognition, has made her a sought-after partner for beauty brands. Skintific, a popular cosmetic brand, has garnered attention with Tasya Farasya's endorsement. Based on the Top Brand index data, Skintific ranked second in E-Commerce sales for facial care products in 2022. Skintific aims to investigate the impact of Tasya Farasya's influence and E-WOM on purchase intention, mediated by consumer trust in their skincare products.

2. Theoretical Background

Purchase Intention

Nainggolan & Heryenzus (2018) state that purchase intention is a consumer behavior that emerges as a response to objects indicating the desire of customers to make a purchase. The decision to purchase is influenced by the evaluated product value, where if the perceived benefits outweigh the sacrifices to obtain it, the urge to buy increases. Conversely, if the benefits are smaller compared to the sacrifices, buyers typically refuse to purchase and generally switch to evaluating other similar products. Purchase intention arises after the process of evaluating alternatives (Putri Sari, 2020). In the evaluation process, an individual will make a series of choices about the product to be purchased based on the brand or interest. Purchase intention is obtained from a

learning process and a thinking process that forms a perception. The interest that arises in making a purchase creates a motivation that is continually recorded in one's mind and becomes a very strong activity that ultimately actualizes what is in their mind. Thus, purchase intention emerges as a response to the assessment of product benefits vs. sacrifices required. Purchase intention is influenced by perceptions of quality, excellence, and product information that emerge after consumers evaluate alternative products available and formed through learning and thinking processes.

Customer Trust

Alamsyah & Ruswanti (2017) define trust as the acceptance of situations based on expectations of good behavior from others. In the consumer context, Meliana et al. (2013) define consumer trust as perceptions of product reliability, shaped by experiences that meet expectations of performance and satisfaction. Putri Sari (2020) adds that consumer trust involves willingness to take risks with the hope that others will act in the entrusted interests, despite limited control. This highlights trust as encompassing belief in others' ability to act as expected, even in risky situations. Therefore, consumer trust extends beyond product reliability to include compliance with expectations and acting in entrusted interests, forming the foundation for strong consumer-provider relationships.

Influencer Credibility

In today's digital landscape, influencers exert significant influence over consumer behavior and preferences, leveraging their large followings to shape purchasing decisions and brand perceptions (Sahputra et al., 2023). Their credibility, highlighted by Prayoga & Mulyandi (2020), is crucial in building trust and reliability in the information they share on social media platforms. Beauty influencers, as noted by Zukhrufani et al. (2019), play a strategic role, captivating audiences with engaging content and personal recommendations for skincare, cosmetics, and related products. By embodying credibility indicators outlined by Shimp, cited Sugiharto et al. (2018), influencers establish strong connections with followers, fostering loyalty and engagement beyond traditional marketing methods. Thus, influencers' significance lies not only in their reach and popularity but also in their credibility and ability to inspire trust, making them essential in shaping consumer behaviors in the digital era.

Electronic Word Of Mouth (E – WOM)

Electronic word of mouth (E-WOM) involves consumers sharing experiences and opinions about products or services online (Khotimah & Sulistyowati, 2022). It encompasses voluntary information dissemination across various online channels (Sindunata & Wahyudi, 2018). Prayoga & Mulyandi (2020) identify three key E-WOM indicators: intensity, opinion valence, and content. E-WOM significantly impacts consumer purchasing decisions and trust. Positive testimonials can boost interest and trust, while negative ones may deter purchases. The credibility of E-WOM testimonials influences consumer trust in brands and products. Understanding E-WOM indicators is crucial for businesses to build trust and drive purchasing interest.

3. Methodology

This study adopts a quantitative research method with an associative approach. The quantitative approach utilizes the positivism philosophical framework to analyze specific populations and samples, as well as to test pre-established hypotheses, while the associative approach is a method that employs two or more variables to understand their relationship or influence on each other. The variables used in this study are Beauty Influencer Credibility as variable X1, Electronic Word of Mouth (E-WOM) as variable X2, Purchase Intention as variable Y, and Consumer Trust as variable Z.

