

The Impact of Influencer Marketing, Online Customer Review, Brand Trust, Product Quality, and Price on Purchase Intention

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Abstract

The beauty industry has experienced rapid growth in Indonesia. One of the well-known skincare brands in Indonesia is The Originote, which markets its products through the social commerce platform TikTok. The choice of The Originote is due to its ability to quickly penetrate the skincare market in Indonesia, facilitated by its diverse product offerings at affordable prices. The high demand for The Originote's products has prompted researchers to conduct a study on the variables that influence purchase intention for The Originote skincare products. This research aims to determine the impact of variables such as influencer marketing, online customer reviews, brand trust, product quality, and price on purchase intention. This study is quantitative research with a descriptive nature. Primary data was collected through online questionnaires and analyzed using SPSS software. A total of 103 respondents were obtained from students at Muhammadiyah University of Surakarta, using purposive sampling as non-probability sampling technique. Through regression analysis, the research results indicated that influencer marketing, online customer reviews, brand trust, product quality, and price have a positive and significant influence on purchase intention. The implications of this research are that the findings can serve as a reference for company management to collaborate with influencers to reach more potential customers and provide credible and easily accessible online product reviews. Consequently, brand trust will be established. Furthermore, companies should continue to deliver quality products while maintaining affordable prices.

Introduction Section

The beauty sector in Indonesia has witnessed significant progress at a relatively fast pace. According to statistics provided by the Badan Pusat Statistik (BPS), during the initial quarter of 2020, the chemical, pharmaceutical, and traditional medicine sectors (which include cosmetics) displayed a notable growth rate of approximately 5.59% (Nusarina Yuliatuti, 2020). Many cosmetic brands, both local and imported, market their products on one of the social commerce in Indonesia, namely TikTok. These brands provide various types of cosmetics such as makeup and skincare to meet consumer demand. One of the well-known skincare brands in Indonesia is The Originote. The Originote is an imported brand from China that offers skincare products and has various types of skincare products tailored to user needs. The Originote brand marketing strategy is considered successful, as evidenced by The Originote's ability to invade the Indonesian cosmetics market in a relatively short time. In addition to invading the market, The Originote also carries out product development both adding types of skin care products and reformulating existing products. In 2023, one of The Originote's products, The Originote Hyalucera Moisturizer, received the Brand Choices Award 2023 in the facial moisturizer category given by www.infobrand.id in collaboration with Trans & co as a research institute (Pratama, 2023). The Originote's success in marketing its products in TikTok social commerce makes the author desire to examine what variables influence purchase intention in The Originote skin care products.

At the beginning of its product launch, The Originote worked with many influencers on TikTok social commerce to introduce their products. Influencers are social media users who are considered prominent or respected by their followers (Johnstone & Lindh, 2022). The followers of an influencer perceive them to be close and can understand each other, which allows influencers to influence the decisions of their followers (Bu et al., 2022). It is this ability to influence their followers that brands utilize in cooperation between brands and influencers. Influencer marketing is considered as one of the promising marketing strategies and has been done by many brands before, and The Originote is no exception.

Another variable that is thought to have an influence on buying interest in The Originote skincare products is online customer review. Online customer reviews are reviews given by customers who have bought and used The Originote products. These reviews can be in the form of images accompanied by written information or just in the form of writing that tells the experience of customers about using The Originote skincare products. As the name implies, online customer

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reviews can be accessed online both in the product review column on TikTok social commerce and on websites that aim to review products such as femaledaily.

In marketing a product, trust in the brand is one of the things that needs to be considered. When having a need for a product, customers will automatically make a list of brands that provide the product. When customers have trust in one of the brands, the brand will automatically be at the highest position on the list. As a brand, of course The Originote also pays attention to customers' brand trust in them. The Originote has made several efforts related to building and maintaining their brand trust such as listening and responding to criticism and suggestions from customers.

