

THE INFLUENCE OF INFLUENCER CREDIBILITY, BRAND IMAGE, BRAND TRUST, AND REVIEW CONTENT ON PURCHASE DECISIONS OF SOMETHINC PRODUCTS ON TOKOPEDIA

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Abstract. The business world is becoming increasingly competitive in terms of both goods and services due to the rapid development of technology and information in the Industry 4.0 era. With more and more local cosmetic brands emerging, the development of beauty products is also growing. One local company that has found success in the skincare sector is Somethinc. To better understand how consumers choose products on Tokopedia, this study will examine four independent variables: credibility influencers, brand image, brand trust, and content reviews. Using the SPSS 29 program, this research methodology is quantitative. A total of 100 subjects were included in the 96.04 sample obtained through the incidental sampling technique. Based on the simultaneous test results, brand image, brand trust, credibility influencers, and review content have a major influence on consumer purchasing decisions. The calculated f value is 52.617 with a significance level of $0.001 < 0.05$, in accordance with the findings of the ANOVA test, where the calculated f value is $52.617 > 2.47$ with $(df1=5-1=4$ and $df2=n-5=95)$.

Keywords : Influencer's credibility, Brand Image, Brand Trust, Review Content, Purchase Decision

I. INTRODUCTION

Message strategies can influence consumer behavior on social media. Informational message strategies are rational-oriented, providing consumers with information on how products and services can solve their functional problems or meet unmet functional needs. (Nasution et al., 2023). A solid branding needs to be supported by an efficient marketing strategy. Currently, many consumers are shopping through social media and websites, making offline marketing not as effective as it used to be. Accurate and prompt information from sellers, as well as engaging and informative content including that presented by influencers, is an effective digital marketing strategy in influencing purchasing decisions. (Lombok & Samadi, 2022).

Marketing has the opportunity to use the internet to influence consumer decisions through limitless digital media. Considering how many people use the internet regularly, this presents a great opportunity to promote products or services. In addition, digital marketing must pay attention to additional elements such as influencer credibility, brand image, brand trust, and review content to ensure that promotions go according to plan. (Lombok & Samadi, 2022).

Digital technology has become a major breakthrough in the global economy. One of its main applications is in digital marketing, which leverages digital technology, mobile devices, and the internet to promote goods and services. Digital marketing is different from internet marketing and has changed the way businesses operate, influencing consumer behavior,

company structure, marketing strategies, and competitiveness. (Nurbaiti, 2023; Nataliia, 2020; Sono et al., 2023).

In the era of Industry 4.0, rapid advancements in technology and information have made the business world increasingly competitive in terms of products and services. (Amalita & Rahma, 2022). To remain relevant, companies must adapt to changes in the economy, politics, society, and culture, as well as follow the methods employed by their competitors. (Miati, 2020). In strategic management, the term "strategy" is often associated with activities and decisions oriented towards the long-term interaction between an organization and its environment. According to Griffin, strategy is a comprehensive plan to achieve organizational goals. (Yuslem et al., 2022).

The beauty industry has rapidly grown, giving rise to many local cosmetic brands. In the era of globalization, significant changes are occurring in various aspects, including the economy, politics, and the behavior of competitors in business. (Halik et al., 2020). Beauty is an important aspect for women who want to look attractive. Facial care using skincare or cosmetic products often becomes a choice to enhance appearance. Beauty products, including hair, face, and lip care, are essential for maintaining and beautifying the skin and overall appearance. (Febriani & Sudarwanto, 2023). Cosmetics and personal care products play a vital role in health, hygiene, and boosting self-confidence, especially for women who desire beauty and perfection. (Latief & Ayustira, 2020).

According to information from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, the cosmetics market in Indonesia is growing rapidly. As of mid-2023, there were 1,010 cosmetic companies, up from 913 companies in 2022, representing a 21.9% increase. The export

value of perfumes, essential oils, and cosmetic products reached USD 770.8 million for the period of January to November 2023, indicating the successful entry of the national cosmetic industry into the export market. (Kemenko Perekonomian, 2024). Somethinc is one of the local brands that has achieved success in the skincare industry. Founded in March 2019 by Irene Ursula, an influential Indonesian woman, Somethinc focuses on the production of skincare products. According to Sukmawati et al. (2022), this brand employs effective marketing tactics to attract a diverse range of consumers. According to Paperblog.com, Somethinc has rapidly grown over the past two years to become a leading skincare market share on Indonesia's internet platform.

