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The Influence of Factors of Consumer Trust in Social Media Information on the Purchase Interest of Skincare Products

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Abstract

Research purpose:
The purpose of this research is to know if consumer trust in influencer, in electronic word of mouth which next will be abbreviated to eWOM, and in social media advertising content are giving a significant effect to purchase intention of skincare product and to know if brand image is functioning as a mediator between consumer trust in influencer, in eWOM, and in social media advertising content with purchase intention of skincare product.

Research motivation:
The research motivation stems from the increasing significance of social media in shaping consumer behavior and purchase decisions, especially in the context of skincare products. This topic explores how various factors related to consumer trust in social media content can impact their interest in purchasing skincare products.

Research design, approach, and method:
The analysis method that is used in this research is using a quantitative approach with a survey method. While sampling technique that is used in a judgmental sampling towards Gen Z who lives in Jakarta area, with minum 150 samples.

Main findings:
The results of this research show that consumer trust to influencer, to eWOM, and to social media advertising content is not significantly affecting purchase intention of skincare product directly, while brand image is proven to affect purchase intention of skincare product. Moreover, consumer trust in influencers and social media advertising content are proven to significantly affect brand image, while consumer trust in eWOM is proven to not significantly affect brand image. Brand image is also significantly affecting as a mediator on the relation between consumer trust to influencer and purchase intention of skincare product, also the relation between consumer trust in social media advertising content to purchase intention of skincare product.

Practical/managerial implications:
Marketing through influencers and social media advertising content is quite effective in building a brand image, which in turn will have a positive impact on the purchase interest of skincare products. Consumer trust in influencers has a greater influence on brand image compared to consumer trust in social media advertising content. In order to enhance the purchase interest of facial skincare products, the marketing team must strive to improve the brand image of the product. One way to achieve this is by focusing on variables such as consumer trust in influencers and consumer trust in social media advertising content.

Keywords: eWOM, influencer, purchase intention, skincare product, social media, advertising content, consumer trust

1. INTRODUCTION

Kian, et al. (2017) conducted a study to determine the factors influencing consumer purchase intention. The research revealed that there are several factors affecting consumer purchase intention, namely: perceived ease of use, perceived usefulness, perceived enjoyment, demographic characteristics, social influence, and trust. Previous studies have extensively discussed perceived ease of use, perceived usefulness, perceived enjoyment, demographic characteristics, and social influence. However, there has been limited exploration of trust factors, particularly trust in marketing conducted through social media. According to Hajli et al. (2017), one indicator of trust is honesty and keeping promises to consumers, including trust in electronic word of mouth (eWOM), influencers, and content in social media advertising.

Based on research conducted by Kuswoyo et al. (2022) and Annisa and Yusran (2022), influencers directly influence consumer purchase intention and indirectly affect it through brand image as a mediating variable. However, both studies are limited to Instagram influencers. Moreover, Kuswoyo et al. (2022) focused on women's clothing products in

Bandung, while Annisa and Yusran (2022) specifically examined XYZ skincare products.

Several studies on eWOM have also been conducted. Ardana and Rastini (2018) examined the influence of eWOM on purchase intention of Samsung smartphones, and Subhan et al. (2022) conducted a similar study focusing on Axis-Y Mugwort consumers who use the TikTok application. Despite being carried out on different research subjects, both studies arrived at similar conclusions. Specifically, eWOM has a positive and significant impact on brand image, eWOM positively and significantly influences purchase intention, brand image positively and significantly affects purchase intention, and brand image serves as a mediator in the relationship between the influence of eWOM and purchase intention.

Bistara and Sholahuddin (2023), in their research, explain that social media advertising and brand image have a positive and significant impact on purchase intention. Furthermore, social media advertising is proven to have a positive and significant impact on brand image, and brand image is found to function as a mediator in the relationship between social media advertising and purchase intention. This study was conducted on the graduation photo service Emalio with student populations in Surakarta and Yogyakarta as research subjects. Wiwekananda (2018) also presents a similar perspective, although their research was conducted on individuals who had watched advertisements for Samsung S9 and S9+ on YouTube.