Product quality is an important variable and needs to be considered by brand management and customers. In cosmetic products such as skincare, there are safety standards that need to be followed in the production and buying or selling process. By offering high quality products, the brand will more easily attract attention and generate customer buying interest in the product. In the case of The Originote skincare brand, this skincare brand is known to offer their products at an affordable price compared to their competitors. Despite the affordable price, The Originote skincare products are known to have good quality and can compete with other skincare brands.

Based on this background explanation, there are several variables that are considered to have an influence on the interest in buying The Originote skincare products, namely influencer marketing, online customer reviews, brand trust, product quality, and price. So that research can be proposed with the title "The impact of influencer marketing, online customer reviews, brand trust, product quality, and price on purchase intention".

Literature Review and Hypothesis

Purchase Intention

Intention, as defined by Ajzen (2005), is a desire that resides in an individual's memory and exerts influence on the actions they intend to take. Consequently, purchase intention can be understood as an individual's inclination to act upon their desire to acquire a specific product or service. Purchase intention is primarily based on the aspiration to use a particular product or service (Bougenville & Ruswanti, 2017).

The determinants of purchase intention, as outlined by Kotler in Abzari et al., (2014) research, include:

1. Product quality factors: These encompass the attributes of a product that are evaluated in terms of their physical benefits.
2. Brand factor: This pertains to the non-material benefits associated with a brand, specifically the emotional satisfaction it provides.
3. Packaging factor: This factor relates to the attributes of a product's packaging, which serves as a wrapper for the core product.
4. Price factor: It denotes the value or sacrifice that consumer are willing to make in order to obtain or possess a product.
5. Availability factor: This factor reflects consumers' attitudes toward the accessibility and availability of products in the market.
6. Promotion factor: External influences, such as marketing and promotional efforts, play a significant role in stimulating consumers to make choices regarding products.

Influencer Marketing

Influencers are external parties who have the ability to influence consumer purchasing decisions and may even take on responsibility for those decisions (Brown & Hayes, 2008). Influencer marketing is both an art and a science that involves engaging influential individuals on the internet to convey a brand's message to their followers through sponsored content (Sammis et al., 2015). This form of marketing can open up new avenues for product promotion and assist companies in repositioning themselves in the marketplace (Brown & Hayes, 2008).

Several key factors determine the effectiveness of influencer marketing, as highlighted by Sari & Irena (2019), including:

1. Relevance to the business: The suitability of the influencer to the brand's niche and target audience is a critical factor.
2. Popularity of the influencer: The extent of an influencer's reach and the size of their follower base can greatly impact the success of influencer marketing.
3. Quality of content: The quality of the content produced by the influencer plays a significant role in engaging the audience and delivering the brand's message effectively.
4. Influencer's behavior: The behavior and reputation of the influencer can influence the credibility and trustworthiness of the message being conveyed to their audience.

A noteworthy 71% of consumers demonstrate an increased inclination to make a purchase when a product is featured on social media, and an impressive 92% express trust in influencer reviews when deciding on a purchase. This data is substantiated by recent research conducted by R et al., (2022) and Lim & Kesumahati (2022), both of which highlight the influence of influencer marketing on purchase intentions.

H1: Influencer marketing has an impact on purchase intention.

Online Customer Review

Online customer reviews play a crucial role in helping consumers make informed decisions about products, as they are perceived as credible and reliable sources of information for companies (Banjarnahor et al., 2021). These reviews are typically assessments made by other users of a product or service, encompassing aspects like price, functionality, and user experience, and they can take the form of text, images, or videos (Zheng, 2021).

According to Hidayati (2018), several key factors influence online customer reviews, which include:

1. Purchase decision: The process of deciding whether to buy a product is influenced by online customer reviews.
2. Impact of other consumer reviews: The content of reviews contributed by other consumers can shape the selection of products.
3. Relevance of product information: The extent to which product information aligns with consumer knowledge needs affects the review process.
4. Credibility of fellow consumers' reviews: The trustworthiness of reviews provided by other consumers plays a role in decision-making.
5. Post-purchase product assessments: The evaluations provided by consumers after making a purchase contribute to the overall pool of information.
6. Consideration of the latest consumer reviews: Consumers often take into account the most recent reviews when evaluating a product.

