

THE EFFECT OF ONLINE CUSTOMER REVIEW AND INFLUENCER MARKETING ON PURCHASE INTENTION THROUGH TRUST IN GLAD2GLOW PRODUCTS

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ABSTRACT

This research aims to examine trust in mediating the influence of online customer review and influencer marketing on purchase intention in Glad2Glow Products. The population of this study were East Java people who knew and had never bought Glad2Glow. The sampling technique in this research was purposive sampling with a total of 243 respondents tested. The type of data used is quantitative data. The primary data source used comes from distributing questionnaires online via Google Form. The data analysis method used is Partial Least Squares (PLS-SEM) with SmartPLS 4.0 data processing tool. The results showed that online customer reviews and influencer marketing have a significant effect on trust. Online customer reviews and trust have a significant effect on purchase intention. Influencer marketing has no significant effect on purchase intention. Online customer reviews and influencer marketing have a significant effect on purchase intention through trust.

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1. INTRODUCTION

The global cosmetics industry has experienced rapid growth in recent years. Based on usage, products are divided into skincare (moisturizer, toner, serum, essence, mask) and cosmetics (lipstick, powder, eyeshadow, foundation, blush) (Paramita *et al.*, 2022). By 2023, the global skincare market reached USD 109.71 billion and is projected to rise to USD 194.5 billion by 2032 (Fortune Business Insights, 2024), driven by increasing attention to skin health across all ages. The men's skincare market is also expected to grow 3% per year from 2023-2028 (Euromonitor International, 2024), reflecting that skincare is now considered a primary need for many people.

In Southeast Asia, Indonesia's cosmetics industry is quite competitive. Despite experiencing 0.12% deflation in September 2024 due to decreased demand and increased production (BPS, 2024; CNN Indonesia, 2024), the cosmetics sector continued to grow. Indonesia's

cosmetics market revenue reached USD 1.94 billion in 2024 and is projected to grow 4.6% per year until 2029 (Statista, 2024). Cosmetic products continue to excel, with international brands such as Skintific, The Ordinary, Cosrx, SK-II, and Cetaphil competing with locals such as Wardah, Sariayu, MS Glow, Emina, Somethinc, Avoskin, and Lacoco-the seven most popular skincare brands (Jakpat.net, 2022). This competition present both a challenge and an opportunity for brand called Glad2Glow, which has recently ganed popularity. Glad2Glow, a cosmetic brand under PT Suntone Wisdom Indonesia, was introduced in 2022. According to (Compas.co.id, 2024a), the brand ranked third in facial moisturizers with a market share of 5.1% in January-June 2024 and rise to first place in August 2024 (Compas.co.id, 2024b). This demonstrates Glad2Glow's competitiveness in the Indonesian market. East Java, as the province with the second largest population and the second largest cosmetics industry after West Java, has high market potential. Several big brands such as MS

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Glow, Inez, and Azarine originated from this region. However, East Java consumer purchase intention towards Glad2Glow is still low, ranked 27th out of 34 provinces (Google Trends, 2025). Purchase intention itself refers to consumer intention to buy a product consciously (Spears & Singh, 2004), and in the fierce competition of the cosmetics industry, companies must be able to attract consumer attention (Hapsari *et al.*, 2022). Glad2Glow continues to launch innovative products and actively utilizes Instagram and Tiktok to increase purchase intention.

Purchase intention is influenced by trust (Wardani *et al.*, 2024), namely belief in the quality of a product or service (Latifah *et al.*, 2020). Glad2Glow, as a new brand, has a BPOM certificate, but was affected by the issue of overclaiming on sunscreen which reduced sales in 2023 (Dian & Aminah, 2024). This issue was refuted through laboratory tests uploaded on TikTok @Jose, @Namicwn, including proof that Glad2Glow serum does not overclaim by @DokterDetektif. This trend creates trust fluctuations that affect purchase intention, as trust increases the perception of expected results (Li & Peng, 2021; Rosania & Wilujeng, 2023), as evidenced by (Tanuwijaya *et al.*, 2023) and Gultom *et al.* (2022).