After introducing more than 120 makeup products, Somethinc has emerged as a top skincare brand in contemporary beauty retailers. Thousands of beauty stores in 81 cities across Indonesia and a wide distribution network serve as the home for this brand. (Paperblog, 2022). Leontinus Alpha Edison and William Tanuwijaya founded Tokopedia Technology in Indonesia in 2009. Tokopedia has now become a strong unicorn in Indonesia and throughout Southeast Asia. PT Tokopedia was officially opened for business on August 17, 2009. (Lailiya, 2020). One of the most frequently visited marketplaces by Indonesians is Tokopedia. Based on data from Databox, Tokopedia has more than 18 million active users, while the TikTok app has 125 million registered active users. In this way, Tokopedia has the potential to reach around 143 million active monthly users domestically. With over 1.8 billion listed products, Tokopedia offers more than 40 digital products that can simplify life (Ahdiat, 2024). Based on the justification provided above, the aim of this research is to understand the dynamics of interaction between influencer credibility, brand image, and brand trust, as well as to examine the content related to the decisions made about the Somethinc products to be purchased on Tokopedia, in order to provide useful information for product development and marketing decisions in the future.

Purchase Decision

Inggasari & Hartati (2022) cite Kotler & Keller, who state that the purchasing decision is the process by which an individual decides to buy a product offered by a vendor. The purchasing decision is one of the components of consumer behavior, according to Tjiptono. (Br Marbun et al., 2022). Behavior related to purchasing and evaluation, such as the decision-making process before and after a purchase, is all considered aspects of consumer behavior.

Factors that influence purchasing behavior:

Three main factors - individual differences, psychological processes, and social context - are identified by James F. Engel, Roger D. Blackwell, and Paul W. Miniard (Achmad, 2015) as factors influencing consumer behavior and environmental impact. The fundamental basis for understanding how the environment influences human purchasing decisions is by considering environmental factors such as family, situation, culture, and socioeconomic status. Resources, motivation, engagement, knowledge, attitudes, personality, lifestyle, and demographics are some of the aspects,

all of which play a role in individual differences. Information processing, learning, and the modification of attitudes and behaviors are examples of psychological processes. According to Kotler and Armstrong, as cited by Pradana (2017), there are several indicators that influence consumer purchasing decisions. First, consumers will feel confident to make a purchase after receiving adequate information about the product they are interested in. Second, the purchasing decision can be influenced by brand preference, where consumers tend to choose the brand they like the most. Third, purchases are made because the product meets the desires and needs of the consumers. Lastly, recommendations from others also become one of the factors that can influence purchasing decisions.

Influencer's Credibility

Prominent members of society, including athletes, musicians, and other public figures, who review products and have the power to influence others with their thoughts, are known as influencer's credibility. (Wondal, 2023). According to Hovland, Janis, and Kelly (in Sugiharto & Ramadhana, 2018), influencers are a promotional method used by companies in the Digital Era. Examples of influencer credibility that have reviewed Somethinc skincare products include NCT Dream and Han So Hee. Based on the previous discussion, influencer credibility has three main components: trustworthiness, expertise, and attractiveness. (Permatasari, 2019).

1. Trustworthiness

When a source is considered reliable, it can be regarded as having integrity, honesty, and dependability. The audience can be influenced by reliable influencers.

2. Expertise

The term "expertise" describes the knowledge, experience, or skills of an influencer related to the brand being promoted.

3. Attractiveness

Physical attractiveness is the result of appeal, which makes someone appear appealing to the audience. H1: Credibility of Influencers has a positive impact on purchasing decisions.

