

Research Article

The Effect of Online Consumer Review, Social Media Advertisement, and Influencer Endorsement on Purchase Intention

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Abstract

This study aims to influence Online Consumer Reviews, Social Media Advertisements, and Influencer Endorsements on Purchase Intentions of Avoskin Skincare Products. This study used a descriptive research design approach with empirical data collected through an online survey of a sample of respondents in Jabodetabek. Empirical data are then processed using the Structural Equation Modeling approach to test some hypotheses proposed. This research is an expansion model, namely by developing existing research by replacing products from previous journals and adding brand loyalty variables. The results of this study, Online Consumer Review, do not affect purchasing intentions on Avoskin skincare products. Meanwhile, Social Media Advertisement and Influencer Endorsement positively affect the intention to buy Avoskin Skincare products. Subsequent studies can be tested using samples and other variables.

Keywords: Online Consumer Review, Social Media Advertisement, Influencer Endorsement, Purchase Intention

JEL Classification: L11, L12, M30

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1. Introduction

The internet continues to develop rapidly and continuously, especially in the era of the Industrial Revolution 4.0. Supported by technology developing in the era of globalization, the world is changing to become more modern and advanced. Technological advances and internet use in social media platforms in Indonesia based on information obtained from (Most Used Social Media Platforms, 2022) published in 2022, WhatsApp users occupy the first position, namely 88%, the second position is Instagram users at 84, 4%, the third position is Instagram users at 81.3%, and the fourth position is Tiktok users at 63.1%. The population is calculated based on a survey.

In previous research, the author only focused on aspects of social media marketing, such as online customer reviews, advertising, and influencer endorsements, as independent variables in social media marketing. Trends in research objects in fashion (Yaacob, 2021). This research uses a different research object, namely the skincare sector in Indonesia. Skincare is one of the beauty products needed to keep skin healthy and radiant. Many local skincare brands are available using concoctions to meet the skin needs of Indonesian people according to the tropical season. Local skincare products prove that the quality of local products is no less than that of foreign countries. Sales of local skincare brands are quite great due to increased marketplace sales of Rp. 91.22 M. (10 Best Selling Skincare Brands in Indonesia, 2021).

Beauty products are targets with rapid development following the latest styles circulating on social media. Contemporary beauty has been widely exposed lately because social media invites the public to participate in it (Department of Management, Faculty of Business, WidyaMandala Catholic University Surabaya Indonesia et al., 2022). Marketing can utilize all platforms on social media such as Instagram, TikTok, YouTube, and Twitter. Many influencers also promote their products through video reviews that can be seen on other social media platforms.

The local brand Avoskin managed to rank third with 15M views on Tiktok media (Most Viewed Skincare Products on Tiktok, 2021). Local products from Indonesia, such as Avoskin, use a marketing strategy by advertising on social media and using influencer endorsements to influence consumers' purchasing intentions. This strategy will make potential consumers curious about the promoted product (Damastuti, 2021).

Avoskin is a local skincare brand that competes in the beauty industry. Instagram social media @avoskinbeauty has 673,000 followers as of November 2022. Avoskin is a company founded by PT AVO Innovation and Technology by Anugerah Pakerti in 2014 with elements of the green beauty concept. Avoskin was launched in 2014 using the green beauty concept with natural ingredients such as aloe vera, tea tree, and raspberry, followed by environmentally friendly packaging (Damastuti, 2021).

Online Customer Review is a facility for determining consumer choices and provides an opportunity to reduce fraud (Tran, 2020). Buyers will read online consumer reviews to consider purchasing (Dewi & Artanti, 2020).

Online Customer Reviews can be like a consumer who has purchased a product and then writes about his or her experience with the product, which causes purchase intentions in potential consumers (Sutanto & Aprianingsih, 2016). Online consumer reviews function if there are many reviews that provide more evidence which results in an honest depiction of the quality of the brand/product (Cervellon & I. Carey, 2014). Currently, little attention is paid to expanding the size of valid online reviews (Tran, 2020).