Trust is also influenced by online customer review (OCR) (Mahrun *et al.*, 2023), which is a form of e-WOM in the form of reviews from consumers on digital platforms (Fauzi & Lina, 2021). Consumers access OCR on YouTube, Instagram, TikTok, WhatsApp, websites, and marketplaces (Paramita *et al.*, 2023). OCR can be positive or negative (Lu *et al.*, 2014). For example, while many users were satisfied with Glad2Glow, others experienced side effects such as acne or dull skin. One of the negative reviews from TikTok @iiiiyannnnnn received thousands of responses. This OCR affects trust (Rosania & Wilujeng, 2023; Wardani *et al.*, 2024).

In addition, influencer marketing also affects trust (Kim & Kim, 2021). Influencer marketing is a promotional strategy through popular figures that can influence purchasing decisions (Lengkawati & Saputra, 2021). Glad2Glow works with influencers such as Tasya Farasya, Syifa Hadju, and Hanggini, who have more than 500,000 followers on TikTok and verified Instagram accounts. Influencers became a promotional strategy due to the popularity (Sudaryanto *et al.*, 2022), credibility, and attractiveness of influencers (Uyuun & Dwijayanti, 2022), as per the findings of Jun & Yi (2020), Kim & Kim (2021), and Wardani *et al.* (2024).

Although OCR and influencer marketing have been investigated as determinants of purchase intention, there are limited studies that place trust as a mediating variable in the context of the cosmetics industry. Ventre & Kolbe (2020) stated that OCR affects purchase intention, but Utomo & Hidayah (2023) found the opposite. Li & Peng (2021) stated that influencer marketing affects trust and then purchase intention, while Kusuma *et al.* (2023) and Permatasari & Wahyudi (2024) stated that it has no effect on trust. This inconsistency opens up research opportunities regarding "The influence of online

customer reviews and influencer marketing on purchase intention through trust in Glad2Glow products".

2. LITERATURE REVIEW

2.1 Theory Planned Behavior

Theory of Planned Behavior (TPB) is a development of the Theory of Reasoned Action (TRA) by Ajzen (1991) by adding perceived behavioral control. TPB explains the relationship between individual beliefs, attitudes, intentions and actions. In this context, the tendency to seek references through influencers (attitudes), perceptions of influencer marketing that form beliefs (subjective norms), and OCRs that reflect the experiences of others and influence consumer beliefs (perceived behavioral control), become factors that influence purchase intention (Fitri, 2024; Sumaryati & Indriani, 2024).

2.2 Online Customer Review

Online customer review (OCR) is an online opinion or review shared by consumers for their experience using a product so that it can be accessed by the wider community and encourage someone to (Hapsari *et al.*, 2022). OCR is a form of electronic word of mouth (e-WOM) which refers to content uploaded by consumers online or third party sites (Fauzi & Lina, 2021). OCR has several indicators, according to (Alalwan, 2020), namely: (1) Information credibility; (2) Information relevance; (3) Information factuality; (4) Information depth; (5) Information quantity; (6) Information diagnosticity.

2.3 Influencer Marketing

Influencer marketing is someone who has a large following and creates content and introduces products to their followers on social media (Kim & Kim, 2021). According to Mahardini *et al.* (2023) influencer marketing is aimed at identifying and convincing consumers to expand sales reach. According to Nasir *et al.* (2023) there are four indicators, namely: (1) Visibility; (2) Credibility; (3) Attraction; (4) Power.

2.4 Trust

Trust is defined as belief in the reliability and integrity of exchange partners (Kim & Kim, 2021). Trust is a feeling of consumer confidence in the quality or service being sold (Latifah *et al.*, 2020). Trust is a positive expectation from consumers regarding the ability of producers to produce products that can satisfy consumers (Sumaryati & Indriani, 2024). There are three indicators according to Priansa (2017, p. 125), namely: (1) Benevolence; (2) Integrity; (3) Competence.