Within the customer's purchasing journey, there exist distinct stages that guide their buying process, including the stages of awareness, appeal, ask, act, and advocate. During the "ask" stage, customers driven by curiosity actively seek additional information from various sources, including online product reviews (Kotler et al., 2017). This observation underscores the significant influence that online customer reviews have on the various phases of the product purchasing process. Furthermore, this assertion finds support in previous research conducted by R et al., (2022), Amalia & Nurlinda (2022), Mulyati & Gesitera (2020), Yaacob et al.,(2021), and Putri & Lestari (2022) all of which demonstrate the impact of online customer reviews on purchase intentions.

H2: Online Customer Review affects Purchase Intention

Brand Trust

Brand trust can be defined as the consumer's perception of a brand's reliability, which is based on their experiences or a series of transactions and interactions that consistently meet their expectations in terms of product performance and satisfaction (Ferrinadewi, 2008). Tjiptono (2014) further explains that brand trust is the consumer's willingness to place trust or reliance on a brand, especially in situations involving risk, with the expectation that the brand will deliver positive outcomes.

According to Mowen et al., (2002), three key factors influence the development of brand trust in a product or service:

1. Self-concept: This factor involves an individual's overall feelings and assessments towards an object, reflecting how it relates to their self-image and identity.
2. Need: The alignment between the product or service and the consumer's specific needs plays a crucial role in building trust.
3. Desired value: Consumers seek a specific value from a product or service, and this desired value significantly influences their trust in the brand.

As brand trust strengthens among consumers within the target market, it becomes more accessible for companies to effectively communicate their desired marketing messages and leave a positive impression of their brand in the minds of consumers (Ebrahim, 2020). Moreover, Jadir et al., (2022) have determined that online trust plays a pivotal role in shaping consumer behavior. The notion that brand trust significantly impacts purchase intentions is reinforced by the findings of previous research, such as the studies conducted by Ramadhani & Prasasti (2023) and Dam (2020).

H3: Brand Trust affects Purchase Intention

Product Quality

Product quality can be defined as the holistic evaluation by customers of a product's performance (Mowen et al., 2002). It encompasses the product's ability to fulfill its intended functions, which includes aspects like overall performance, reliability, accuracy, ease of use, repairability, and other valuable attributes (Kotler & Armstrong, 2012).

According to Kotler & Armstrong (2012), there are nine key factors that influence product quality, which include:

1. Market: The market conditions and demands have a significant impact on the perceived quality of a product.
2. Money: The financial resources invested in the product development process can affect its quality.
3. Management: Effective management practices and decisions play a role in ensuring product quality.
4. Man: The skills, knowledge, and expertise of the individuals involved in the product's creation and delivery can influence its quality.
5. Motivation: The motivation and commitment of individuals working on the product can impact its quality.
6. Material: The quality of the materials used in the product's production directly affects its overall quality.

7. Machine and Mechanization: The machinery and automation processes utilized in manufacturing and production can influence product quality.
8. Modern Information Methods: The use of modern information and technology methods can enhance product quality.
9. Meeting Product Requirements: Adherence to product requirements and specifications is crucial in maintaining quality standards.

The level of consumer needs that must be met directly correlates with the required quality of a product. Higher consumer needs demand higher product quality. Good product quality serves as a compelling factor that influences consumer purchase intentions. Companies that neglect product quality in their production processes risk losing consumer interest, which ultimately leads to a missed opportunity for revenue generation (Muljani & Koesworo, 2020). These observations are in line with findings from previous research studies, such as those conducted by Widyarsih et al., (2023) and Ardelia & Rahmawati (2022).