Social media facilitate brand engagement to understand consumer and brand interaction stages and networks (Gómez et al., 2019). Social Media Advertising can be said to be a way for Indonesian products such as Avoskin to use marketing strategies by using social media advertising and influencer endorsements to influence consumers' purchasing intentions. This strategy will make potential consumers curious about the promoted product (Damastuti, 2021). important in managing a brand so that it is better known and attracts potential consumers (Yaacob, 2021). Social Media Advertising in business activities to inform about products is a tool for potential consumers who have activities on social media (Chatterjee & Kumar Kar, 2020). It is said that social media marketing activities positively influence consumer purchasing intentions (Business Administration Department, College of Business and Economics (CBE) Qassim University, Buraydah, Saudi Arabia & Almohaimmed, 2019). Social media has an important function regarding customer opinions. Social media access will provide assistance and results including promotions from advertisements anywhere (Department of Management, Faculty of Business, Widya Mandala Catholic University Surabaya Indonesia et al., 2022).

Influencer Endorsements can be used to market products because of their popularity on social media (Yaacob, 2021). The impact on influential celebrities is that they not only look attractive and sincere but also must know about the products of the brand they are promoting (Chen et al., 2021). Companies shift their strategy to influencers to help increase their brand because influencers can communicate with audiences directly targeted by the brand (Khairunnisa & Astuti, 2022). Influencers who already have fame by being successful on social media can call themselves experts on social media platforms (Schouten et al., 2020). If celebrities convey the advantages of products using interesting content, it is easier to increase consumers' attention while promoting the product.

This research has limitations. This is because the research only discusses the marketing aspect of social media. The data collection method in this research is limited to Indonesian citizens only. Possible future research avenues could seek to collect data on citizens of other countries so that they can test consumers from Indonesia and other countries. This research is an expansion model, namely by developing existing research by replacing products from previous journals and adding brand loyalty variables.

2. Literature Review and Hypothesis

Theory of Reasoned Action

The theory of reasoned action aims to explain the relationship between attitudes and behavior in human actions. TRA states that a person's intention to perform a behavior is the main predictor of whether they perform it (Paul et al., 2016).

Online Consumer Reviews

Online consumer reviews are word-of-mouth communication regarding online sales. In online consumer reviews, there is a positive or negative explanation of a product consumers make online. Reviews influence consumers' doubts by providing a more real picture of a product or service a manufacturer offers if the better reviews given by consumers will increase consumer confidence in a product (Mulyati & Gesitera, 2020).

Social Media Advertisement

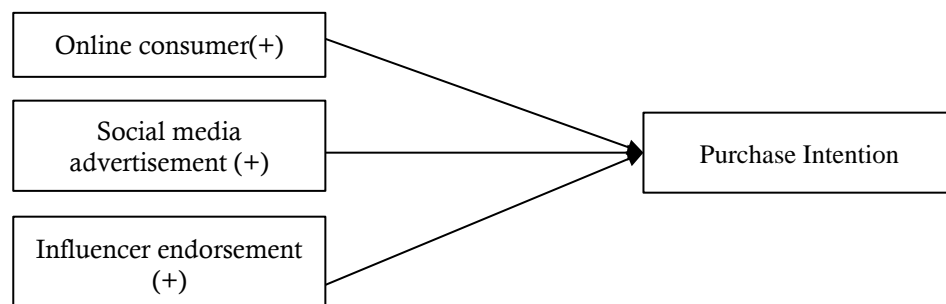
Advertisements distributed on social media with high readiness can make users aware of new trends and products, plus easy, fast, and newly added features. Users will be influenced by ads faster in different ways. Advertising needs to pay attention to whether the advertisement can convey the message correctly. The message has been targeted with the right method in content, ensuring honesty and high trustworthiness in getting attention (Al-Haddad et al., 2021).

Influencer Endorsements

Influencer Endorsement is a type of advertising that creates a level of consumer buying interest in products or services by using people known to the public (Chaddha et al., 2021).

Purchase Intention

A purchase decision is an idea that comes from a consumer's thoughts when buying a product. Purchasing decisions lead to the most ideal thinking pattern among the choices that have been determined. This stage refers to consumers when determining their product choice so that interest in buying is created. (Marpaung et al., 2021).



Source: (Yaacob, 2021)

Figure 1. Research Model Framework

Hypothesis

The order of products or brands contains brief information about consumers who provide experiences that a group has given and assessed in the information they feel about the product purchased (Kiran & Vasantha, 2015). There are many applications of Online Consumer Reviews in various E-Commerce in providing reviews that will be written by consumers online, usually in the description of a product or service so that buyers can get additional information about the product or service (Riyadini & Krisnawati, 2022). As technology develops, E-Commerce is easier, which can create a sense of trust because there is no physical action in online shopping. Plus, clear, useful, and understandable web information will reduce feelings of doubt in purchasing actions (Huseynov & Dhahak, 2020).

