

THE EFFECT OF ELECTRONIC WORD OF MOUTH AND THE CREDIBILITY OF BEAUTY INFLUENCER ON CONSUMERS PURCHASE INTENTION THROUGH BRAND TRUST IN SOMETHINC PRODUCTS IN JEMBER CITY

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ABSTRACT

Electronic Word of Mouth and Beauty Influencer Credibility are often involved to convey messages through social media in order to increase consumer confidence in the brand and generate buying interest in consumers. Somethinc is one of the beauty products that utilizes electronic word of mouth and beauty influencers in its advertising campaign strategy. Somethinc is required to be able to build consumer trust in the brand. Trust in the brand is the main consideration for consumers to buy products. This study aims to test and discuss the effect of electronic word of mouth and the credibility of beauty influencers on consumer buying interest through brand trust in Somethinc products in Jember City. This of research is quantitative with purposive sampling method. The sample in this study were 141 respondents by distributing questionnaires offline and online. This analysis method is Partial Least Square (PLS) through SmartPLS 4.0 software. The results of this study are electronic word of mouth and beauty influencer credibility have a significant influence on brand trust and consumer purchase intention. Brand trust has a significant influence on consumer purchase intention. Electronic word of mouth has a significant influence on consumer purchase intention through brand trust. The credibility of beauty influencers has a significant influence on consumer purchase intention through brand trust.

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1. INTRODUCTION

Indonesia's cosmetics industry sector is currently experiencing rapid development. Until 2019, the government noted that there were 797 large cosmetics industries and small and medium industries (IKM) in Indonesia (Ardiantono et al., 2022). Intense competition in the cosmetics industry makes manufacturers look for

innovative ways to introduce products to the public. In this case, marketing tactics by utilizing social media as a marketing platform are relevant and efficient.

The results of research conducted by Hootsuite (2023), internet users in Indonesia are 5.16 billion and have increased by 98 million or 1.9% from 2022. Meanwhile, active social media users in Indonesia have increased by

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137 million or 3% from 2022. A total of 4.76 billion Indonesians actively use social media.

One local *brand* that utilizes social media as its marketing strategy is Somethinc. Somethinc is one of the beauty products from Indonesia that was established in 2019. Somethinc focuses on producing various facial care products, makeup, and body care. Somethinc utilizes Instagram and TikTok social media as its product marketing media. The number of Somethinc followers on Instagram has currently reached 1.3 million followers and on the Tiktok application has reached 2.7 million followers. This shows that consumer buying interest in Somethinc products is very large.

Based on data collected by price, it shows that Somethinc is in the top position of the local brand skincare category and is the most viewed product on Tiktok based on brand hashtags with a total hashtag of 57.3 million views. This shows that Somethinc is the brand that is most searched for information through Tiktok.

Jember city has several offline cosmetic stores that sell Somethinc products from skincare to makeup. This is due to the high interest of Jember people towards Somethinc products.

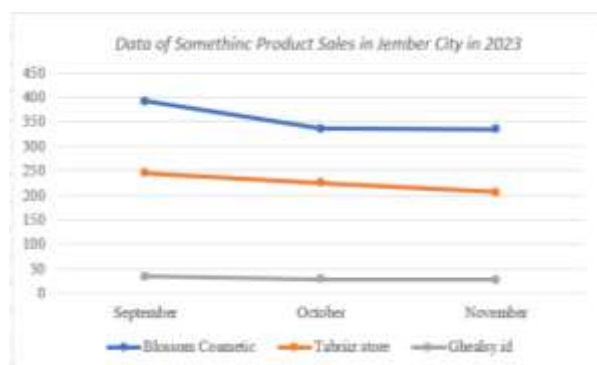


Figure 1. Data of somethinc product sales in Jember city in 2023

From figure 1, it can be seen that Somethinc brand has a large number of purchases each month. However, there has been a decrease in purchases in October and November when compared to September. This shows that the buying interest of the people of Jember city towards Somethinc products is starting to decline.