2.5 Purchase Intention

Purchase intention is a feeling of pleasure towards goods or products, then the belief arises to own the product because it is believed to have benefits (Priansa, 2017:164). According to Cuong (2020) purchase intention is the buyer's real interest in the product and the

possibility of buying the product. Indicators of purchase intention according to Kim & Kim (2021), namely: (1) How likely are you to purchase the product; (2) How inclined are you to purchase the product: (3) How willing are you to purchase the product.

3. CONCEPTUAL FRAMEWORK

The conceptual framework of research between the variables is shown in Figure 1.

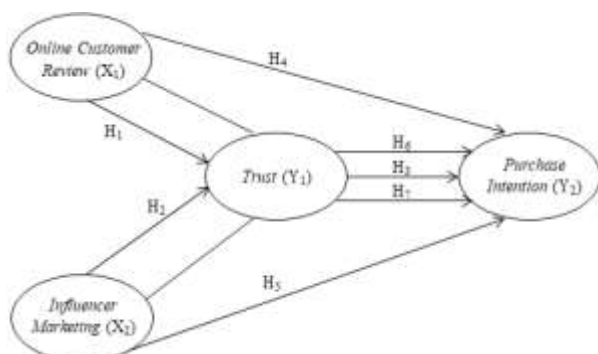


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3.1 Hypothesis Development

3.1.1 Effect of OCR on trust

Positive and negative OCR on social media, blogs, or websites can build trust because consumers are unable to physically see products when shopping online (Wardani *et al.*, 2024). Consumers tend to trust OCR more because it is considered reliable and credible information (Rohmatullah & Sari, 2021). This is in line with research conducted by Mahrun *et al.* (2023) and Rosania & Wilujeng (2023) which show that OCR has a significant effect on trust.

H₁: OCR has a significant effect on trust

3.1.2 Effect of influencer marketing on trust

Consumers tend to trust something that influencers promote because it is often specific content created based on their own experience and in accordance with their field of expertise (Cahyadiningrum & Rahardjo, 2023; Saima & Altaf Khan, 2020). This is in line with research conducted by Wardani *et al.* (2024) which state that influencer marketing has a significant effect on trust.

H₂: Influencer marketing has a significant effect on trust.

3.1.3 Effect of trust on purchase intention

Trust is the basis for consumers when considering buying a product. Consumers generally tend to feel safer and more comfortable buying products they trust (Wardani *et al.*, 2024). The more consumers believe, the higher their purchase intention. This is in line with research conducted by Gultom *et al.* (2022) and Rohmatullah & Sari (2021) which states that trust has a significant effect on purchase intention.

H₃: Trust has a significant effect on purchase intention

3.1.4 Effect of OCR on purchase intention

When viewing OCR on social media, blogs, or websites, the positive reviews displayed will make consumers more interested in buying the product (Anggraeni & Susan, 2021). This is in line with research conducted by Harli *et al.* (2021) and Ventre & Kolbe (2020) which state that OCR has a significant effect on purchase intention.

H₄: OCR has a significant effect on purchase intention

3.1.5 The effect of influencer marketing on purchase intention

Influencer marketing plays an important role in increasing purchase intention. Product information in influencer promotional content can increase consumer purchase intention (Sudaryanto *et al.*, 2022). This is in line with the research of Agustini *et al.* (2022) and Wardani *et al.* (2024) which states that influencer marketing has a significant effect on purchase intention.

H₅: Influencer marketing has a significant effect on purchase intention.

3.1.6 The effect of OCR on purchase intention through trust

The better the OCR perceived by consumers, the higher the trust and confidence of consumers in buying a product (Wardani *et al.*, 2024). This is in line with research conducted by Tanuwijaya *et al.* (2023) and Rosania & Wilujeng (2023) that OCR affects purchase intention through trust.

H₆: OCR has a significant effect on purchase intention through trust.

3.1.7 Influencer marketing influence on purchase intention through trust

When influencers become more attractive and trusted, it will increase consumer purchase intention through the review content presented by influencers (Fitriana & Achmad, 2024). This is in line with research by Li & Peng (2021) and Kim & Kim (2021) that influencer marketing has a significant effect on purchase intention through trust.