This research is in line with the Reasoned Action Theory put forward by Paul in 2016, where his research revealed that reviews made by someone on online media or reviews of their experiences can encourage someone to repurchase goods or services. This research is in line with (Tran, 2020), where research states that Online Consumer Reviews positively affect Purchase Intention. Dewi and Artanti (2020) also supported this research, which revealed a positive relationship between Online Consumer Reviews and Purchase Intention. Based on theory and previous research, it can be concluded that the first hypothesis (H1) is as follows:

H1: Online Consumer Reviews positively affect Purchase Intention towards Avoskin products.

Various companies use this social media as the main platform for promoting brands to obtain an image. Original advertising methods can be proven cost-effective and convenient (Khaleeli, 2020). There are various factors in advertising, namely communication on social media. If consumers do not trust the media, they will miss what has been advertised. Promotional content must also be fun, cool, and able to entertain consumers to create happiness and provide useful information. The product is easy for consumers to understand, consumers can remember it, and they can interact with shopping and get information anywhere and anytime (Supotthamjaree & Srinaruewan, 2021). Social media is an effective business marketing activity because it can be used by anyone, resulting in a wide marketing network (Setiawati, 2016). This research aligns with the Reasoned Action Theory put forward by Paul in (2016), where his research revealed that reviews made by someone on online media or reviews of their experiences could encourage someone to repurchase goods or services. Several studies support the research.

This research is in line with Supotthamjaree and Srinaruewan (2021), where in their research, they state that Social Media Advertisement has a positive effect on Purchase Intention. This research is also supported by Hermanda et al. (2019), which revealed a positive relationship between Social Media Advertisement and Purchase Intention. Based on theory and previous research, it can be concluded that the first hypothesis (H2) is as follows:

H2: Social Media Advertisement positively affects Purchase Intention for Avoskin products.

If a brand has succeeded in building character and providing a value proposition for a product, then conveying it through a figure that matches the product to its customers, this is a sign that the brand has succeeded in providing the emotional energy that is contained in the product (Ramlawati & Lusyana, 2020). Influencers are used to plan promotional activities that directly overcome obstacles to the sales process and develop various strategies and activities through customers, which enable potential consumers to make decisions (Mammadli, 2021). The success of promotional activities can be seen if you find an influencer who can be trusted by consumers and is strong because an influencer plays an important function in a consumer's purchasing decision and in determining the latest things (Safari, 2017).

This research is in line with the Reasoned Action Theory put forward by Paul in (2016), where his research revealed that reviews made by someone on online media or reviews of their experiences can encourage someone to repurchase goods or services. This research is in line with Supotthamjaree and Srinaruewan (2021) whose in their research, it is stated that Influencer Endorsements have a positive effect on Purchase Intention. This research is also supported by Hermanda et al. (2019), who revealed a positive relationship between Influencer Endorsement and

Purchase Intention. Based on theory and previous research, it can be concluded that the first hypothesis (H2) is as follows:

H3: Influencer Endorsement positively affects Purchase Intention for Avoskin products.

3. Data and Methods

The object of this research was to select samples from teenagers to adults from 17 years and above up to the age of 35 who have used Avoskin products. According to Forbes, Avoskin is a beauty product brand under the auspices of PT AVO Innovation & Technology, founded by Anugrah Pakerti, one of the influential CEOs in Asia 30 Under 30. Avoskin was first launched in 2014 with the concept of green beauty in the Jabodetabek area. Primary data collection was carried out for 2 weeks, with the distribution process from 7 December to 12 December 2022. The distribution process was carried out by researchers using electronic media such as WhatsApp, Line, and Instagram, and the help of relatives to distribute questionnaires. The total number of respondents in this study was 100, and 10 did not meet the criteria, so the total number of respondents who met the criteria was 90. The answers to the questionnaire will be analyzed, and conclusions will be drawn in this research. The research design used in this research is descriptive research with survey research using a Google Form questionnaire to collect data and process it using the SEM method using the SmartPLS 4.0 application.