Brand Image

The opinions and beliefs of customers, as well as how these perceptions are reflected in the implications contained in consumer impressions, are what Kotler and Keller (Inggasari & Hartati, 2022) refer to as Brand Image. Brand Image, as defined by Pradana (2017), represents the general opinion of customers towards a product or brand based on their previous experiences and interactions with that product or brand, as indicated by the brand associations embedded in their memory. Customers will have personal opinions about a brand; these opinions can be about the benefits or drawbacks that a particular product may offer. (Sari et al., 2021). As a result, buyers are more likely to purchase an item if they have a positive opinion about the brand associated with it. Marketers today undoubtedly face challenges in building a positive image for their product brands (Arianty & Andira, 2020). There are three indicators of brand image development, according to Kotler and Keller:

1. This product has become a favorite in a competitive market due to the advantages of brand association, which is one

of the factors contributing to the formation of Brand Image. 2. The process of Brand Image and the information that can stick in consumers' memories is what makes brand associations strong. 3. It is important to research how a brand's associations differ from those of other brands. Provide the advantages of the brand so that it can compete and customers will continue to choose it.

H2: Brand image has a positive influence on purchasing decisions.

Brand Trust

Based on the belief that the brand can be trusted and is responsible for the well-being and interests of its customers, brand trust is defined as the sense of security consumers feel through their interactions with the brand. (Wilujeng & Edwar, 2014). Brand trust is very important for consumer decisions because it can lead to satisfaction that influences purchases. (Agustina et al., 2023). The dimensions of viability and intentionality can be used to measure brand trust. The measures of brand trust include:

1. Dimension of Viability. This describes the idea that a brand can meet and satisfy the needs and values of customers. Through indicators of value and satisfaction, this dimension can be measured. 2. Dimension of Intentionality. A person's sense of safety towards a brand is reflected in this matter. Using indicators of security and trust, this dimension can be measured. Based on the justification above, brand trust is defined as the willingness of consumers to trust a brand in every way, with the hope that the brand will fulfill its promise to deliver beneficial outcomes for customers, thereby fostering brand loyalty. (Bambang & Heriyanto, 2017).

H3: Brand trust positively influences purchasing decisions.

Consumers will read online reviews to learn about the factors to consider before making a purchase. Review content is evaluative data of previous goods and services on websites and in retail stores. According to N. A. Sugiharto et al. (2022), there is a technical process in which users log in, document their experiences, and provide evaluations based on their level of satisfaction. The following are the indicators used to measure review content:

1. A star rating system that emphasizes product descriptions is used to evaluate the store's reputation, and one of the factors is the rating of the descriptions. 2. One of the elements that determines a store's reputation is its logistics rating, which is based on star rating evaluations and emphasizes ensuring that products are always available. 3. One of the elements that affects a store's reputation is its service rating, which is based on star rating evaluations and emphasizes user service. 4. One form of review that uses images to accurately depict the quality of goods is the quantity of image reviews. This review can highlight issues with color, mismatched specifications, or overall quality and experience. 5. The number of additional reviews; these customer reviews encourage further reviews. This review can be presented in the form of text or images. 6. Total number of cumulative reviews; these reviews were posted within one month. The review takes into account several variables, such as color, quality, specifications, logistics, and customer support. (Satriyo et al., 2021).

H4: Content reviews have a positive influence on purchasing decisions.

Previous Research

The study by Inggasari & Hartati (2022) did not find evidence that celebrity endorsers influence their audience's purchasing decisions. The purchasing decision is positively and significantly influenced by brand image and brand trust. The research by Iqbal et al. shows that the calculated F value is consistent with the overall hypothesis testing findings, being greater than the table F value for each independent variable. Thus, the conclusion that can be drawn is that review content (X2) and live broadcasts (X1) have an influence. Price (X1), product quality (X2), and brand image (X3) collectively have a positive impact on purchasing decisions, in accordance with the research by Pradana and Hudayah. (2017). In addition, the variable of influencer credibility also affects consumers' decisions to purchase Somethinc products. The more famous an influencer is, the stronger their influence on purchasing decisions, claim Wandal and Widodo. (2023).

Identifying the low end-of-semester exam scores of students, it is seen that class VIII-3 has the highest rate of incomplete end-of-semester exams with a score of 61.11%, with a frequency of 11 students, while students who completed the exam scored 38.88%, with a frequency of 7 students. In class VIII-1, the end-of-semester exam scores were incomplete with a score of 58.82%, with a frequency of 10 students, while students who completed the exam scored 41.17%, with a frequency of 7 students. Class VIII-2 had an incomplete end-of-semester exam score of 52.89%, with a frequency of 9 students.