H₇: Influencer marketing has a significant effect on purchase intention through trust.

4. METHODOLOGY

4.1 Research Design

This research category is explanatory research which explains the position and influence of the relationship between the variables studied (Sugiyono, 2018, p. 93). The type of data in this study is quantitative data. The data source is obtained from primary data obtained from filling out questionnaires via Google Form (Appendix 1).

4.2 Population and Sample

The population of this study were all East Java people who knew and had never bought Glad2Glow products. This study uses a non probability sampling method with

purposive sampling technique. The criteria for respondents were: (1) at least 18 years, as this age is considered mature and have emotional stability when providing answers to the research questionnaire (Arnett & Mitra, 2020); (2) have read the Glad2Glow OCR in online media (such as TikTok, Instagram, YouTube, WhatsApp, X, Facebook, websites, blogs, or marketplaces such as Shopee, Lazada, and Tokopedia); (3) have seen Glad2Glow promotions by influencers (such as Tasya Farasya, Reizuka Ari, Amelia Andani, and others). The data collection technique was a survey with data collection tools using online questionnaires and distributed on social media. This research uses the Structural Equation Modeling-Partial Least Square (SEM-PLS) method with SMARTPLS 4.0. The variable measurement scale used uses a Likert Scale from 1 (strongly disagree) to 5 (strongly agree).

5. RESULTS

Based on Appendix 1, the final sample size was 243, with a majority of 76.1% female, aged 18-28 at 79.8%, employed as students at 67.5%, earning <Rp2,500,000 at 72.8%, residing in Malang City at 18.9%, most frequently using TikTok at 75.7%, and the most frequently watched influencer is Tasya Farasya at 35%.

Table 1. Validity and Reliability

Latent Variables	Indicator	Convergent Validity		Information	Internal Reliability		Consistency	Information
		Factor Loadings	AVE		Composite Reliability (rho_a)	Composite Reliability (rho_c)	Cronbach's alpha	
OCR	X _{1.1}	0.730	0.530	Valid	0.824	0.871	0.822	Reliable
	X _{1.2}	0.775		Valid				Reliable
	X _{1.3}	0.733		Valid				Reliable
	X _{1.4}	0.710		Valid				Reliable
	X _{1.5}	0.716		Valid				Reliable
	X _{1.6}	0.702		Valid				Reliable
Influencer Marketing	X _{2.1}	0.703	0.549	Valid	0.751	0.829	0.730	Reliable
	X _{2.2}	0.740		Valid				Reliable
	X _{2.3}	0.713		Valid				Reliable
	X _{2.4}	0.804		Valid				Reliable
Trust	Y _{1.1}	0.859	0.674	Valid	0.768	0.861	0.758	Reliable
	Y _{1.2}	0.838		Valid				Reliable
	Y _{1.3}	0.763		Valid				Reliable
Purchase Intention	Y _{2.1}	0.817	0.735	Valid	0.822	0.893	0.819	Reliable
	Y _{2.2}	0.860		Valid				Reliable
	Y _{2.3}	0.894		Valid				Reliable

5.1 Outer Model

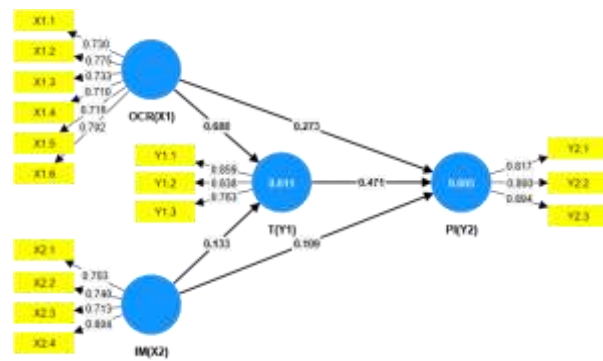


Figure 2. Outer Model (Algorithm)

Outer model is presented on the figure 2.