H4: Product Quality affects Purchase Intention

Price

Price is the monetary value or consideration customers provide in exchange for ownership or use of a product or service. Numerous pricing strategies are available, including customer value-based pricing, good-value pricing, value-added pricing, cost-based pricing, and target costing (Kotler & Armstrong, 2013). Within the realm of pricing, factors are typically categorized into two primary groups: internal company factors and external company factors. Internal factors are related to the company's marketing objectives, marketing mix strategy, costs, and organizational considerations. External factors encompass market characteristics, demand characteristics, competition, and various elements of the external environment, such as demographic factors, economic conditions, government policies, distributor responses to pricing, social influences, and the impact of the internet (Tjiptono & Diana, 2020).

In the marketing mix, price represents the monetary value consumers have at their disposal to spend. Altering the price can not only impact product sales and demand but also play a role in shaping the brand image a company aims to establish through its products (Sukamdani, 2023). The influence of price on purchase intention is substantiated by findings from research studies conducted by Ardelia & Rahmawati (2022), Muljani & Koesworo (2020), Setyowati & Wiyadi (2017), and Mangifera et al., (2018).

H5: Price affects Purchase Intention

The research's conceptual model is presented in Figure 1.

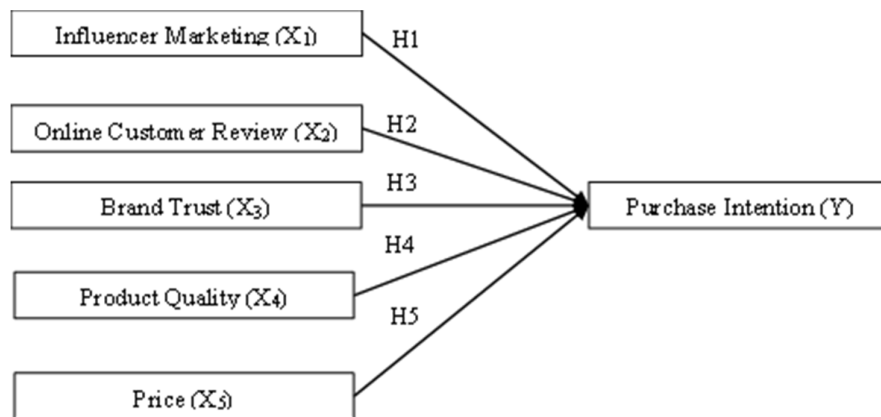


Figure 1. Conceptual model

Methodology

The research described here can be classified as quantitative research with a descriptive nature. This means the research aims to provide a detailed description of symptoms or phenomena. Additionally, it falls under the category of causal research, which is used to explain the relationships between independent and dependent variables. The primary data source for this study is questionnaire data, and the data collection method involves distributing questionnaires online. The Likert Scale is the measurement scale employed in this research, allowing respondents to express their levels of agreement on various topics.

In this study, the population consisted of all students at Universitas Muhammadiyah Surakarta, with a total of 32,909 students (Ums Star, n.d.). The sampling method employed in this study was non-probability sampling, specifically of

the purposive sampling type. The sample size for this study was determined using the Slovin formula. Based on the total population, it was determined that a minimum of 100 individuals were required for the sample.

For inclusion in this research as a sample, students at Universitas Muhammadiyah Surakarta need to meet specific criteria, which include having an active TikTok social commerce account and being familiar with The Originote skincare products. Data collection for this research will involve distributing an online questionnaire to students of Universitas Muhammadiyah Surakarta through social media platforms like WhatsApp, Instagram, and Telegram.

The questionnaire will comprise 24 statements, and respondents will provide their feedback using a Likert scale ranging from 1 to 5, where 1 represents "strongly disagree", 2 signifies "disagree", 3 indicates "neutral", 4 represents "agree", and 5 denotes "strongly agree". The indicators employed for each variable are detailed in Table 1.