The growth of the cosmetics industry must be put to good use, one of which is by increasing consumer buying interest. According to Kotler and Keller (2016, p. 181), purchase interest is how likely consumers are to buy a brand and service or how likely consumers are to switch from one brand to another. Purchase interest must also be balanced with brand trust. According to Huh et al. (2020). Brand trust is a relationship based on the belief that a person has trust in a person or an object. Research conducted by Then and Johan (2021) states that brand trust has a positive and significant effect on buying interest. Meanwhile, research by Yuliyzar and Hakim (2020) shows that Brand Trust does not contribute to purchase intention.

The distribution of Word of Mouth is not only done by providing information by word of mouth directly, but can also be done through social media. According Ardana and Ratini (2018), e-WOM is a very important place for consumers to give their opinions and is considered more effective than offline WOM, due to its deeper level of accessibility and reach. e-WOM is considered effective in marketing beauty products. Because choosing a beauty product requires complete information such as how the product responds to the skin, texture of the ingredients, and price. Anggraini et al. (2023) say that e-WOM has a significant effect on brand trust. Meanwhile, Syahdiany and Trinanda (2019) states that e-WOM has an insignificant effect on brand trust.

One of the social aspects that has appeared in social media is the emergence of a beauty influencer, which is someone who has expertise in the field of beauty by providing his knowledge and experience about skin health and beauty products, as well as pouring reviews about the use of a product (Tran et al., 2020). The ability of beauty influencers to communicate messages is expected to influence the audience and can increase people's desire to buy products that have been advertised. This is because social media users indirectly view influencers as role models in lifestyle, as consumers see similarities between themselves and influencers. The similarity of self-concept between consumers and social media influencers can create purchase intention (Ilicic and Webster, 2015). Therefore, credibility is an important feature in influencer selection. According to Kemeç and Fulya (2021) credibility is measured by the extent to which the influencer has expertise and knowledge regarding the topic being communicated and can be trusted to provide objective opinions. The current problem is how followers of beauty influencers can determine the honesty and trustworthiness of beauty influencers amid thousands of influencers who only want to build a name for themselves (Crescentia & Nainggolan, 2022).

Trust is an important factor for companies to create a strong relationship between brands and consumers. Consumers who trust a brand generate positive feelings about goodness, honesty, and integrity that will strengthen the brand's relationship with consumers and purchase intention (Arachchi, 2022). The use of influencers who are attractive, trustworthy, and have good product capabilities can increase intentions created from consumer bonds and trust even if the influencers used still sound unfamiliar to consumers (Natalia et al., 2021). Kemeç and Fulya (2021), Adriano and Kurnia (2021) also state that influencer credibility has a significant influence on brand trust.

The phenomenon and background description above make researchers interested in testing and analyzing the effect of electronic word of mouth and the credibility of beauty influencers on consumer interest through brand trust in Somethinc products in Jember City.

2. LITERATURE REVIEW

2.1 Electronic Word of Mouth

According to Kotler and Keller (2016, p.135), Electronic Word of Mouth is marketing using internet media to generate word of mouth to support marketing objectives. Electronic Word of Mouth as a marketing tool used to invite consumers to post their personal experiences in using a product to others (Yang *et al.*, 2018). It can be concluded that electronic word of mouth is an action taken by consumers to provide information about consumer experiences about the products they use through internet media.

Indicators of electronic word of mouth according to Immanuel (2020) are as follows:

- Positive reviews related to a particular product or brand;
- Recommendation of a particular product or brand;
- Frequently read online reviews about other people's impressions of a product or service;
- Confident in buying a product when seeing positive online reviews from others..

2.2 Credibility Beauty Influencer

According to Shimp (2014) Credibility is something that refers to a person's trust. Influencer Credibility is an individual who has the capability and power to influence others through their characteristics (Adrianto & Kurnian, 2021). Shimp (2014:259) also adds that in introducing a product or brand, a marketer often uses various figures who are well-known to consumers and are considered to have a great influence to influence someone. According to Zukhrufani and Zakiy (2019) Beauty Influencer is someone who has expertise in the field of beauty who provides information related to the products they have used and provides experience in using beauty products. The Beauty Influencer Credibility Indicators according to Shimp (2014, p. 260) are as follows:

- Trustworthiness;
- Attractiveness;
- Expertise.