Validity and Reliability Assessment

Table 1 shows the factor loadings, average variance extracted (AVE), Cronbach's alpha, Composite Reliability (CR) using SMARTPLS 4.0. Validity aims to see the extent to which a measurement correlates positively with alternative measurements of the same construct, as seen from factor loadings with values greater than 0.7 and AVE values greater than 0.50. The reliability of an instrument can be assessed based on composite reliability and Cronbach's alpha, with values greater than 0.7 (Hair *et al.*, 2017).

5.2 Inner Model

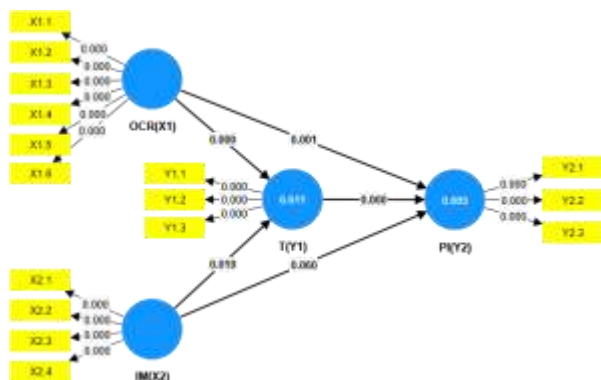


Figure 3. Inner Model (Bootstrapping)

Inner model is presented on the figure 3.

Table 2. R-Square Test Results

Variable	R ²	R ² Adjusted	Description
Trust (Y ₁)	0.611	0.607	Moderate
Purchase Intention (Y ₂)	0.605	0.600	Moderate

Based on Table 2, the *R-square* result of the trust variable path is 0.611. This means that the OCR and influencer marketing variables have a moderate ability of 61.1% in explaining trust (Y₁). While the path of purchase intention variable is 0.605. This shows the OCR and influencer marketing variables in explaining purchase intention (Y₂) is 60.5% with a moderate category.

Table 3. Result of Q-Square Test

Variable	Q ² Predict	Description
Trust (Y ₁)	0.600	Predictive relevance
Purchase Intention (Y ₂)	0.510	Predictive relevance

Table 3 shows the *Q-square* value of trust and purchase intention respectively of 0.600 and 0.510 > 0, meaning that the research model is relevant or good.

Based on Table 4, the results of the large influence shown by OCR on trust amounted to 0.701. The results of the medium effect obtained from trust on purchase intention amounted to 0.219. While the results of the small influence are shown influencer marketing on trust and OCR on purchase intention respectively with a value of 0.026 and 0.064. Additionally, the results show that influencer marketing has no significant effect on purchase intention with a value of 0.017 so that the effect is ignored.

Table 4. Results of the f-square test

Variable	f-Square	Description
X ₁ ->Y ₁	0.701	Large
X ₂ ->Y ₁	0.026	Small
Y ₁ ->Y ₂	0.219	Medium
X ₁ ->Y ₂	0.064	Small
X ₂ ->Y ₂	0.017	No effect

Hypothesis Testing

Hypothesis testing is carried out using the bootstrapping method to assess the significance of the coefficient. In hypothesis testing, H_a is accepted and H₀ is rejected if the p-value < 0.05 and the t-statistics value > 1.96 at the 5% significance level. If the p-value < 0.05, then the effect of the variable is considered significant.

6. DISCUSSIONS

The results (Table 5) show that OCR has a positive and significant effect on trust seen from the p-value of 0.000 < 0.05 and the t-statistics value of 14.331 > t-table 1.96, indicating that H₁ is accepted. The higher the OCR, the higher the consumer trust in Glad2Glow. Consumers tend to trust reviews from other users who have tried the product because they are considered reliable and trusted (Wardani *et al.*, 2024). This finding is in line with the research of Rohmatullah & Sari (2021) and Mahrun *et al.* (2023).

