

THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND INFLUENCER MARKETING ON THE ORIGINOTE SKINCARE PRODUCT PURCHASE INTEREST ON TIKTOK

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Abstract. Products that can make facial skin healthier and glowing. One of the local beauty industry brands is the originote, The originote has beauty products, one of the viral products is serum. The marketing strategy carried out by the originote is with Online Customer Review and Influencer Marketing. This study aims to determine the influence of Online Customer Review and Influencer Marketing on purchase interest of The Originote Skincare Products on TikTok. This research method uses a quantitative method. The population in this study were TikTok application users who knew about The Originote Skincare products. Sampling was done by purposive sampling which was calculated using the Ghazali formula with a total of 126 respondents. The analysis technique used in this study was SEM-PLS using SmartPLS 4. The results showed that online customer reviews and influencer marketing each had a significant influence on purchase interest in The Originote skincare on TikTok.

Keywords: Online Customer Reviews, Influencer Marketing, Purchase *Intention*

I. INTRODUCTION

Indonesia is a developing country with a population of 50% of the total population dominated by women [16]. Currently, Indonesian women's awareness of their appearance is increasing. They are increasingly concerned about body care, from the face, skin, to hair. One form of care that is in great demand is skincare, a series of products that function to maintain healthy facial skin, make it look more glowing, and overcome various skin problems such as acne, dark spots, and dry skin [4]. Based on data from BPOM and Perkosmi, the number of cosmetic companies in Indonesia has increased by 21.9%, namely 1,039 business actors, dominated by small and medium industries (IKM) [15]. Furthermore, according to statista.com data in 2024, the growth rate of the cosmetics market in Indonesia is predicted to reach 4.86% per year in the period 2024-2029. In addition, Populix Indonesia, 2024 revealed that Indonesian people now increasingly prefer to buy beauty and fashion products through e-commerce platforms in a report entitled "Market Insights and Strategic Opportunities for Beauty and Fashion Brands in Indonesia", as many as 41% of respondents buy skincare regularly every month and e-commerce is the main choice of place of purchase for 62% of respondents[7][8].

Among the various local beauty brands that are growing, The Originote is one of the brands that is quite popular. One of its products that went viral was a facial serum. According to [21], The Originote serum managed to occupy the second

position in the list of 10 facial serum brands with the largest market share in Indonesian e-commerce during the period from January to June 2024. In fact, the market share of this serum was recorded as 5% higher compared to products from the Somethinc brand [5]. However, in October 2024, the phenomenon of detective doctors appeared on the TikTok application. This caused a stir in the skincare world, because this detective doctor revealed the contents of skincare in various brands. The detective doctor conducted a review not only in terms of narrative but also with lab test data that made the audience believe in the detective doctor. The detective doctor tested the Originote serum products, namely Bright B3 and Retinal B3. In this doc review video, it is explained that the Originote product overclaims. The phenomenon of the Originote review carried out by this detective doctor disappointed consumers of The Originote products and some were shocked regarding the overclaim made by The Originote on its products [6] [8] [24]. The impact of the case of the overclaim of the originote published by the detective doctor caused the sales of the originote to experience a drastic decline. The originote carries out a digital marketing strategy to increase consumer interest in buying serum products. The marketing strategy to increase consumer interest in buying on social media marketing is online customer reviews and working with influencer marketing to invite consumers to be interested in the products being marketed. According to [32] customer reviews are a feature that is usually used as input in

building a seller's reputation so that the process of building consumer trust in merchant accounts in e-commerce occurs. The benefits of having online customer reviews will be felt by the store because it concerns its good name, which if the good name is tarnished, consumers will run away to find another store with similar products with a good reputation[21] [22].

Furthermore, in implementing a marketing strategy to increase consumer purchase interest, the originote collaborates with influencer marketing on TikTok. According to [33], influencers are the main key in determining purchase interest in a product, with the power possessed by influencers they try to endorse or even create their own brands in order to gain profit and increase personal branding. Citing data from the ZAP Beauty Index (2023), more than half of Generation Z women (54.0%) consider beauty influencers as role models in the world of beauty. This also supports the importance of attracting influencer marketing, especially in the beauty sector [10]. There is previous research that is in line with this research, namely research by [27] which shows that online customer reviews have a positive and significant effect on purchasing interest. In addition, there is research conducted by [31] which shows that influencer marketing has an effect on purchasing interest.