The population studied in this research consists of consumers who are familiar with beauty products, particularly Skintific products, in the city of Surabaya. Determining the sample size using the unknown population formula is due to the unknown population size in Surabaya, which is considerable. The calculation resulted in 150 respondents, selected through non-probability sampling techniques, particularly purposive sampling. The inclusion criteria for respondents include individuals aged between 15 and 50 years, active on social media, familiar with Tasya Farasya as a beauty influencer, and having prior experience in purchasing Skintific products.

The collected data consists of both primary and secondary data obtained from questionnaire responses (primary) and references from books, journals, previous research articles, and relevant theories (secondary). Data collection was conducted using three techniques: questionnaires, literature review, and online research. Data analysis was performed using Structural Equation Modeling - Partial Least Square (SEM-PLS), which is a method of analysis that combines structural approach, factor analysis, and path analysis. This analysis was chosen due to its ability to handle complex models and relatively small data, aligning with the characteristics of the research that involves limited samples. The PLS method is also more flexible in handling complex relationships between the variables involved, such as those found in the structural model that includes several independent and dependent variables. The steps involved in the PLS method include validity testing, reliability testing, SEM-PLS analysis, development of path analysis model, evaluation of structural equation model, and hypothesis testing.

4. Empirical Findings/Result

Measurement Model (Outer Model)

In this research, the analysis of the outer model was conducted by examining convergent validity, discriminant validity, and reliability.

Convergent Validity Test (*Convergent Validity*)

Convergent validity aims to demonstrate whether the research findings meet specific criteria, namely having an AVE (Average Variance Extracted) or Communality value above 0.5 and meeting the outer loading value above 0.7. The analysis results of outer are illustrated in Figure 1.

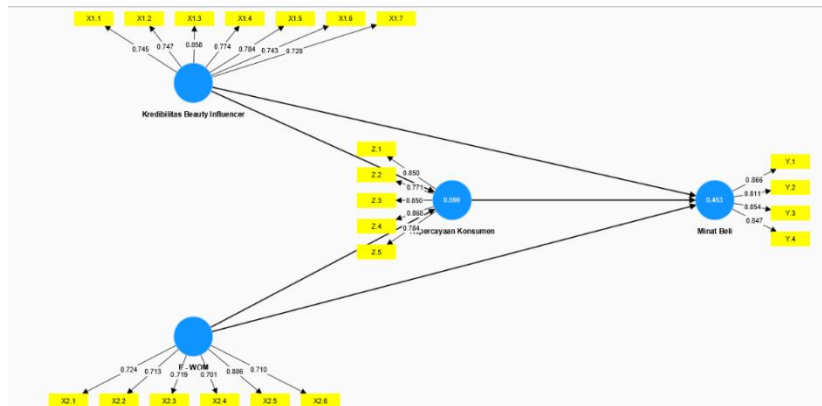


Figure 1 Outer Model

Source: Data Processed by the Author, 2024

Table 1 Results of Outer Loadings Factor Value

Variable	Indikator	Loadings	Description
<i>Beauty Influencer Credibility (X1)</i>	X1.1 = Trust	0.745	Valid
	X1.2 = Trust	0.747	Valid
	X1.3 = Expertise	0.858	Valid
	X1.4 = Expertise	0.774	Valid
	X1.5 = Attraction	0.784	Valid
	X1.6 = Attraction	0.743	Valid
<i>Electronic Word Of Mouth (E-WOM) (X2)</i>	X2.1 = Integrity	0.724	Valid
	X2.2 = Integrity	0.713	Valid
	X2.3 = Opinion Valence	0.719	Valid
	X2.4 = Opinion Valence	0.701	Valid
	X2.5 = Content	0.806	Valid
	X2.6 = Content	0.710	Valid
<i>Purchase Intention (Y)</i>	Y.1 = Transactional interest	0.866	Valid
	Y.2 = Referential interest	0.811	Valid
	Y.3 = Preferential interest	0.854	Valid