Table 1. Operational Variables

Variable	Indicator Statement
<i>Online Consumer Reviews (OCR)</i>	<p>OCR1: Review consumer Skincare Avoskin beneficial.</p> <p>OCR2: Often read review Skincare Avoskin.</p> <p>OCR3: I relied on Avoskin Skincare consumer reviews when I purchased the product.</p> <p>OCR4: Avoskin Skincare consumer reviews influence the choice of product.</p>
<i>Social Media Advertising (SENIOR HIGH SCHOOL)</i>	<p>SMA1: Advertisement media social Instagram Avoskin skincare relevant.</p> <p>SMA2: Advertisement media social Instagram Skincare Avoskin important.</p> <p>SMA3: Advertisement media social Instagram Skincare Avoskin very meaningful.</p> <p>SMA4: Advertisement media social Instagram Skincare Avoskin following the interest.</p>
<i>Influencers Endorsement (IE)</i>	<p>IE1: Will buy Skincare Avoskin products under the influence of influencers Refal Hady.</p> <p>IE2: Will Keep going buy several products Skincare Avoskin in a way on line regardless of action advertise product Which The same through influencers Refal Hady.</p> <p>IE3: I will buy Skincare Avoskin products if Refal Hady start to support it.</p> <p>IE4: Refal Hady helps in remembering the brand.</p>
<i>Purchase Intention (PI)</i>	<p>PI1: After seeing the review, the intention to buy Avoskin Skincare products is high.</p> <p>PI2: Willing to buy Avoskin skincare products after reviewing the Avoskin brand</p> <p>PI3: In the future, will consider the product discussed in consumer reviews online as the first choice</p> <p>PI4: Intend to buy Avoskin Skincare products based on online reviews.</p>

Source: Processed by Researchers (2023)

4. Results

The loading factor value must be above 0.70. However, for research in the initial stages of developing a measurement scale, loading values of 0.5 - 0.6 are considered sufficient (Ghozali, 2014). The way to test discriminant validity is by comparing the square root value of AVE (AVE) with the correlation value between constructs, which must be above 0.5 (Ghozali, 2014).

Table 2 Average Value Extracted (AVE)

	Average Value Extracted (AVE)
<i>Influencer Endorsements</i>	0.705
<i>Online Consumer Reviews</i>	0.680
<i>Purchase Intention</i>	0.681
<i>Social Media Advertisement</i>	0.696

Source: Data processing (2022)

Table 2 shows that the data for all variables from this research can be declared valid and suitable for use.

Composite reliability measures internal consistency; the value must be above 0.70, and Cronbach's Alpha value must be above 0.70 (Ghozali, 2014). The results in Table 3 show the results of the overall value of Cronbach's Alpha and Composite Reliability to assess construct reliability, namely, a Composite Reliability value > 0.5 (greater than 0.5) is acceptable, has a value > 0.5 (greater than 0.5) and declared acceptable. The data from this research can be declared valid and acceptable for use.

Table 4. R-Square

Variable	R-Square	Adjusted R-Square
<i>Purchase Intention</i>	0.751	0.743

Source: Processing data (2023)

This result shows that *the Purchase Intention variable* with an R-Square (R²) value of 0.751 can be explained by the variables *Influencer Endorsement*, *Online Consumer Review*, and *Social Media Advertisement* as big as 75.1%, And 24.9% can explained by variables other Which Noresearched in this research.

Table 5. Test Hypothesis

Path	Original Samples	P-Values	Conclusion
<i>Influencers Endorsement</i> □ <i>Purchases Intention</i>	0.341	0.001	H1 supported by data And accepted
<i>Online Consumer Reviews</i> <i>Purchase Intention</i>	0.223	0.110	Data do not support H2 And rejected
<i>Social Media Advertisement</i> □ <i>Purchases Intention</i>	0.414	0,000	H3 supported by data And accepted

Source: Data processing (2023)

Online Consumer Reviews do not influence Purchase Intention.

The results of hypothesis testing in Table 5 show that the p-value is $0.110 > 0.05$ (greater than 0.05) with a positive regression coefficient value of 0.223. From these results, it can be concluded that hypothesis 2 is not proven, which states that Online Consumer Review results are contrary to research conducted by (Dwidienawati et al., 2020), which concluded that customer reviews positively affect purchase intention. Rejection of H1 means that customer reviews do not influence purchase intention. There is no influence from customer reviews on purchase intention because skincare has become an important need for many people (Puspita Nilawati, 2021). Apart from that, many fake reviews are carried out by companies that secretly recruit people to give fake reviews (Suyudi, 2018). Therefore, there is no influence between customer reviews on purchase intention because consumers have made skincare a primary need, and some companies carry out fake reviews designed to deceive buyers.

Social Media Advertisement has a positive effect on Purchase Intention.