Table 1. Variables and indicators

| Variable | Indicator | Reference |
|------------------------|--|-----------------------|
| Purchase Intention | Awareness | Rehman, 2018 |
| | Interest | |
| | Desire | |
| | Action | |
| Influencer Marketing | Attractiveness | Wayan & Nirmala, 2022 |
| | Trustworthiness | |
| | Expertise | |
| Online Customer Review | Argument credibility | Iffah et al., 2022 |
| | Argument quality | |
| | Perceived benefits | |
| Brand Trust | Honest | Lyubenova, 2020 |
| | Consistency | |
| | Concern | |
| Product Quality | Product performance | Gulliando, 2019 |
| | Product features | |
| | Expandability | |
| Price | Price affordability | Gulliando, 2019 |
| | Price compatibility with product quality | |
| | Price competitiveness | |
| | Price compatibility with benefits | |

Result

Based on the results of distributing online questionnaires to Universitas Muhammadiyah Surakarta students, 103 respondents were collected, which were divided into several characteristics, namely gender (14% male and 86% female), faculty origin, and age (17% within 17 – 19; 75% within 20 – 22; 7% within 23 – 25; 1% above 25). The specifics regarding the frequency and percentage of respondents for each respondent's characteristics are provided in Table 2.

Table 2. Respondent Characteristic

| Characteristic | Item | Frequency | Percentage (%) |
|----------------|---|-----------|----------------|
| Gender | Male | 14 | 14% |
| | Female | 89 | 86% |
| Faculty | Faculty of Business and Economics | 28 | 27% |
| | Faculty of Engineering | 28 | 27% |
| | Faculty of Dentistry | 27 | 26% |
| | Faculty of Teacher Training and Education | 11 | 11% |
| | Faculty of Islamic Studies | 6 | 6% |
| | Faculty of Health Sciences | 2 | 2% |
| Age | Faculty of Law | 1 | 1% |
| | 17 – 19 | 18 | 17% |
| | 20 – 22 | 77 | 75% |
| | 23 – 25 | 7 | 7% |
| | >25 | 1 | 1% |

Source: Outcome of data analysis conducted through the utilization of SPSS version 22, 2023.

Validity Test

The validity test is used to see whether the items of the questions from the variables are valid or not. In this study, if the validity test results are more than 0.1966, it will be stated as valid. Consequently, all variables are deemed valid as per the outcomes of the validity test displayed in Table 3.

Table 3. Validity test

| Variable | r value |
|----------|---------|
| X1.1 | 0.819 |
| X1.2 | 0.889 |
| X1.2 | 0.799 |
| X1.4 | 0.715 |
| X2.1 | 0.803 |
| X2.2 | 0.860 |
| X2.3 | 0.863 |
| X2.4 | 0.907 |
| X3.1 | 0.917 |
| X3.2 | 0.941 |
| X3.3 | 0.923 |
| X3.4 | 0.890 |
| X4.1 | 0.908 |
| X4.2 | 0.908 |
| X4.3 | 0.802 |
| X4.4 | 0.813 |
| X5.1 | 0.835 |
| X5.2 | 0.904 |
| X5.3 | 0.926 |
| X5.4 | 0.901 |
| Y.1 | 0.800 |
| Y.2 | 0.824 |
| Y.3 | 0.872 |
| Y.4 | 0.835 |

Source: Outcome of data analysis conducted through the utilization of SPSS version 22, 2023.

Reliability Test

A reliability test checks if questionnaire items are consistent in measuring variables. If responses to the same question are consistent, that item is considered reliable. The overall variable is reliable when its Cronbach's Alpha value is > 0.60, indicating internal consistency among its items. Reliability ensures the measurement instrument is dependable. Based on Table 4 indicates that all six variables are reliable because they each have a Cronbach's Alpha value greater than 0.60. This suggests that the measurements for these variables exhibit strong internal consistency.