II. RESEARCH METHODS

According to Sugiyono in (Mardiyanti & Andriana, 2022), this research tests the established hypothesis through the use of a quantitative approach, a research process that involves data collection using research instruments, statistical data analysis, and studies on a specific population or sample. This type of research is called the survey method. Specifically, the city of Medan in North Sumatra, Indonesia, is the location of this research. Sending an online survey using the provided Google Form is an approach used to collect data. In this study, the decision to purchase is the dependent variable (Y), while the independent factors (X) are review content (X4), brand image (X2), brand trust (X3), and influencer's credibility. (X1).

The sample used in this study consists of customers who have previously purchased products from Tokopedia or who wish to do so. Since the population size cannot be determined precisely, the Rao Purba formula can be used to select research samples from the population (Fauzi, 2017):

$$n = \frac{z^2}{4(moe)^2}$$

$$n = \frac{1,96^2}{4(0,1)^2}$$

$$n = 96,04$$

Note:

n = Sample size
 Z = The Z value corresponding to the required confidence level in determining the sample.
 At $\alpha = 5\%$, the Z value is 1.96.
 Moe = Margin of error or the maximum allowable error rate, set at 10%.

Although the sample size is 96.04, the researchers chose to include 100 participants to reach a larger population. Since incidental sampling is based on chance, anyone who happens to meet the researcher is used as a sampling method in this study. To calculate the research results, the data will be processed quantitatively and analyzed using the SPSS 29 analysis tool.

III. RESULT AND DISCUSSION

A. Results of Validity and Reliability Testing

1. Validity Test

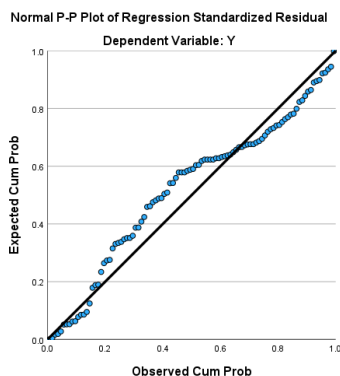
In the validity test, it was found that each variable of the questions, namely the influencer's credibility, brand image, brand trust, and review content, has a significance level smaller than 0.05, indicating the validity of each statement variable in this research.

2. Reliability Test

Reliability test shows that the Cronbach's alpha value for each response to the statements is reliable, with a Cronbach's alpha value of ≥ 0.6 .

B. Results of Classical Assumption Testing

1. Normality Test



Source :Data SPSS 29, 2024

Figure 1. Normality Test

Considering the data in the image above forms a straight line extending from the bottom left to the top right, it can be said that the linearity requirement of this regression model has been met.

1. Multicollinearity Test

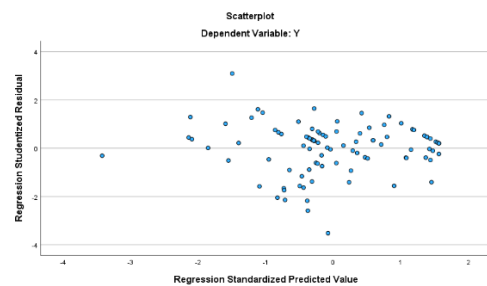
Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	-1.530	1.397			-1.095	.276		
	X1	.071	.099	.089	.717	.475	.211	.211	4.740
	X2	.085	.129	.074	.656	.514	.255	.255	3.921
	X3	.301	.115	.413	2.624	.010	.132	.132	7.549
	X4	.211	.109	.289	1.931	.056	.146	.146	6.831

a. Dependent Variable: Y

Source :Data SPSS 29, 2024

The tolerance value for each variable in the multicollinearity test is ≥ 0.10 , as shown in the image above. Thus, each variable has no correlation with any independent variable, in accordance with that. The results of the VIF calculation show that each independent variable has a VIF value of ≤ 10 . This regression model does not show any multicollinearity among its independent variables.

1. Uji Heteroskedastisitas



Source: SPSS Data Results 29, 2024

The data points on the scatterplot are randomly distributed around the number 0, as shown above. In addition, there is no heteroscedasticity, and the data meets the requirements for multiple linear regression because the data points do not narrow or form a wavy pattern.

2. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	-1.530	1.397			-1.095	.276		
	X1	.071	.099	.089	.717	.475	.211	.211	4.740
	X2	.085	.129	.074	.656	.514	.255	.255	3.921
	X3	.301	.115	.413	2.624	.010	.132	.132	7.549
	X4	.211	.109	.289	1.931	.056	.146	.146	6.831

a. Dependent Variable: Y

Source :Data SPSS 29, 2024

$$Y = -1,530 + 0,071X_1 + 0,085X_2 + 0,301X_3 + 0,211X_4$$

- The purchase decision has a value of 1.530% when the constant value is -1.530 with a negative change direction, indicating that the independent variable is constant at 0.
- The influencer's credibility variable (X1) has a regression coefficient value of 0.071 with a positive direction, meaning that each 1% increase will raise the purchase decision by 0.071%.
- An increase of 1% will result in a 0.085% increase in the purchase decision, in line with the regression coefficient of brand image (X2), which has a positive direction and a value of 0.085.
- The brand trust variable (X3) has a regression coefficient value of 0.301 with a positive direction, meaning that each 1% increase in X3 will lead to a 0.301% increase in the purchase decision.
- A 1% increase will result in a 0.211% increase in the purchase decision for the review content variable (X4),

which has a regression coefficient value of 0.211 with a positive direction.

A. Results of Hypothesis Testing

Uji Parsial (T)

The influencer credibility variable has a t-value of 0.717 as shown in the image above. Compared to the table with $n = 100$, with a significance level of $\alpha 0.05$ and degrees of freedom = $n - 2$, the calculated t value is 1.985. After that, $0.717 < 1.985$ and $0.475 > 0.050$ indicate significant values. After that, H_0 was accepted and H_1 was rejected, and the credibility of the influencer had a negative impact and was not significantly influential on consumer decisions. With a t-value of 0.656, $0.656 < 1.985$, and a significant value of $0.514 > 0.050$, the Brand Image variable has a negative and insignificant effect on purchasing decisions, thus H_0 is accepted and H_2 is rejected. Conversely, the acceptance of H_3 and the rejection of H_0 indicate that brand perception has a positive and significant effect on purchasing decisions.

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	-1.530	1.397		-1.095	.276		
	X1	.071	.099	.089	.717	.475	.211	4.740
	X2	.085	.129	.074	.656	.514	.255	3.921
	X3	.301	.115	.413	2.624	.010	.132	7.549
	X4	.211	.109	.289	1.931	.056	.146	6.831

a. Dependent Variable: Y

Source: SPSS Data Results 29, 2024

The significant value of $0.010 < 0.050$ relates to the brand trust variable, which has a t-value of 2.624, $2.624 > 1.985$. H_0 is accepted and H_4 is rejected because the review content variable has a negative effect. The t-value of 1.931, $1.931 < 1.985$, and a significant value of $0.056 > 0.050$ indicate that this is not significant to purchasing decisions.

Simultaneous Test (F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1134.615	4	283.654	52.617	<.001 ^b
	Residual	512.135	95	5.391		
	Total	1646.750	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X2, X1, X3

Source: SPSS Data Results 29, 2024

Purchase decisions are influenced by influencer credibility, brand image, brand trust, and review content, as evidenced by the above figure which shows an F value of 52.617 with a significance level of $0.001 < 0.05$. The calculated F value of 52.617 is greater than 2.47 with Degrees of Freedom (DF) ($df_1 = 5 - 1 = 4$ and $df_2 = n - 5 = 95$).

Test the Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830 ^a	.689	.676	2.32183

a. Predictors: (Constant), X4, X2, X1, X3

b. Dependent Variable: Y

Source: SPSS Data Results 29, 2024

From the image above, the value of $R = 0.689$ and the value of $R^2 = 68.9\%$, thus a portion of the variation in purchasing decisions can be explained by independent variables such as influencer's credibility, brand image, brand trust, and review content. Meanwhile, 31.1% of the remaining factors are influenced by external factors of this research.