	Y.4 = Explorative interest	0.847	Valid
<i>Customer Trust (Z)</i>	Z.1= Integrity	0.850	Valid
	Z.2 = Competence	0.771	Valid
	Z.3 = Consistency	0.850	Valid
	Z.4 = Loyalty	0.868	Valid
	Z.5 = Openness	0.784	Valid

Source: Data Processed by the Author, 2024

According to the findings presented in Table 1, it is evident that all indicators assessed using SmartPLS exhibit outer loadings exceeding 0.70, indicating satisfactory validity.

Table 2 AVE Value of Convergent Validity

Indicator Variable	AVE Value	Description
Beauty Influencer Credibility (X1)	0.592	Valid
<i>Electronic Word Of Mouth (E-WOM) (X2)</i>	0.532	Valid
Purchase Intention (Y)	0.682	Valid
Customer Trust (Z)	0.714	Valid

Source: Data Processed by the Author, 2024

According to the findings displayed in Table 2, it is demonstrated that all AVE values surpass 0.50, suggesting that the constructs under examination possess a satisfactory level of validity.

Discriminant Validity Test

The purpose of the discriminant validity assessment is to ascertain the discriminant factor's significance within a research construct, ensuring it attains a higher and statistically significant value compared to the loading value of other constructs. Discriminant validity testing involves examining cross-loading values, whereby if each indicator's cross-loading value exceeds that of other latent variables, the test satisfies discriminant validity criteria and is considered valid.

Table 3 Discriminant Validity Test Results (Cross Loading)

Indicator Variable	<i>Content Marketing (X1)</i>	<i>Online Customer Review (X2)</i>	<i>Purchase Intention (Y)</i>	<i>Customer Trust (Z)</i>	Description
X1.1	0.745	0.437	0.448	0.524	Valid
X1.2	0.747	0.367	0.311	0.489	Valid

X1.3	0.858	0.416	0.245	0.514	Valid
X1.4	0.774	0.413	0.191	0.427	Valid
X1.5	0.784	0.564	0.281	0.582	Valid
X1.6	0.743	0.491	0.205	0.460	Valid
X1.7	0.728	0.553	0.237	0.553	Valid
X2.2	0.609	0.724	0.404	0.495	Valid
X2.2	0.433	0.713	0.373	0.480	Valid
X2.3	0.379	0.719	0.273	0.426	Valid
X2.4	0.409	0.701	0.473	0.497	Valid
X2.5	0.472	0.806	0.423	0.599	Valid
X2.6	0.352	0.710	0.464	0.566	Valid
Y.1	0.259	0.430	0.865	0.530	Valid
Y.2	0.304	0.376	0.811	0.522	Valid
Y.3	0.301	0.529	0.854	0.582	Valid
Y.4	0.374	0.545	0.847	0.538	Valid
Z.1	0.513	0.574	0.554	0.850	Valid
Z.2	0.405	0.530	0.496	0.771	Valid
Z.3	0.582	0.640	0.620	0.850	Valid
Z.4	0.663	0.598	0.551	0.868	Valid
Z.5	0.569	0.571	0.419	0.784	Valid

Source: Data Processed by the Author, 2024

According to Table 3, all indicator variables exhibit cross-loading values surpassing those of other latent variables, signifying sufficient discriminant validity.

Table 4 AVE Value of Discriminant Validity Test

Variable	AVE Value	Standard	Description
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Beauty Influencer Credibility (X1)	0.592	> 0,50	Valid
<i>Electronic Word Of Mouth</i> (X2)	0.532	> 0,50	Valid
Purchase Intention (Y)	0.682	> 0,50	Valid
Customer Trust (Z)	0.714	> 0,50	Valid

Source: Data Processed by the Author, 2024

According to Table 4, all AVE values surpass 0.50, suggesting that the variables meet the required criteria for discriminant validity.