Table 4. Reliability Test

| Variable | Cronbach's Alpha | Description |
|-----------------------------|------------------|-------------|
| Influencer Marketing (X1) | 0.818 | Reliabel |
| Online Customer Review (X2) | 0.879 | Reliabel |
| Brand Trust (X3) | 0.937 | Reliabel |
| Product Quality (X4) | 0.877 | Reliabel |
| Price (X5) | 0.913 | Reliabel |
| Purchase Intention (Y) | 0.852 | Reliabel |

Source: Outcome of data analysis conducted through the utilization of SPSS version 22, 2023.

Normality Test

This evaluation is typically based on the significance score obtained from tests like the Kolmogorov-Smirnov Test. If the significance score is not statistically significant, it suggests that the data may reasonably be assumed to be normally distributed. Based on Table 5, it is evident that the Asymp Sig score (2-tailed) is 0,200, which is greater than the significance level of 0,05. Therefore, it can be concluded that the data in this study follows a normal distribution.

Table 5. Normality Test

| | Kormogorov-Smirnov Score |
|------------------------|--------------------------|
| Asymp. Sig. (2-tailed) | 0,200 |

Source: Outcome of data analysis conducted through the utilization of SPSS version 22, 2023.

Multicollinearity Test

A multicollinearity test is essential to identify whether independent variables within a model exhibit similarity or high correlation. Commonly used indicators for detecting multicollinearity include a tolerance value greater than 0,10 and a VIF (Variance Inflation Factor) value less than 10,00. These values help assess whether multicollinearity is present or absent in the model. If tolerance is above 0,10 and VIF is below 10,00 for all variables, it suggests a low likelihood of multicollinearity.

Table 6. Multicollinearity Test

| Variable | Tolerance | VIF |
|--|-----------|-------|
| Influencer Marketing (X ₁) | 0,354 | 2,825 |
| Online Customer Review (X ₂) | 0,292 | 3,422 |
| Brand Trust (X ₃) | 0,218 | 4,594 |
| Product Quality (X ₄) | 0,215 | 4,657 |
| Price (X ₅) | 0,286 | 3,495 |

Source: Outcome of data analysis conducted through the utilization of SPSS version 22, 2023.

Based on Table 6 showing the results of the multicollinearity test, it is evident that the variables including influencer marketing, online customer review, brand trust, product quality, and price all have a tolerance value greater than 0.10 and a VIF value smaller than 10.00. This data supports the conclusion that there is no multicollinearity present among these variables.

Heteroscedasticity Test

The heteroscedasticity test, conducted using the Glejser Test, relies on a decision criterion: if the significance value (sig) is greater than 0,05, it suggests that there is no heteroskedasticity problem. Conversely, if the significance value (sig) is less than 0,05, it indicates the presence of a heteroscedasticity problem. This test helps assess whether the variance of errors in the regression model is consistent or not.

Table 7. Heteroscedasticity Test

| Variable | Sig. |
|--|-------|
| Influencer Marketing (X ₁) | 0,250 |
| Online Customer Review (X ₂) | 0,699 |
| Brand Trust (X ₃) | 0,251 |
| Product Quality (X ₄) | 0,968 |
| Price (X ₅) | 0,909 |

Source: Outcome of data analysis conducted through the utilization of SPSS version 22, 2023.

Based on Table 7, it can be concluded that all the independent variables, including influencer marketing (0,250), online customer review (0,699), brand trust (0,251), product quality (0,968), and price (0,909), have significance values (sig) greater than 0.05. This suggests that there are no heteroscedasticity phenomena present in the model. Heteroscedasticity is the uneven variance of errors in a regression model, and in this case, the results indicate that this issue is not observed in the model.

Hypothesis Testing and Regression Equations

Multiple linear regression analysis is a statistical method used to examine the relationship between multiple independent variables, such as influencer marketing, online customer reviews, brand trust, product quality, and price, in relation to a dependent variable, which in this case is purchase intention. This analysis helps determine how these independent variables collectively influence and predict the dependent variable, purchase intention. The results of the multiple linear regression analysis are presented in Table 8.