Based on the background and problems above, the researcher is interested in conducting research on "The Influence of Online Customer Reviews and Influencer Marketing on Purchase Interest of The Originote Products on TikTok"

Online customer reviewsAccording to [9] it is a form of from electronic word of mouth (e-WOM) in the form of reviews or comments given by consumers who have used products or services from a brand. It is further explained that online customer reviews can be interpreted as feedback and recommendations from consumers who are experienced in using certain products or services from a brand so that they can generate purchasing interest in potential consumers. There are several indicators of Online Customer Reviews according[1][28], namely: Perceived Usefulness, Source Credibility, Argument Quality, Volume of Online Reviews, Valance of Online Consumer Reviews

According to Kim (2020) the definition of an influencer is an individual who displays their life on social media and interacts closely with followers to maintain the influencer's social status. According to Terrence A Shimp (2020:259) in [18] and [29] there are five indicators in marketing products using influencers or what is called the TEARS model, namely: Trustworthiness, Expertise, Physical Attractiveness, Respect, Similarity.

According to [11] Purchase interest is when people are inspired by the products they see and then motivated to buy, then the desire to buy and also have arises so that it has an impact on action. [13] and [11] identify purchase interest indicators as follows: Transactional Interest, Referential Interest, Preferential Interest, Explorative Interest

II. RESEARCH METHOD

This study uses descriptive and quantitative analysis methods. Sampling was carried out using a non-probability sampling method, namely purposive sampling using a questionnaire method with a total of 126 respondents who are users of the TikTok application and know the Originote skincare product. The analysis technique used in this study is the Structural Equation Modeling (SEM) PLS method. An easy way to comply with the conference paper formatting requirements is to use this document as a template and simply type your text into it.

III. RESULT AND DISCUSSION

A. Outer Model

1. Convergent Validity

TABEL 1 (OUTER LOADING)

	(X1)	(X2)	(Y)
x1.1	0.838		
x1.2	0.858		
x1.3	0.796		
x1.4	0.862		
x1.5	0.808		
x2.1		0.765	
x2.2		0.908	
x2.3		0.912	
x2.4		0.797	
x2.5		0.882	
y1.1			0.881
y1.2			0.881
y1.3			0.853
y1.4			0.925

Convergent Validity is a form of construct validity that aims to assess the extent to which the indicators in one construct show consistency and are significantly correlated with each other, thus reflecting that the indicators actually measure the same concept. In this study, the measurement model used is a reflective model, which is applied to the Online Customer Review(X1), Influencer Marketing (X2), and Purchase Interest (Y). To measure the validity of indicators can be seen in the Outer Loading table, namely by looking at the magnitude of the Loading Factor value

TABEL 2 AVE (AVERAGE VARIANCE EXTRACTED)

	Average variance extracted (AVE)
Online Customer Reviews (X1)	0.694
Influencer Marketing (X2)	0.731
Purchase Interest (Y)	0.784

The results of the AVE test for the Online Customer Review variable are 0.694, this variable shows a value of more than 0.5, so in terms of variables in this study, it can be said that the validity is good, for the AVE test of the Influencer Marketing variable it is 0.731, and Purchase Interest is 0.784, both variables in this study can be said to have good validity because they show a value of more than 0.5.

2. Discriminant Validity

TABEL 3. CROSS LOADING

	Online Customer Review (X1)	Influencer Marketing (X2)	Purchase Interest (Y)
x1.1	0.838	0.627	0.630
x1.2	0.858	0.639	0.623
x1.3	0.796	0.529	0.556
x1.4	0.862	0.644	0.727
x1.5	0.808	0.563	0.648
x2.1	0.524	0.765	0.608
x2.2	0.675	0.908	0.656
x2.3	0.689	0.912	0.657
x2.4	0.525	0.797	0.514
x2.5	0.657	0.882	0.672
y1.1	0.629	0.538	0.881
y1.2	0.636	0.529	0.881
y1.3	0.662	0.775	0.853
y1.4	0.778	0.709	0.925

From the results of cross loading data processing, all loading factor values were obtained for each indicator, both for the variables Online Customer Review, Influencer Marketing and Purchase Interest, showing a greater loading factor value compared to the loading factor of indicators from other variables, so it can be said that all indicators in this study have met their validity or have good validity.

3. Composite Reliability

4.