Table 5. Result of Hypothesis Test

Variable	Path Coefficients	t-statistics	p-values	Description
X ₁ -> Y ₁	0.688	14.331	0.000	Significant
X ₂ -> Y ₁	0.133	2.350	0.019	Significant
Y ₁ -> Y ₂	0.471	6.532	0.000	Significant
X ₁ -> Y ₂	0.273	3.466	0.001	Significant
X ₂ -> Y ₂	0.109	1.882	0.060	No Significant
X ₁ -> Y ₁ -> Y ₂	0.324	5.921	0.000	Significant
X ₂ -> Y ₁ -> Y ₂	0.063	2.125	0.034	Significant

The influencer marketing variable has a positive and significant effect on trust as seen by the p-value of 0.019 < 0.05 and the t-statistics value of 2.350 > t-table 1.96, indicating that H₂ is accepted. The higher the influencer marketing, the higher the consumer trust in Glad2Glow. Influencers as key persons in opinion can make their opinions trustworthy and influence people's views on a product (Nasir *et al.*, 2023). Influencers have an effect on trust. These findings are in line with the research of Cahyadiningrum & Rahardjo (2023), Kim & Kim (2021), and Saima & Altaf Khan (2020).

The trust variable has a positive and significant effect on purchase intention, seen from the p-value of 0.000 < 0.05 and the t-statistics value of 6.532 > t-table 1.96, indicating that H₃ is accepted. The higher the trust, the higher the consumer purchase intention in Glad2Glow. Trust plays an important role in influencing consumer purchase intention because it can reduce risk and uncertainty of results in transactions (Permatasari &

Wahyudi, 2024). This finding is in line with the research of Gultom *et al.* (2022), Rohmatullah & Sari (2021), Rosania & Wilujeng (2023) that trust affects purchase intention.

The OCR variable has a positive and significant effect on purchase intention seen by the p-value of $0.001 < 0.05$ and the t-statistics value of $3.466 > t\text{-table } 1.96$, indicating that H_4 is accepted. The higher the OCR, the higher the purchase intention in Glad2Glow. OCR affects purchase intention supported by research by Harli *et al.* (2021), Rohmatullah & Sari (2021), Ventre & Kolbe (2020). According to (Permatasari & Wahyudi, 2024) OCR can be in the form of text, images, and ratings to provide a better product description so as to increase efficiency during product evaluation and become a decision booster when consumers find many products.

The influencer marketing variable has no effect on trust as seen by the p-value of $0.060 > 0.05$ and the t-statistics value of $1.882 < t\text{-table } 1.96$, indicating that H_5 is rejected. Although Glad2Glow influencers are rated favorably by respondents through aspects of popularity, credibility, attraction, and power, they are not enough to influence Glad2Glow consumers' purchase intention. There are variations in respondents' answers who think that Glad2Glow influencers do not have good knowledge and cannot influence consumers to choose Glad2Glow products, this can cause the influencer to have no effect on purchase intention, so consumers disagree that they have a tendency to prefer Glad2Glow products over other products. This indicates a consumer perception that competitor products have better value. The opinion that influencers who are popular with many paid product promotions cause consumers to distrust these products (Kusuma *et al.*, 2023), can also be the cause of the ineffectiveness of influencers in influencing purchase intention. This finding is in line with the research of Cahyadiningrum & Rahardjo (2023) and Fitri (2024).

The OCR variable has a positive and significant effect on purchase intention through trust as seen by the p-value of $0.000 < 0.05$ and the t-statistics value of $5.921 > t\text{-table } 1.96$, indicating that H_6 is accepted. The higher the trust, the higher the OCR in driving the high purchase intention of Glad2Glow products. OCR provides a variety of perspectives so that consumers know the advantages and

disadvantages of products which will affect purchase intention (Wardani *et al.*, 2024). This finding is in line with the research of Rohmatullah & Sari (2021) and Rosania & Wilujeng (2023) that OCR can affect purchase intention through trust.

The influencer marketing variable has a positive and significant effect on purchase intention through trust, seen from the p-value of $0.034 < 0.05$ and the t-statistics value of $2.125 > t\text{-table } 1.96$, indicating that H_7 is accepted. The higher the trust built by influencer marketing, the more it increases consumer purchase intention. The trust built by influencers can increase the purchase target by 89.7% (Agustini *et al.*, 2022). In line with research by Cahyadiningrum & Rahardjo (2023), Fitriana & Achmad (2024), and Li & Peng (2021) that trust can mediate the influence of influencer marketing on purchase intention.