Table 8. Regression equation and hypothesis

| Variable | Koefisien | t _{statistic} | Sig. |
|------------------------|-----------|------------------------|------|
| Constant | 0,23 | 0,128 | 0,00 |
| Influencer Marketing | 0,184 | 11,329 | 0,00 |
| Online Customer Review | 0,2 | 10,487 | 0,00 |
| Brand Trust | 0,239 | 11,434 | 0,00 |
| Product Quality | 0,181 | 8,328 | 0,00 |
| Price | 0,196 | 10,906 | 0,00 |
| R square | 0,989 | | |
| Adjusted R square | 0,988 | | |
| F count | 1680,145 | | |

Source: Outcome of data analysis conducted through the utilization of SPSS version 22, 2023.

The outcomes of the multiple linear regression analysis in this research are outlined below:

$$Y = 0,23 + 0,184X_1 + 0,2X_2 + 0,239X_3 + 0,181X_4 + 0,196X_5$$

1. The constant value of 0.23 implies that if the variables for influencer marketing, online customer review, brand trust, product quality, and price remain constant, the purchase intention variable increases by 0.23.
2. A coefficient (X_1) of 0,184 indicates that the influencer marketing variable has a positive impact on purchase intention. This means that a one-unit increase in the influencer marketing value leads to a 0,184 increase in purchase intention.
3. With a coefficient (X_2) of 0,2, the online customer review variable positively influences purchase intention. Each one-unit rise in the online customer review value corresponds to a 0,2 increase in purchase intention.
4. A coefficient (X_3) of 0,239 demonstrates that the brand trust variable positively affects purchase intention. A one-unit increase in brand trust results in a 0,239 increase in purchase intention.
5. The product quality variable, represented by a coefficient (X_4) of 0,181, also exerts a positive impact on purchase intention. A one-unit increase in product quality leads to a 0,181 increase in purchase intention.
6. Likewise, the price variable (X_5), with a coefficient of 0,196, positively influences purchase intention. A one-unit increase in the price value corresponds to a 0,196 increase in purchase intention.

Coefficient of Determination (R²)

The Coefficient of Determination (R²) in the multiple linear regression analysis serves to assess the extent to which the dependent variable, purchase intention, is influenced by the independent variables, which include influencer marketing, online customer reviews, brand trust, product quality, and price. As indicated in Table 8, the results reveal that approximately 98,8% of the variability in the purchase intention variable can be attributed to the combined influence of influencer marketing, online customer reviews, brand trust, product quality, and price. The remaining 1,2% of variability is attributed to factors or variables outside the scope of this particular model.

F-test and t-test

The purpose of the F-test is to assess the collective capability of the independent variables, which in this case are influencer marketing, online customer reviews, brand trust, product quality, and price, to explain the variance in the dependent variable, purchase intention. As indicated in Table 8, the F-count value is 1680,145, which is greater than the critical F-table value of 2,307. Additionally, the significance value (sig) is 0,000, which is less than the conventional threshold of 0,05. These results lead to the conclusion that the model utilized in this study is indeed valid and fits the data well.

The t-test, often referred to as a partial test, is employed to evaluate the validity of hypotheses and determine the extent of influence exerted by independent variables on the dependent variable. It is considered statistically significant if the probability value (p-value) is less than 0.05, while if the p-value is greater than 0.05, it is deemed not significant. Based on the data presented in Table 8, it is observed that influencer marketing, online customer reviews, brand trust, product

quality, and price all have p-values less than 0.05. This leads to the conclusion that these variables individually have a significant impact on purchase intention.