2.3 Brand Trust

Brand Trust is the ability of a brand to gain trust, which comes from consumer confidence in the brand that the product can achieve a value that can be promised well to the brand (Alexander, 2014). According to Arief *et al.* (2017) Brand trust is a feeling of confidence that consumers have in a particular brand due to learning and experience of using goods or services from that brand. The indicators of Brand Trust according to Suriyadi (2021) are as follows:

- I trust on this brand.
- I rely on this brand.
- This is an honest brand.
- This brand meets my expectations.
- This brand is safe.

2.4 Consumer Purchase Intention

According to Kotler dan Keller (2016, p. 198) Purchase Intention is a form of action taken by consumers who want to obtain or choose a product based on their experience, use, and desire for the product. According to Yamit (2013) consumer buying interest is an evaluation result of comparing what is felt with expectations. It can be concluded that this purchase interest is the result of an evaluation that involves comparing the experience, usage, and desires of consumers for the product with their expectations.

According to Ferdinand (2014, p.189), indicators of buying interest can be identified as follows:

- Transactional Interest.
- Referential Interest.
- Preferential Interest.
- Explorative Interest.

3. METHODOLOGY

The population in this study are all Somethinc consumers in Jember City. The sampling method in this study uses non probability sampling with purposive sampling technique, with the criteria that respondents are consumers who have purchased Somethinc products or consumers who know Somethinc products but have never bought and have a minimum age of 18 years. Data collection was obtained by distributing questionnaires offline and online. The analysis method in this study uses the Partial Least Square (PLS) method. The sample used was 141 respondents.

4. RESULTS

Partial Least Square (PLS) is a powerful analytical method and is often referred to as soft modeling because it eliminates the assumptions of OLS (Ordinary Least Squares) regression, such as data must be multivariate normally distributed and there is no multicollinearity problem between exogenous variables (Ghozali & Latan, 2020, p. 5).

4.1. Validity Test

Table 1. Convergent validity results

Variable	Measurement Items	Outer Loading	Rule of Thumb	Description
Electronic Word of Mouth (X ₁)	X _{1.1}	0,796	0,7	Valid
	X _{1.2}	0,737	0,7	Valid
	X _{1.3}	0,818	0,7	Valid
	X _{1.4}	0,832	0,7	Valid
Beauty Influencer Credibility (X ₂)	X _{2.1}	0,732	0,7	Valid
	X _{2.3}	0,903	0,7	Valid
	X _{2.3}	0,908	0,7	Valid
Brand Trust (Z)	Z _{1.1}	0,890	0,7	Valid
	Z _{1.2}	0,918	0,7	Valid
	Z _{1.3}	0,864	0,7	Valid
	Z _{1.4}	0,919	0,7	Valid
	Z _{1.5}	0,877	0,7	Valid
	Y _{1.1}	0,860	0,7	Valid

Consumer	Y _{1.2}	0,797	0,7	Valid
Purchase	Y _{1.3}	0,874	0,7	Valid
Intention (Y)	Y _{1.4}	0,868	0,7	Valid

Based on Table 1, it is known that all indicators have a loading factor value of more than 0.70. This means that all indicators in this study have good convergent validity.

Table 2. Average variance extracted (ave) results

Variable	AVE	Rule of Thumb	Description
Electronic Word of Mouth (X ₁)	0,635	0,5	Valid
Beauty Influencer Credibility (X ₂)	0,725	0,5	Valid
Brand Trust (Z)	0,799	0,5	Valid
Consumer Purchase Intention (Y)	0,723	0,5	Valid

Based on Table 2, it can be seen that each variable indicator X₁, X₂, Z, and Y has an AVE value > 0.50 so that each questionnaire statement has fulfilled the validity test requirements and is proven valid.