TABEL 4. COMPOSITE REABILITY

	Composite reliability
Online Customer Reviews (X1)	0.919
Influencer Marketing (X2)	0.931
Purchase Interest (Y)	0.936

The results of the Composite Reliability test show that the Online Customer Review variable is 0.895, the Influencer Marketing variable is 0.913, and Purchase Interest is 0.918, these three variables show a Composite Reliability value above 0.70 so it can be said that all variables in this study are reliable.

B. Inner Model

1. R- Square

TABEL 5. R-SQUARE

	R-Square
Online Customer Reviews (X1)	
Influencer Marketing (X2)	
Purchase Interest (Y)	0.656

R2 value = 0.656 This can be interpreted that the model is able to explain the phenomenon of Purchase Interest which is influenced by independent variables including Online Customer Review, Influencer Marketing variant of 65.6%. While the remaining 34.4% is explained by other variables outside of this research (besides Online Customer Reviews, Influencer Marketing).

C. Hypothesis Testing

TABEL 6. PATH COEFFICIENTS (MEAN, T-VALUES, P-VALUES)

	Original sample (O)	T statistics(O/S TDEV)	P values	Information
OnlineCustomer Review(X1) -> Purchase Interest (Y)	0.504	4,166	0,000	Accepted
Influencer Marketing(X2) -> Purchase Interest (Y)	0.367	3,044	0.002	Accepted

H1: Online Customer Review (X1) has a positive effect on Purchase Interest (Y) which can be accepted, with a path coefficient of 0.504, and a Tstatistic value of 4.166 which is greater than the Z value $\alpha = 0.05$ (5%) = 1.96, so it is significant (positive).

H2: Influencer Marketing (X2) has a positive effect on Purchase Interest (Y), which is acceptable, with a path coefficient of 0.367, and a T-statistic value of 3.044 which is greater than the Z value $\alpha = 0.05$ (5%) = 1.96, so it is significant (positive).

A. The Influence of Online Customer Reviews (X1) on Purchase Interest (Y)

Based on the results of the data processing, it was found that the Online Customer Review variable has a contribution to the interest in buying The Originote skincare products. This shows that the more Online Customer Review Levels you have, the higher the Interest in Buying The Originote skincare. The Online Customer Review variable that has the most influence on Purchase Interest is the Volume of Online Customer Review because the more positive reviews given to The Originote products can reduce consumer doubts so that the interest in buying The Originote skincare increases. It can be concluded that online customer reviews play a role as one of the main factors influencing Purchase interest. The results of this study are in accordance with research conducted by [25] which can be proven that there is a positive influence between online customer reviews on overall purchase interest. In addition, research from [30] also proves that there is a significant influence between online customer reviews and purchase interest.

B. The Influence of Influencer Marketing (X2) on Purchase Interest (Y)

Based on the results of the data processing carried out, the results obtained showed that the influencer marketing variable made a sufficient contribution to attracting buying intentions. the originote skincare products. Influencers have an important influence on a brand because they can help the brand become famous and in demand, many consumers now trust the reviews given by influencers because these influencers have

credibility and an image that their followers trust. The influencer marketing variable shows that the indicator that has the greatest influence on Purchase Interest is attractiveness. Attractiveness is the attraction of influencers that can captivate their followers, this attraction is not only from appearance but also from the way they speak. The results of this study are also in line with research from [22] which shows that there is a significant influence between influencer marketing on overall purchase interest. In addition, research conducted by [26] can be proven that there is a significant positive partial influence of influencer marketing on consumer purchase interest.

IV. CONCLUSIONS

This study concludes that online customer reviews and influencer marketing have an effect on purchasing interest in The Originote skincare on TikTok. Online Customer Reviews contribute to purchasing interest in The Originote skincare products. The more Online customer reviews that provide information about The Originote skincare products, the more potential buyers can get products that suit their wishes and have an interest in purchasing The Originote products. Influencers have followers who have trust and appeal so that whatever the influencer does attracts the attention of consumers who can influence purchasing interest in The Originote skincare products. This study has limitations in the number of respondents so that the findings cannot be generalized to the entire population and this study also has variable limitations so that it does not include other factors that may also influence purchasing interest. Given the limitations in the study, subsequent researchers are advised to explore other factors that have the potential to influence purchasing interest. From the analysis of online customer review variables, it shows that the indicator that has the greatest influence on purchasing interest is the volume of customer reviews. Therefore, researchers suggest that The Originote must continue to provide a forum for consumers to provide reviews of The Originote skincare information and if there is a negative review, it should be responded to immediately by The Originote

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