Reliability Test

The reliability test evaluates the consistency and precision of latent variables, typically measured by Cronbach's alpha and composite reliability values. The desired thresholds for Cronbach's alpha and composite reliability are typically set at > 0.7.

Table 5 Cronbach's Alpha and Composite Reliability Values

Variable	Cronbach's Alpha	Composite Reliability	Description
Beauty Influencer Credibility (X1)	> 0.7	0.888	Valid
<i>Electronic Word Of Mouth</i> (X2)	> 0.7	0.828	Valid
Purchase Intention (Y)	> 0.7	0.890	Valid
Customer Trust (Z)	> 0.7	0.870	Valid

Source: Data Processed by the Author, 2024

According to the data presented in Table 5, all variables exhibit Cronbach's alpha and composite reliability values exceeding 0.7, demonstrating satisfactory levels of consistency and precision in measurement.

Measurement Model (Inner Model)

The assessment of this inner model is conducted through the R² (R-Square) determination coefficient test.

R Square Test (R²)

The R-Squared value, also known as the coefficient of determination, aims to explain the extent of influence or contribution of a variable's value to the increase or decrease in the value of another variable. In the R-squared metric, there are three categories: 0.75 for strong, 0.50 for moderate, and 0.25 for weak.

Table 6 R Square Test Results (R2)

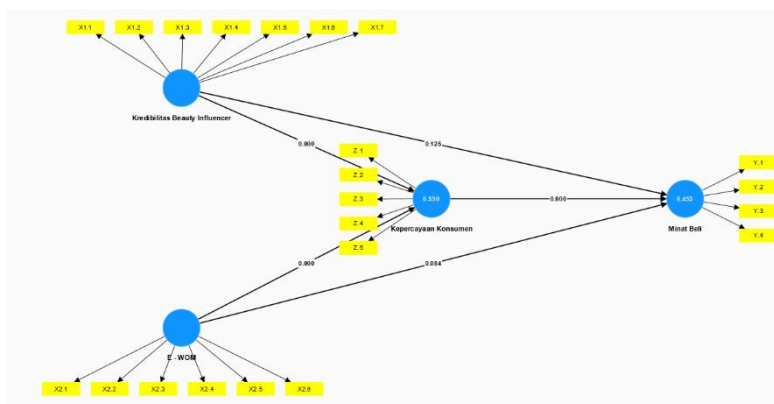
Variable (Construct)	R Square (R2)	Criteria
Purchase intention (Y)	0.453	Weak
Customer trust (Z)	0.590	Moderate

Source: Data Processed by the Author, 2024

According to Table 6, the R-squared value is 0.453 for purchase intention and 0.590 for customer trust. Hence, it can be inferred that the Customer Trust variable (Z) is categorized as moderate since its value falls between the moderate and strong categories, whereas the Purchase Intention variable (Y) is categorized as weak as its value falls between the weak and moderate categories.

Estimation of Path Coefficients

The path coefficient examines the relationship between latent constructs in a study. It is evaluated based on the T-statistics value and the P-values. A T-statistics value > 1.98 and a P-value < 0.05 are considered significant. The analysis results of the relationships between variables are illustrated in Figure 2.

**Figure 2 Inner Model**

Source: Data Processed by the Author, 2024

Table 7 Results of Estimated Path Coefficients

Effect	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
BIC > CT	0.376	0.370	0.085	4.398	0.000
E-WOM > CT	0.480	0.487	0.082	5.872	0.000
BIC > PI	-0.175	-0.167	0.114	1.536	0.125

E-WOM > PI	0.257	0.252	0.149	1.728	0.084
CT > PI	0.579	0.589	0.127	4.551	0.000
BIC > CT > PI	0.217	0.213	0.053	4.091	0.000
E-WOM > CT > PI	0.278	0.290	0.090	3.084	0.002

Source: Data Processed by the Author, 2024

Based on the results of the table above, this indicates that all relationships between variables in this study are statistically significant which states that:

The results of this study indicate that the first hypothesis, beauty influencer credibility has an effect on customer trust resulting in t-statistics of $34398 > 1.98$ and p-values of $0.000 < 0.05$. as well as a positive influence as evidenced by the original sample value of 0.376.