There is no previous research explaining the combined influence of eWOM, influencers, and content in social media advertising on purchase intention with the mediating role of brand image. Previous studies have analyzed either one or two of these variables separately in relation to purchase intention. In prior research, analysis was also conducted on the impact of these three variables on purchase intention, but the focus was not on the trust factor. Previous research generally analyzed eWOM, influencers, and content in social media advertising in a general manner. Therefore, this study aims to investigate the trust in eWOM, trust in influencers, and trust in social media advertising content simultaneously, examining their combined influence on purchase intention through the mediation of brand image. Consumer trust is highly important and must be maintained to enhance business growth. Trust is an essential requirement for business development. Building trust requires ongoing efforts to acquire, retain, and increase customers (Santoso, 2021). Trust creates a valuable reciprocal relationship. Consumer trust in a brand impacts their desire to continue purchasing and fosters high loyalty/commitment (Vidyawati, 2009). Additionally, maintaining this loyalty/commitment is more effective than attracting new customers (Dewi, 2017). Therefore, this research will explore the trust factors related to information on social media, an area that hasn't been extensively studied in previous literature.

The beauty industry, specifically skincare products, has been chosen as the subject of this research. According to literature by Geyser (2021), the beauty industry is among the most benefited by marketing through social media. The beauty industry has significantly evolved, achieving a value of USD 5.5 trillion through social media marketing. Beauty brands capitalize on the popularity of social media platforms by bringing their products to consumers through these platforms, eliminating the need for consumers to visit physical stores. Social media platforms also identify trends and promptly respond by providing features that facilitate social selling.

The beauty industry is also one that consistently grows over time. The global cosmetics market is predicted to increase from $287.84 billion in 2021 to $415.29 billion by 2028 (Fortune Business Insights, 2021). Based on data from Statista (2021) displayed in Figure 1.1, the skincare category is the second largest revenue-generating category in the Indonesian beauty industry, following personal care. The skincare market in Indonesia is projected to continue growing until 2025, reaching a revenue of $2.739 billion.

2. LITERATURE REVIEW

Based on the previous studies outlined above, this research is conducted by combining the three variables: influencer, electronic word of mouth, and social media ads, to investigate their influence on consumer purchase intention through the mediation of brand image, particularly in the skincare industry. Previous research has only minimally explored these variables within the skincare industry, focusing more on their effects in diverse industries such as fashion and smartphones.

a. Influence of Trust in Influencers on Brand Image

Trust in influencers, including beauty influencers, indicates the extent to which the general public and the followers of these influencers understand the content they create in conveying integrity and honesty in reviewing products through their social media platforms (Kim et al., 2014).

In the research conducted by Kuswoyo et al. (2022) and Annisa and Yusran (2022), testing has been done on the influence of influencers on brand image, specifically for women's clothing products and XYZ skincare products. The results obtained show that influencers have an impact on brand image. Based on these findings, the hypothesis used to test the relationship between trust in influencers and the purchase intention of skincare products is as follows:

H1$_1$: Customer trust in influencers significantly affects brand image.

b. Influence of Trust in eWOM on Brand Image

Adapted from a study conducted by Ilhamalimy & Ali (2021), trust in eWOM can be defined as the trust in information obtained through the internet media that assists consumers in their purchasing behavior.

In addition to testing the influence of eWOM on consumer purchase intention, Ardana and Rastini (2018) as well as Subhan, Ode, and Hidayanti (2022) also examined the influence of eWOM on brand image. The findings from their research on the Samsung smartphone and the Axis-Y Mugwort Pore Clarifying Wash Off Pack both showed consistent results, indicating that eWOM significantly and positively affects brand image.

Based on these research results, the hypothesis used to test the relationship between trust in eWOM and brand image is as follows:

$H2_1$: Customer trust in eWOM significantly affects brand image.

c.   Influence of Trust in Social Media Advertising Content on Brand Image

Adapted from the definition provided by Hussain et al. (2020), trust in the advertising content of a brand's products is influenced by the attractiveness of the advertisement, its message aligning with the target audience, and avoiding excessive exaggeration of the advertised product. Consumer trust in such advertising content generates a stronger persuasive influence on purchase intention.

Prior research conducted by Bistara and Sholahuddin (2023) as well as Wiwekananda (2018) examined the impact of social media advertising on brand image, using the research subjects of Emalio graduation photo service and Samsung S9 and S9+. The conclusions drawn from both studies were consistent: social media advertising has a positive and significant effect on brand image.