7. CONCLUSIONS

Based on the results of data analysis on the influence of OCR and influencer marketing on purchase intention through Glad2Glow trust, trust is the most important factor in influencing consumer buying intention in Glad2Glow. The mediating role of trust is strong enough that it has an impact on the greater influence of OCR on Glad2Glow's purchase intention and creates an influence from influencer marketing on Glad2Glow's purchase intention. Therefore, Glad2Glow management needs to ensure that the product has guaranteed quality so that OCR can continue to be positive and can be optimized through social media marketing and search engine optimization in the digital marketing era. Glad2Glow influencers can also build consumer trust by highlighting product certifications or guarantees and proof of product use because popularity, credibility, attraction, and power have not been able to create purchase intention directly. For future research, it is expected to use new variables that are still relevant to digital marketing and try other product categories as a research novelty.

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Appendix 1. Socio-demographic profile of sample

Criteria	Frequent	Percent (%)	Criteria	Frequent	Percent (%)
Gender			Residence		
Female	185	76,1	Pacitan Regency	4	1,6
Male	58	23,9	Pamekasan Regency	3	1,2
Total	243	100	Pasuruan Regency	3	1,2
Age			Ponorogo Regency	3	1,2
18-28 years old	194	79,8	Probolinggo Regency	2	0,8
29-39 years old	46	18,9	Sampang Regency	2	0,8
40-50 years old	1	0,4	Sidoarjo Regency	3	1,2
>50 years old	2	0,8	Situbondo Regency	4	1,6
Total	243	100	Sumenep Regency	2	0,8
Job/Profession			Trenggalek Regency	2	0,8
Student	164	67,5	Tuban Regency	2	0,8
Private Employee	23	9,5	Tulungagung Regency	2	0,8
Entrepreneur	17	7,0	Batu City	3	1,2
Freelancer	16	6,6	Blitar City	3	1,2
BUMN/BUMD/BUMDES Employee	12	4,9	Kediri City	1	0,4
Housewife	5	2,1	Madiun City	3	1,2
Not Yet/Not Working	3	1,2	Malang City	46	18,9
PNS/ASN	3	1,2	Mojokerto City	4	1,6
Total	243	100	Pasuruan City	4	1,6
Income			Probolinggo City	4	1,6
<Rp2.500.000	177	72,8	Surabaya City	23	9,5
>Rp2.500.000-Rp5.000.000	41	16,9	Total	243	100
>Rp5.000.000-Rp7.500.000	16	6,6	The most frequently used online media for viewing Glad2Glow OCR		
>Rp7.500.000-Rp10.000.000	8	3,3	TikTok	184	75,7
>Rp10.000.000	1	0,4	Instagram	38	15,6
Total	243	100	Shopee	12	4,9
Residence			X	3	1,2
Bangkalan Regency	3	1,2	YouTube	3	1,2
Banyuwangi Regency	37	15,2	Tokopedia	2	0,8
Blitar Regency	3	1,2	WhatsApp	1	0,4
Bojonegoro Regency	3	1,2	Total	243	100
Bondowoso Regency	7	2,9	The most viewed influencer when promoting Glad2Glow		
Gresik Regency	5	2,1	Tasya Farasya	85	35,0
Jember Regency	29	11,9	Syifa Hadju	52	21,4
Jombang Regency	2	0,8	Reizuka Ari	47	19,3
Kediri Regency	2	0,8	Maharaja SP	12	4,9
Lamongan Regency	3	1,2	Fuji	22	9,1
Lumajang Regency	10	4,1	Hanggini	13	5,3
Madiun Regency	2	0,8	Amelia Andani	4	1,6
Magetan Regency	2	0,8	Sandrinna Michelle	3	1,2
Malang Regency	2	0,8	Aliyyah Kohl	2	0,8
Mojokerto Regency	3	1,2	Total	243	100
Nganjuk Regency	4	1,6			
Ngawi Regency	3	1,2			

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