The results of this study indicate that the second hypothesis, electronic word of mouth has an effect on customer trust, resulting in t-statistics of $5.872 > 1.98$ and p-values of $0.000 < 0.05$. as well as a positive influence as evidenced by the original sample value of 0.480.

The results of this study indicate that the third hypothesis, beauty influencer credibility hasn't an effect on purchase intention resulting in t-statistics of $1.536 < 1.98$ and p-values of $0.125 > 0.05$.. and a negative influence as evidenced by the original sample value of -0.175.

The results of this study indicate that the fourth hypothesis, electronic word of mouth hasn't an effect on purchase intention resulting in t-statistics of $1.728 < 1.98$ and p-values of $0.084 > 0.05$. as well as a positive influence as evidenced by the original sample value of 0.257.

The results of this study indicate that the fifth hypothesis, customer trust has an affect purchase intention, produces t-statistics of $4.551 > 1.98$ and p-values of $0.000 < 0.05$. as well as a positive influence as evidenced by the original sample value of 0.579.

The results of this study indicate that the sixth hypothesis, beauty influencer credibility on customer trust through purchase intention produces t-statistics of $4.091 > 1.98$ and p-values $0.000 < 0.05$. as well as a positive influence as evidenced by the original sample value of 0.217.

The results of this study indicate that the seventh hypothesis, electronic word of mouth has an effect on customer trust through purchase intention resulting in t-statistics of $3.084 > 1.98$ and p-values of $0.002 < 0.05$.. as well as a positive influence as evidenced by the original sample value of 0.278.

Furthermore, from all the aforementioned results, it can be concluded that each outcome has significant practical implications for marketing practitioners and researchers. Enhancing the authenticity trust of beauty influencers and leveraging electronic word of mouth can significantly contribute to increasing consumer trust and purchase intention. Therefore, marketing strategies emphasizing effective management of the authenticity trust of beauty influencers and electronic word of mouth can enhance transactional interest and consumer trust.

5. Discussion

The Influence of Beauty Influencer Credibility on Consumer Trust

Based on the conducted research, namely "The credibility of Tasya Farasya as a beauty influencer on Skintific skincare products has a significant influence on consumer trust in Surabaya on Skintific skincare products", it can be accepted. These findings also support the research by Setyawati & Iqbal Firdaus (2020), which states that influencer credibility has a direct impact on consumer trust. Thus, it can be said that influencer credibility can make people trust.

The Influence of Electronic Word Of Mouth on Consumer Trust

Based on the conducted research, namely "Electronic Word Of Mouth has a significant influence on consumer trust in Surabaya regarding Skintific skincare products", it can be accepted. These findings also support the research by Hirzianto et al. (2019), which states that electronic word of mouth has a positive and significant effect on consumer trust. Thus, it can be said that the presence of electronic word of mouth containing positive or negative statements about something can make consumers trust in that thing.

The Influence of Beauty Influencer Credibility on Purchase Intention

Based on the conducted research, namely "The credibility of Tasya Farasya as a beauty influencer on Skintific skincare products has a significant influence on the Purchase Intention of Surabaya consumers regarding Skintific skincare products," it can be rejected. This study indicates that the influence arising from several indicators regarding the credibility of beauty influencer Tasya Farasya in delivering information about Skintific skincare products through video or photo content on social media owned by the community, especially in Surabaya, cannot significantly affect the purchase intention of these products. These results are supported by the research by Wibowo & Heryjanto (2020), which states that influencer credibility does not have a positive effect on purchase intention. Thus, it can be said that the credibility possessed by the influencer does not necessarily make the public interested in purchasing through the influencer's ability to convey information.

