


The Influence of Influencer Reviews and Customer Reviews on Purchase Intention on Larissa Products

Sintya Oktarina¹, Firda Nisafera Ulfa², Dheny Indra Gunawan³
Universitas Pandanaran^{1,2,3}

Article Info	ABSTRACT
<p>Keywords: customer, influencer, purchase intention, laressa</p>	<p>In the contemporary globalized era, the advancement of internet technology has had a profound effect on business and the economy. The marketing reach, transaction speed, and speed of delivery of goods and services have all increased with the usage of internet technology in business. This demonstrates the wide range of categories of beauty and body care products available on the online store. The beauty business observes that consumer and influencer evaluations are two methods that electronic communication through word-of-mouth influences in order to promote and stimulate product purchase transactions. With the trust variable acting as a moderator, the purpose of this study is to quantify the direct impact of electronic word-of-mouth, including influencer and customer endorsements and reviews, on intentions to purchase Laresa products. This study employed a quantitative approach, which is a kind of causal investigation. In this study, convenience sample with 200 respondents was employed in place of nonprobability sampling. An ordinal scale questionnaire is used in this study's data collection and analysis processes. The study findings indicate that while influencer evaluations do not significantly positively impact the intention to purchase Laresa items, customer reviews do have a large beneficial affect. The association between customer reviews and the intention to buy Laresa items is negatively mediated by trust, however the relationship between influencers is not mediated by trust. assessment of the plan to buy products from Laresa.</p>
<p>This is an open access article under the CC BY-NC license</p> 	<p>Corresponding Author: Sintya Oktarina Universitas Pandanaran sintyaoktarina@gmail.com</p>

INTRODUCTION

The development of internet technology in the current era of globalization has had a significant impact on the business and economic world. The use of internet technology in business has increased marketing reach, transaction speed, and speed of delivery of goods and services. The emergence of this technology has led to the dominance of offline business transactions with the potential to increase the security of online transactions, because of its ability to reach consumers widely and in a short time period, this evolution provides opportunities for certain businesses (Susanto, 2019). The development of internet technology in the current era of globalization is very rapid in the economic and business fields. The use of internet technology in the business world has increased marketing reach,

transaction speed and delivery of goods and services. The emergence of this technology has changed the face of business, which was previously dominated by offline transactions, slowly moving towards online marketing. This evolution provides opportunities for a business because it is able to reach consumers widely and in a short time (Susanto, 2019)

Currently, Indonesian people use more local products to care for and beautify themselves. Laresa is still far behind its competitors. Laresa's sales volume is far below expectations, and has not been very effective in attracting consumer interest. Consumer and influencer reviews are one of the factors that can increase consumer purchasing intentions. The efforts made by Avoxin in the marketing department include collaborating with the support of influencers to utilize social media platforms. One of the most important tools in marketing is building one-way relationships with customers to produce results (Widodo, 2019). According to Hariyanti & Wirapraja, (2018) Influencers are individuals or figures whose role is to influence many people based on the number of followers on social media. Laresa ropes in influencers as a marketing strategy to encourage purchasing interest. Laresa involves several influencers because they are effective in influencing their followers to use their products. In addition, after being promoted by them on their personal social media accounts, consumers influenced by influencers have high expectations for Laresa products.

All of this is an effort to motivate people to generate interest in buying Laresa products. However, now, influencer reviews are increasingly considered to be less relevant than fake testimonials and reviews because many brands use influencer services to market their products, testimonials and reviews have become less relevant in recent years. As a result, the public is starting to ask more pointed questions about influencer testimonials. After evaluating product testimonials, the public begins to doubt the opinions of influencers who are no longer considered objective. Based on research by Zak & Hasprova (2020), most consumers believe that influencers only promote products because they are being paid to do so. Research survey respondents indicated that having an attractive or successful personality alone is not enough to get people to use a product, especially when the product's success relies heavily on the influence of influencers. Consumers are more sensitive and able to compare genuine recommendations and third-party endorsements (Chopra et al., 2021). So what happens when the public starts to doubt the authenticity of influencer reviews? According to research by Cavazza & Guidetti, (2014), suspicion of fake reviews makes respondents suspicious of positive reviews, thinking that positive reviews are more likely to be fake than negative reviews. People consider positive reviews less useful to use as consideration for making decisions and tend to react negatively to positive reviews. This doubt can stem from negativity, where we tend to pay more attention to negative things than positive things. Doubts about the credibility of influencers also extend to their use as influencers.