Discussion

Influencer Marketing

The t-test results of this study explain that influencer marketing has a positive and significant influence on purchase intention. This is evidenced by the t count value (11.329) larger than the t table (1.984). This proves that there is a significant influence of influencer marketing on purchase intention. The higher the influencer marketing, the higher the purchase intention. When a brand works with influencers to market its products through sponsored content, it will produce several outputs that are expected to lead potential customers to make a purchase. Through sponsored content created and shared by influencers, potential customers can get to know the products of a brand. In addition, the content created by influencers can provide the information that potential customers need about a brand's products and make them have an interest in buying the product. The findings of this study are consistent with prior research that asserts the influence of influencer marketing on purchase intention R et al., (2022) and Lim & Kesumahati (2022).

Online Customer Review

The t-test results in this study confirm that online customer reviews have a positive and significant impact on purchase intention. This is substantiated by a t-count value of 10,487, which exceeds the critical t-table value of 1,984. These results provide strong evidence of a significant influence of online customer reviews on purchase intention. Online customer reviews which are customer reviews about a product from a brand can help other potential customers as a source of information about the product. Online customer reviews can be said to be credible and quality where they have a large number of reviews and details about the product. In addition to getting additional information about the product, potential customers can also find out reviews that contain the arguments of customers who have consumed the product. It is not uncommon when a product has reviews or reviews that mostly contain positive arguments, this can generate purchase intention in potential customers who read them. This aligns with the findings of prior research conducted by R et al., (2022), Amalia & Nurlinda (2022), Mulyani & Gesitara (2020), Yacoob et al., (2021), and (Putri & Lestari, 2022) which states that online customer reviews affect purchase intention.

Brand Trust

The results of the t-test in this study indicate that brand trust has a positive and significant impact on purchase intention. This is supported by the t-count value of 11,434, which exceeds the critical t-table value of 1,984. These results provide strong evidence of a significant influence of brand trust on purchase intention. The higher the brand trust, the higher the purchase intention. If a brand or brand can be trusted by potential customers and is believed to be able to prioritize customers, it is easier for potential consumers to have an interest in buying products from that brand. Trusted brands are judged by their honesty regarding products, consistent service to customers, and willingness to listen to customer input. If brand trust has been formed in a brand, then potential customers will tend to be interested in buying their products when they need similar products. This finding is consistent with prior research that highlights the impact of brand trust on purchase intention (Ramadhani & Prasasti, 2023; Dam, 2020).

Product Quality

The t-test results in this study reveal that product quality has a positive and significant impact on purchase intention. This is supported by a t-count value of 8,328, which surpasses the critical t-table value of 1,984. These findings confirm a significant influence of product quality on purchase intention. Prospective customers certainly want to get a quality product when making a purchase. By convincing potential customers that their products are of high quality, both through good ingredients to attractive packaging, a brand can make potential customers have an interest in buying their products. This supports the fourth hypothesis and is consistent with earlier research findings by Widyarsih et al., (2023) and Ardelia et al., (2023) which states that product quality affects purchase intention.

Price

The t-test results in this study demonstrate that price has a positive and significant impact on purchase intention. This is substantiated by a t-count value of 10,906, which exceeds the critical t-table value of 1,984. These results provide clear evidence of a significant influence of price on purchase intention. It cannot be denied that price affordability affects

purchase intention. Basically, potential customers want quality products with the minimum possible expenditure. Affordable product prices are very influential in influencing the purchase intention of potential customers, especially if the brand decides to use price leadership marketing. This is in accordance with the findings of earlier research conducted by Ardelia et al., (2023), Muljani & Koesworo (2019), Setyowati & Wiyadi (2017), and Mangifera et al., (2018) which state that price affects purchase intention.

Conclusion

The research results suggest that influencer marketing, online customer reviews, brand trust, product quality, and price all positively and significantly influence purchase intention, although the extent of their impact may differ. Notably, among these independent variables, product quality exerts the least influence in comparison to the other four. This research implies that the findings can serve as a reference for company management to collaborate with influencers to reach more potential customers and provide credible and easily accessible online product reviews. Consequently, brand trust will be established. Furthermore, companies should continue to deliver quality products while maintaining affordable prices.

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