The Influence of Electronic Word Of Mouth on Purchase Intention

Based on the conducted research, namely "Electronic Word of Mouth has a significant influence on the Purchase Intention of Surabaya consumers regarding Skintific skincare products," it is rejected. This study indicates that electronic word of mouth has an insignificant effect on the purchase intention of Skintific skincare products in the Surabaya community. This is because many consumers have already used the skincare products and shared their experiences online, making it easy for prospective consumers or the public to obtain information for consideration and interest in purchasing Skintific skincare products according to their needs. These results are supported by the research by Amru Al Majid (2022), which states that electronic word of mouth has a positive but not significant effect on purchase intention. Thus, it can be said that electronic word of mouth in the form of communication between individuals about the products in question through online media for sharing information can cause prospective consumers or the public to be interested in purchasing due to the information obtained about the product.

The Influence of Consumer Trust on Purchase Intention

Based on the conducted research, namely "Consumer Trust has a significant influence on the Purchase Intention of Surabaya consumers regarding Skintific skincare products," it can be accepted. These findings also support the research by Handayani et al. (2022), which states that consumer trust has a positive and significant effect on purchase intention. Thus, it can be said that the presence of consumer trust arising from evaluations and information about a product can stimulate consumer purchase intention towards the product.

The Influence of Beauty Influencer Credibility on Purchase Intentions Mediated by Consumer Trust

Based on the conducted research, namely "The credibility of Tasya Farasya as a beauty influencer on Skintific skincare products has a significant effect on the purchase intention of Surabaya consumers through consumer trust in Skintific skincare products," it can be accepted. These findings also support the research by Suryasaputra (2022), which states that influencer credibility indirectly has a significant influence on purchase intention through consumer trust. Thus, it can be said that the credibility possessed by influencers with their capabilities on social media can instill trust in consumers regarding a product and attract consumer purchase interest due to the clear and detailed information conveyed by influencers.

The Influence of Electronic Word Of Mouth on Purchase Intentions Mediated by Consumer Trust

Based on the conducted research, namely "Electronic Word Of Mouth (E-WOM) has a significant influence on the purchase intention of Surabaya consumers through consumer trust in Skintific skincare products," it can be accepted. These findings also support the research by Yunikartika & Harti (2022), which states that electronic word of mouth has a positive and significant influence on purchase intention through consumer trust. Therefore, it can be said that the emergence of E-WOM on social

media regarding a product or topic can instill trust and generate purchase interest among the public.

6. Conclusion

Based on the research findings, it can be concluded that the credibility of beauty influencers and electronic word of mouth significantly affects consumer trust. However, the credibility of influencers and electronic word of mouth does not significantly influence purchase intention, whereas consumer trust has a significant influence. The credibility of beauty influencers and electronic word of mouth has a significant indirect effect on purchase intention through consumer trust. These findings underscore the importance of influencer credibility and word of mouth in enhancing consumer trust and purchase intention towards Skintific skincare products in the Surabaya context. The theoretical implications confirm the relationships described in the literature regarding the significant role of influencer credibility and electronic word of mouth in shaping consumer perceptions and behaviors. Practically, this research provides valuable insights for marketing practitioners, highlighting that investing in influencer marketing, particularly with influencers like Tasya Farasya, and leveraging positive word of mouth can enhance consumer trust and drive purchase intention towards Skintific skincare products.

Furthermore, this study suggests exploring other factors that may moderate the relationship between influencer credibility, electronic word of mouth, consumer trust, and purchase intention. Expanding the research to include various product categories or other industries can confirm the findings and provide a broader understanding of the effectiveness of digital marketing strategies in beauty industry .

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