In times of communication crisis, influencers can cause problems for brands by using low credibility tactics that cause listeners to ignore the message being said (Singh et al., 2020). Apart from influencer reviews, customer reviews also influence intent when people buy something. Customer Reviews are based on the personal experiences of consumers

who have completed transactions. A survey conducted by Pratama, Pratama et al., (2019) revealed that customer reputation and trust are the factors that most influence purchasing decisions. However, these results contradict research which shows that purchase intention is not significantly influenced by customer reviews (Sudjatmika, 2017). In addition, the trust factor does not significantly influence purchase intention (Dwidienawati et al., 2020). Laresa receives customer reviews based on Coinsumein's experience. The development of Laresa's products, indicates the trustworthiness of Coinsumein and complaints about issues that are believed to impact Coinsumein's buying intentions. Complaints include problems experienced by coinsumein when using Laresa products that do not reflect reality. This research collects data manually by looking at Laresa's reviews and ratings on the Femalei Daily website. There are two types of product reviews, positive and negative.

Positive reviews mean the product quality is good, so Consumer provides good reviews at the time of review. Negative means the product quality is poor, so Consumer gives bad reviews (Zhao et al., 2015). Laresa Product Reviews show that Consumer reviews are bad, there are several complaints and complaints about Consumer regarding the quality of Laresa products, which among other things causes more acne and does not significantly affect the product and the Consumer company does not want to carry out reimbursement. This shows that new consumers who want to buy Laresa products are having problems with Meireika's trading intentions (Female Daily,2021).

The thing that influences purchase information is customer review. Customer service is a form of feedback in the form of customer assessment, usually in the form of text or written content containing customer opinions or opinions based on their experience of purchasing a product or service (Mulyati & Gesitera, 2020). Customer Reviews it self is part of Electronic of word of mouth, namely direct reviews of people and not advertisements while reviews are one of the many factors that determine people's selling intentions, indicating that people may consider the number of reviews as an indicator of popular selling intentions. or product value, influencing product preferences (Farki et al., 2016)

Literatur Riview

Customer Reviews

According to Hariyanto & Trisunarno (2020), online customer reviews are considered reliable because they are made by customers who have previously purchased a product. Each customer can provide an evaluation regarding the quality of any product or service offered in the form of online customer reviews on the shopping website. According to Sugiarti & Iskandar (2021). Online customer review is information that customers provide to companies, and consists of product evaluations after customers complete transactions. Online customer review can be seen as a risk that customers give to prospective customers when customers decide to purchase a specific product. Online customer reviews are generally considered credible because they only reflect the honest opinions of actual users of a product or service. Online customer reviews are considered to have no intention to influence readers, and users also do not appear to have an interest in the product (Dwidienawati et al., 2020).

Influencer Review

Influencer marketing is the most important new industry for branding. Influencer marketing is a type of promotion that focuses on customers who are closest to market targets from all angles because these customers have been identified as potential buyers (Dwidienawati et al., 2020). It has been recognized by the public as an influencer that Meireika has great potential and talent in terms of marketing, this is something that most people are aware of. With recognition from the public, an influencer who promotes this behavior considers himself an expert in doing these things on the social media stage so that he can attract the attention of other people or in general people who are around him and also people who follow him on social media (Kurniawan & Suhaimi, 2021). According to Schouten et al., (2020), influencers can be considered a more reliable product source than celebrity brands, because influencers are known to share product reviews, reviews and personal experiences that are focused on users on social media channels, a type of product called beauty in influencer Features make-up articles on Meireika's vlog.

Purchase Intention

Purchasing interest is an action in which someone buys something to fulfill their wishes and this purchase process can influence their actions to make purchases in large amounts in the future (Pektas & Azize, 2020). According to Sokolova & Kefi (2020) Purchasing Intelligence is a person's desire to make purchases because they are influenced by the Source of Trust. According to Santoso (2018), purchase intention is a purchase behavior that reflects the level of purchase commitment to purchase goods or services.

Trust

Confidence is the action of a person who has confidence in the accuracy of information, whether from what they say or write. Building customer trust is an important step in the marketing strategy needed to be successful in digital ecommerce (Nisa & Kristaung, 2022). Consumer trust worthiness towards online is indicated by increasing the level of consumer confidence and the trust worthiness of the consumer, a higher level of trustworthiness of the consumer means more consumer buy goods and services. The difference between online and offline trust is a physical exchange between the seller and the seller as well as the price and goods (Hariyanto & Trisunarno 2020). Trust is an important factor in every transaction by considering risk and benefit points. In e-commerce, trust is a very important aspect and has a large impact (Dwidienawati et al., 2020).