1. The Influence of Influencer's Credibility on Purchase Decisions for Somethinc Products

The t-value of 0.717 indicates that the variable of influencer's credibility exists. In the comparison of t-value and t-table = 1.985 with $n = 100$, a significance level of $\alpha 0.05$, and degrees of freedom = $n - 2$, it shows that $0.717 < 1.985$ and $0.475 > 0.050$, indicating a significant value, which means H_0 is accepted and H_1 is rejected, and influencer's credibility has a negative and insignificant effect on purchase decisions. This shows that product decisions made by consumers are not influenced by the presence of influencer credibility in a product's marketing strategy. Unlike other studies, the findings of this research support the idea that an influencer's credibility can impact consumer purchasing decisions (Wondal & Widodo, 2023), although it differs from that research. Influencers with celebrity status are a great way for businesses to spread the word about themselves. Therefore, the findings of this research do not support the assumption that using celebrities to promote products or services will impact consumers' decisions to purchase them.

2. The Influence of Brand Image on Purchasing Decisions for Somethinc Products

The Brand Image variable has a t-value of 0.656. When $0.514 > 0.050$ and $0.656 < 1.985$, respectively, it indicates that H_0 is accepted and H_2 is rejected, meaning that purchasing decisions are negatively and insignificantly influenced by Brand Image. This demonstrates that using Brand Image as a marketing tactic to promote products does not affect consumers' decisions to purchase them. This study is consistent with previous research (Kawilarang & Tumbuan, 2022) which indicates that customer decisions are significantly negatively influenced by Brand Image. Evidence of Brand Image as a marketing tactic is presented here. According to Purwati and Cahyanti (2022), this indicates that the Brand Image of Somethinc is improving and becoming more well-known among the general public. As a result, consumers consider other factors when making a purchase, not just Brand Image.

3. The Influence of Brand Trust on Purchase Decisions for Somethinc Products

Consequently, H_0 is rejected and H_3 is accepted; brand perception has a favorable and significant impact on consumer choices. The brand trust variable has a t-value of 2.624, which means $2.624 > 1.985$ and the significance value is $0.010 < 0.050$. This indicates that the use of brand trust as a marketing tactic for certain products influences consumers' decisions to purchase more of those products. According to previous research (Lombok & Samadi, 2022), this study is consistent with earlier studies. Considering that consumers generally seek products that can solve their problems, this indicates that brands

that successfully gain brand trust will be easily remembered by consumers.

4. The Influence of Review Content on Purchasing Decisions for Somethinc Products

Purchasing decisions are negatively and significantly influenced by review content, leading to the acceptance of H_0 and the rejection of H_a (t -value: 1.931, $1.931 < 1.985$, significance value: $0.056 > 0.050$). This clarifies that customers' decisions to purchase the product are not influenced by product reviews used as a marketing strategy. Compared to previous research by Iqbal et al. (2024), which found that review content positively influences consumer purchase decisions, this study is different. It will affect customer purchase decisions if the reviews on TikTok Shop are more honest. Considering the fact that customers have other factors to take into account when making a purchase, it can be concluded that review content, as a marketing strategy for the company, does not have an impact on the Tokopedia application.

5. The Influence of Influencer Credibility, Brand Image, Brand Trust, and Review Content on Purchase Decisions for Somethinc Products

According to the research, review content, brand image, brand trust, and influencer credibility have a significant impact on consumer purchase decisions. The calculated F value is 52.617, according to the ANOVA test results, with a significance level of $0.001 < 0.05$. Additionally, the calculated F value of 52.617 is greater than 2.47 with ($df_1=5-1=4$ and $df_2=n-5=95$). The research results indicate that 68.9% of purchasing decisions are influenced by factors included in the study, with the most influential variables being review content, brand image, influencer credibility, and brand trust. (0,689) while the remaining 31.1% is influenced by factors outside the variables.

IV. CONCLUSION

It has been proven through research and analysis that Influencer's Credibility and Review Content negatively and significantly affect consumer decisions regarding Somethinc products. In addition, the choice to purchase a product is significantly negatively influenced by Brand Image. On the other hand, brand trust has a strong positive impact on the decision to buy Somethinc products. However, the decision to purchase is significantly and negatively affected by review content. This finding shows that the credibility of influencers, brand image, brand trust, and review content collectively influence the purchasing decisions for Somethinc products. Thus, a marketing strategy that combines influencer credibility, brand image, brand trust, and review content has strong potential in influencing product purchase decisions. The implication of this research is that Somethinc, as a beauty product, can influence purchasing decisions by combining its marketing strategies using influencer credibility, brand image, brand trust, and review content, thereby creating opportunities in purchasing decisions.

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