Table 3. Cross loading value data

Item	Electronic Word of Mouth (X ₁)	Beauty Influencer Credibility (X ₂)	Consumer Purchase Intention (Y)	Brand Trust (Z)
X _{1.1}	0.796	0.498	0.497	0.532
X _{1.2}	0.737	0.412	0.609	0.552
X _{1.3}	0.818	0.452	0.533	0.503
X _{1.4}	0.832	0.516	0.601	0.604
X _{2.1}	0.372	0.732	0.407	0.277
X _{2.3}	0.518	0.903	0.554	0.517
X _{2.3}	0.589	0.908	0.534	0.548
Y _{1.1}	0.632	0.549	0.860	0.756
Y _{1.2}	0.616	0.445	0.797	0.585
Y _{1.3}	0.603	0.508	0.874	0.741
Y _{1.4}	0.557	0.502	0.868	0.669
Z _{1.1}	0.612	0.508	0.712	0.890
Z _{1.2}	0.582	0.482	0.738	0.918
Z _{1.3}	0.624	0.505	0.685	0.864
Z _{1.4}	0.640	0.472	0.773	0.919
Z _{1.5}	0.633	0.472	0.726	0.877

Based on Table 3, it can be seen that each variable indicator X₁, X₂, Z, and Y has an cross loading > 0,70 so that each questionnaire statement has fulfilled the validity test requirements and is proven valid.

4.2. Reliability Test

Based on Table 4, it can be seen that each variable in this study has a Cronbach's alpha and composite reliability value > 0.70.

Table 4. Reliability test results

Variable	Cronbach's Alpha	Composite Reliability		Description
	Score	Rule of Thumb	Score	
X ₁	0,807	0,7	0,874	Reliable
X ₂	0,810	0,7	0,887	Reliable
Z	0,872	0,7	0,952	Reliable
Y	0,937	0,7	0,912	Reliable

Therefore, it can be concluded that the variable is declared reliable and can be used as a hypothesis test as well as an indicator of the consistency of respondents in responding to a variable consistently or well.

4.3. R-Square

Based on Table 5, it shows that the R-square value obtained by the brand trust variable (Z) is 0.507 which means that the ability of electronic word of mouth and the credibility of beauty influencers in influencing brand trust (Z) is 50.7% which is classified as a moderate model and the rest is influenced by other variables that are not in this research model.

Table 5. R-square results

Variable	R-square	Description
Brand Trust (Z)	0,507	Moderate
Consumer Purchase Intention (Y)	0,715	Strong

In the consumer purchase interest variable (Y), the R-square value is 0.715, which means that the ability of electronic word of mouth and the credibility of beauty influencers in influencing consumer purchase interest is 71.5% which is classified as a strong model and the rest is influenced by other variables that are not in this research model.

4.4. Hypothesis Test of Direct Effect

Table 6. Path coefficients results

Variable	Original Sample (O)	Sample Mean (M)	T Statistic	p-values	Description
X ₁ → Z	0,568	0,574	6,859	0,000	Significant
X ₂ → Z	0,210	0,207	2,976	0,000	Significant
X ₁ → Y	0,219	0,220	4,409	0,009	Significant
X ₂ → Y	0,144	0,144	2,612	0,003	Significant
Z → Y	0,584	0,582	11,345	0,000	Significant

Based on Table 6 hypothesis testing using the bootstrapping method, the following results are obtained:

- 1) the results of testing the effect of electronic word of mouth variables on brand trust obtained t-statistic results of 6.859 > 1.96 and p-values of 0.000 < 0.05. So, H₁ is accepted and H₀ is rejected, meaning that electronic word of mouth has a significant effect on brand trust in Somethinc products in Jember City (Anggraini et al., 2023; Elsalam & Ezzat, 2022). When consumers look for reviews about a product and continuously get information about positive things about Somethinc products, it will affect consumer trust behavior towards the product.
- 2) The results of testing the effect of beauty influencer credibility variables on brand trust obtained t-statistic results of 62.976 > 1.96 and p-values of 0.000 < 0.05. So, H₁ is accepted and H₀ is rejected, meaning that the credibility of beauty influencers has a significant effect on brand trust in Somethinc

products in Jember City (Kemeç & Fulya, 2021; Adrianto & Kurnia, 2021; Koesuma & Kurniawati, 2022). Beauty influencers who have knowledge about the product, experience using the product, and are able to provide objective opinions on the product are important factors for Somethinc consumers in Jember City in forming brand trust.