RESULTS AND DISCUSSION

Researchers distributed questionnaires to 200 respondents who were interested in buying Laresa products. The data analysis technique used in this research is Partial Least Squares Structural Equation Modeling (PLS-SEM). Later, measuring the validity and reliability of inter-latent variables and inner models in measuring the relationship between models (Hair et al., 2010)

Evaluation of the Measurement Model (Outer Model)

Evaluation of measurement models or model models is used to find out the validity and reliability of the indicators used in specific constructs with parameters known as

loading factors (Ghozali & Latan, 2015b). It can be seen that the output value for each variable indicator in this research has met the criteria of the convergent validity test, namely the output value > 0.7 . In the customer review variable there are four indicators, where all of the indicators are declared valid. The research influence variable has four indicators and all of these indicators are declared valid. In the purchase information and trust variables, there are three indicators, where all of the indicators are declared valid. Furthermore, the value of the validity test value for income can also be seen from the AVE value. The AVE value is needed in carrying out convergent validity tests ((I. Ghozali & Latan, 2015). The recommended AVE value is at least > 0.5 to indicate that the convergent validity test is doing it is good (I. Ghozali & Latan, 2015). Furthermore, in testing the validity of the discriminant, it is necessary to pay attention to the cross loading value for each variable > 0.7 and a different way can be done by comparing the square root of average variance extracted (AVE) value for each construct with the correlation between other constructs contained in the model (Ghozali & Latan, 2015). The cross loading value of each variable in this research is in accordance with the required rule of thumb, namely the cross loading value > 0.70 and the correlation value of the indicator for the coin is higher than the correlation value of the indicator for the other coins.

Model Fit Test

The model's goodness of fit (GoiF) test is used to find out how good and good a model is to describe the covariance matrix of the indicators used in this research (Widodo, 2017). A model can be said to be good fit if it has a GoiF value of 0.38, it can be said to be marginally fit if it has a value of 0.25, and it can be said to have a small value if it has a value of 0.1 (Ghozali, 2014). Based on the results of the model validity test that has been carried out, it is found that the model soundness test value is greater than 0.38, namely around 0.79, therefore it can be concluded that the model carried out in this research has a good model soundness test.

Structural Model Test

To answer the questions found in this research, namely by looking at the significance value between variables, namely the T-value > 1.64 . The relationship between the customer review variable and the purchase price variable has a T-value > 1.64 , therefore hypothesis one is accepted. Furthermore, the relationship between the income variable and the income variable has a T-value < 1.64 , therefore the second hypothesis is rejected. The relationship between the trust modification variable and the customer revenue variable, the revenue influence variable and the purchase intelligence variable has a T-value > 1.64 because the third hypothesis and the fourth hypothesis are accepted, so it can be concluded that the trust variable has a T-value > 1.64 because the third hypothesis and the fourth hypothesis are accepted, so it can be concluded that the trust variable has a relationship between the customer revenue variable and the third hypothesis towards purchase. intention and also moderate relationship between influence variables.

The magnitude of the regression coefficient value for each relationship between variables found in this research. The path coefficient of the hypothesized variable can be shown by the magnitude of the regression coefficient value. This value also shows the

strength of influence of the independent variable on the independent variable. It can be seen that in the hypothesis, one relationship between the customer revenue variable and the purchase price variable has a revenue coefficient value of 0.109, this value means that the customer revenue variable has a total influence of 10.9% on the purchase variable. The R-square value in this research is the purchase price variable with an R-square value of around 0.781 or 78.1%. This result means that 78.1% of purchase information variables are able to explain customer revenue, influence revenue and trust variables, while the remaining 21.9% is due to the existence of error variance at the time of measurement so that it is possible that there are other variables that can be explained by these variables. It is purchase intention that requires further research. This research aims to analyze the influence of customer reviews and influence of reviews on purchase, intention and trust as a modification variable in Laresa products. The data analysis technique in this research is Structural Equation Modeling (SEM) with the help of SmartPLS software because the data does not have a normal distribution. This analysis technique is used to measure predictive relationships between variables by seeing whether there is a relationship or influence between variables.

Based on the results of the analysis, the following conclusions can be drawn:

1. Customer review has a positive influence on purchase information, indicating that customer review has a positive influence on customer interest. so that H1 is accepted
2. The feedback influence on the purchase of the investment has a T-value of less than 1.64, indicating that the influence of the review has no influence on the purchase of the investment. So H2 is rejected
3. Trust in the customer return and purchase income variables has a T-value greater than 1.64, indicating that trust has a negative and significant relationship between the customer return variable and the return purchase variable.
4. Trust in the income and purchase income variables has a T-value not greater than 1.64, indicating that trust does not moderate the relationship between the income and purchase income variables.

CONCLUSIONS

Based on the results of data analysis, it was concluded that customer reviews have a significant positive influence on purchase intention for Laresa products, influencer reviews do not have a significant positive influence on purchase intention for Laresa products, trust negatively moderates the relationship between customer reviews and purchase intention for Laresa products and trust moderates it negatively. negative relationship between influencer reviews and purchase intention for Laresa products. The suggestion from the results of this research is that the Laresa company is expected to focus more on continuing to maintain and improve the quality of each product in order to increase purchasing intentions and get positive reviews from customers.

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