Based on the results of hypothesis testing in Table 5, the p-value is $0.000 < 0.05$ (smaller than 0.05) with a positive regression coefficient value of 0.414. From these results, it can be concluded that hypothesis 1 is proven, which states that Social Media Advertisement positively affects Purchase Intention, supported by several studies such as Prasad et al. (2017). Vongurai et al. (2018) also found that social media marketing has a significant positive relationship with purchase decisions. This research aligns with Prasad et al. (2017), who found a positive relationship between social media and purchase decisions. The relationship between sellers and buyers can be strengthened by

social media, which can introduce goods or services where buyers can find out what the goods the seller offers are like without needing to visit the seller. The research is also in line with Vongurai et al., (2018) where in their research it was found that there was a positive relationship that occurred because social media was considered to be a forum used by sellers to market goods or services with a wider market and reach. The better a seller uses social media, the wider the marketing reach the seller will get. Good social media and adequate content can give sellers more trust than traditional marketing. Apart from that, social media is used as a forum or place to interact with consumers so that sellers and buyers have a closer relationship.

Influencer Endorsement has a positive effect on Purchase Intention.

The results of hypothesis testing in Table 5 show that the p-value is $0.001 < 0.05$ (smaller than 0.05) with a positive regression coefficient value of 0.341. From these results, it can be concluded that hypothesis 1 is proven, which states that Influencer Endorsement has a positive effect on Purchase Intention, which is supported by several studies such as Dwidienawati et al. (2020), Hariyanti & Wirapraja (2018), and (Susantio & Candraningrum, 2019). The results of this research are under previous research conducted by (Dwidienawati et al., 2020), which concluded that influencer endorsements positively affect purchase intention. The existence of a relationship between influencer endorsement and purchase intention indicates that choosing an influencer endorsement for Whitelab products can increase purchase intention. Matter This is similar to research conducted by (Hariyanti and Wirapraja, 2018) which states that influencers are figures on social media, who have a large or significant number of followers who can influence or respond to the behavior of their followers. Therefore, there is an influence between influencer endorsement and purchase intention because companies use influencer endorsement to increase consumer buying interest. The endorsement can build consumer trust in the product, thus making consumers interested and wanting the product (Susantio & Candraningrum, 2019).

5. Discussion

This research tests the influence of Influencer Endorsements, Online Customer Reviews, and Social Media Advertisements on Purchase Intention for Avoskin products. Primary data collection was carried out for 2 weeks, with the distribution process from 7 December to 12 December 2022. This research used a sample of 90 respondents with research results where Influencer Endorsement positively affected Purchase Intention. This condition happened because of figures on social media who had a large number of or significant followers who could influence or respond to the behavior of their followers. Therefore, there is an influence between influencer endorsement and purchase intention because companies use influencer endorsement to increase consumer buying interest. Endorsements can build consumer trust in the product, making consumers interested and wanting a product.

Online Consumer Reviews have no effect on Purchase Intention due to the assumption that companies are secretly recruiting people to give fake reviews. In addition, everyone has different skin criteria, so these reviews do not influence purchasing intentions. Social Media

Advertisement has a positive influence on this research. Social Media Advertisement is a forum for promotion and communication through social media by utilizing a much larger community, which has greater possibilities for marketing than through traditional advertising channels. The better the social media marketing, the more impact it will have on consumers' purchasing decisions. Content published by sellers on social media is an area to increase consumer trust.

6. Conclusion

In this study, samples were taken in 2022. Future research can conduct tests with the latest samples to see updated results. In this study, the adjusted R-square result was 0.743, where the influence of the independent on the dependent was 74.3%. Future research can examine other variables, such as price, to test their influence on people's purchasing intentions.

Online Consumer Review results are in contrast to research conducted by (Dwidienawati et al., 2020). Rejection of H1 means that customer reviews do not influence purchase intention because skincare has become an important need for many people. Apart from that, many fake reviews are carried out by companies secretly recruiting people to give fake reviews. *Social Media Advertisement* has a positive effect on *Purchase Intention* in line with several studies, such as Prasad et al. (2017) and Vongurai et al. (2018), which also found the same results that social media marketing provides a significant positive relationship with purchase decisions.

Influencer Endorsement has a positive effect on *Purchase Intention*, which is supported by several studies such as Dwidienawati et al. (2020), Hariyanti & Wirapraja (2018), and (Susantio & Candraningrum, 2019). Social media advertisements have a big influence because they have a P value below 0.05, 0.000, and the highest Original Sample value, 0.414. Meanwhile, based on the hypothesis test results above, it shows that Online Consumer Review has no influence in this research because it has a P value above 0.05, namely 0.110, and the highest Original Sample value, namely 0.414.

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