- 3) The results of testing the effect of electronic word of mouth variables on consumer buying interest obtained a t-statistic of $4.409 > 1.96$ and a p-value of $0.009 < 0.05$. So, H_1 is accepted and H_0 is rejected, meaning that electronic word of mouth has a significant effect on consumer buying interest in Somethinc products in Jember City (Elsalam & Ezzat, 2022; Koesuma & Kurniawati, 2022; Fajar & Nanang, 2019). Consumers prefer reviews that are clear, understandable and have clear reasons for supporting the product, so this can shape consumer behavior and ultimately be able to create buying interest in consumers.
- 4) The results of testing the effect of the beauty influencer credibility variable on consumer buying interest obtained a t-statistic of $2.612 > 1.96$ and a p-value of $0.003 < 0.05$. So, H_1 is accepted and H_0 is rejected, meaning that the credibility of beauty influencers has a significant effect on consumer

buying interest in Somethinc products in Jember City (Kemeç & Fulya, 2021; Jelita & Hasnah, 2021; Liana et al., 2021). Beauty influencers who have product knowledge, experience using products, and are able to provide objective opinions on products are important factors for Somethinc consumers in Jember City in growing consumer buying interest.

- 5) The results of testing the effect of brand trust variables on consumer buying interest obtained a t-statistic of $11.345 > 1.96$ and a p-value of $0.000 < 0.05$. So, H_1 is accepted and H_0 is rejected, meaning that brand trust has a significant effect on consumer buying interest in Somethinc products in Jember City (Kemeç & Fulya, 2021; Then & Johan, 2021). Brands that can fulfill consumer desires and match what consumers expect when buying a product are important factors for Somethinc consumers in Jember City in shaping consumer buying interest.

4.5. Hypothesis Test of Indirect Effect

Based on Table 7 hypothesis testing using the bootstrapping method, the following results are obtained:

Table 7. Specific indirect effects results

Variable	Original Sample (O)	Sample Mean (M)	T Statistic	p-values	Description
$X_1 \rightarrow Z \rightarrow Y$	0,331	0,334	6,001	0,000	Significant
$X_2 \rightarrow Z \rightarrow Y$	0,123	0,121	2,786	0,005	Significant

- 1) The results of testing the effect of the electronic word of mouth variable on consumer buying interest through brand trust obtained a t-statistic of $6.001 > 1.96$ and a p-value of $0.000 < 0.05$. So, H_1 is accepted and H_0 is rejected, meaning that electronic word of mouth has a significant effect on consumer buying interest mediated by brand trust in Somethinc products in Jember City (Elsalam & Ezzat, 2022).
- 2) The results of testing the effect of the beauty influencer credibility variable on consumer buying interest through brand trust obtained a t-statistic of $2.786 > 1.96$ and a p-value of $0.005 < 0.05$. So, H_1 is accepted and H_0 is rejected, meaning that the credibility of beauty influencers has a significant effect on consumer buying interest mediated by brand trust in Somethinc products in Jember City (Kemeç & Fulya, 2021; Nugroho et al., 2020)

5. CONCLUSIONS

Electronic word of mouth has a significant effect on brand trust. The credibility of beauty influencers has a significant effect on brand trust. Electronic word of mouth has a significant effect on consumer purchase intention. The credibility of beauty influencers has a significant effect on consumer buying interest. Brand trust has a significant effect on consumer buying interest. Electronic word of mouth has a significant effect on consumer purchase intention through brand trust. The credibility of beauty influencers has a significant effect on consumer buying interest through brand trust.

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