Based on these conclusions, the hypothesis used to test the influence of trust in social media advertising content on brand image is as follows:

$H3_1$: Customer trust in social media advertising content significantly affects brand image.

d.   Influence of Trust in Influencers on Purchase Intention of Skincare Products

Previous research conducted by Kuswoyo et al. (2022) and Annisa and Yusran (2022) concluded that influencers have an impact on purchase intention for women's clothing products and XYZ skincare products. However, this study will focus more on the trust in influencers' influence on the general purchase intention of skincare products. Therefore, the hypothesis used to test the relationship between trust in influencers and purchase intention of skincare products in this research is as follows:

$H4_1$: Customer trust in influencers significantly affects purchase intention of skincare products.

e.   Influence of Trust in eWOM on Purchase Intention of Skincare Products

The influence of eWOM on purchase intention has been previously researched by Ardana and Rastini (2018) as well as Subhan, Ode, and Hidayanti (2022). Both studies arrived at the same conclusion, demonstrating that eWOM significantly and positively affects consumer purchase intention. This finding remained consistent despite being conducted on different research subjects, namely the Samsung smartphone and the Axis-Y Mugwort Pore Clarifying Wash Off Pack.

Therefore, the hypothesis used to test the relationship between trust in eWOM and purchase intention of skincare products in this research is as follows:

$H5_1$: Customer trust in eWOM significantly affects purchase intention of skincare products.

f.   Influence of Trust in Social Media Advertising Content on Purchase Intention of Skincare Products

Research examining the impact of social media advertising on consumer purchase intention has been previously conducted by Bistara and Sholahuddin (2023) as well as Wiwekananda (2018). These studies tested the influence of social media advertising using Emalio graduation photo service and Samsung S9 and S9+ as research subjects. The conclusions drawn from both studies are consistent: social media advertising indeed has a positive and significant influence on purchase intention.

Based on the findings from these two studies, the hypothesis used to test the influence of trust in social media advertising content on the purchase intention of skincare products in this research is as follows:

$H6_1$: Customer trust in social media advertising content significantly affects purchase intention of skincare products.

g.   Influence of Brand Image on Purchase Intention of Skincare Products

The six previous studies outlined above have all tested the influence of brand image on consumer purchase intention across various industries, including women's clothing products, XYZ skincare products, Samsung smartphones, Axis-Y

Mugwort Pore Clarifying Wash Off Pack, and even a service, Emalio graduation photo service. All these studies arrived at the same conclusion: brand image indeed significantly affects consumer purchase intention.

Based on these findings, the hypothesis used to test the influence of brand image on the purchase intention of skincare products in this research is as follows:

H7$_1$: Brand image significantly affects purchase intention of skincare products.

h.   The Mediating Role of Brand Image between Trust in Influencers and Purchase Intention of Skincare Products

In the research conducted by Kuswoyo et al. (2022) and Annisa and Yusran (2022), testing was also done on the mediating role of brand image between the influence of influencers and consumer purchase intention. The results obtained from both studies showed that brand image indeed functions as a mediator in the relationship between the influence of influencers and consumer purchase intention. Based on these conclusions, the hypothesis used to test the mediating role of brand image between trust in influencers and purchase intention of skincare products in this research is as follows:

H8$_1$: Brand image significantly mediates the relationship between customer trust in influencers and purchase intention of skincare products.

i.   The Mediating Role of Brand Image between Trust in eWOM and Purchase Intention of Skincare Products

Previous research conducted by Ardana and Rastini (2018) as well as Subhan, Ode, and Hidayanti (2022) also examined the mediating role of brand image between eWOM and consumer purchase intention, specifically for Samsung smartphones and the Axis-Y Mugwort Pore Clarifying Wash Off Pack. The results from both studies indicated that brand image indeed acts as a mediator in the relationship between the influence of eWOM and consumer purchase intention. Based on these conclusions, the hypothesis used to test the mediating role of brand image between trust in eWOM and purchase intention of skincare products in this research is as follows:

H9$_1$: Brand image significantly mediates the relationship between customer trust in eWOM and purchase intention of skincare products.

j.   The Mediating Role of Brand Image between Trust in Social Media Advertising Content and Purchase Intention of Skincare Products

Previous research by Bistara and Sholahuddin (2023) as well as Wiwekananda (2018) also examined the mediating role of brand image in the relationship between the influence of social media advertising and consumer purchase intention, using Emalio graduation photo service and Samsung S9 and S9+ as research subjects. The results from both studies concluded that brand image does function as a mediator between social media advertising and purchase intention. Based on these conclusions, the hypothesis used to test the mediating role of brand image between trust in social media advertising content and purchase intention of skincare products in this research is as follows:

H10$_1$: Brand image significantly mediates the relationship between customer trust in social media advertising content and purchase intention of skincare products.

This study focuses on the influence of customer trust in influencers, customer trust in eWOM, and customer trust in content within social media ads on the purchase intention of skincare products, with brand image as a mediator, as illustrated in the following conceptual research framework:
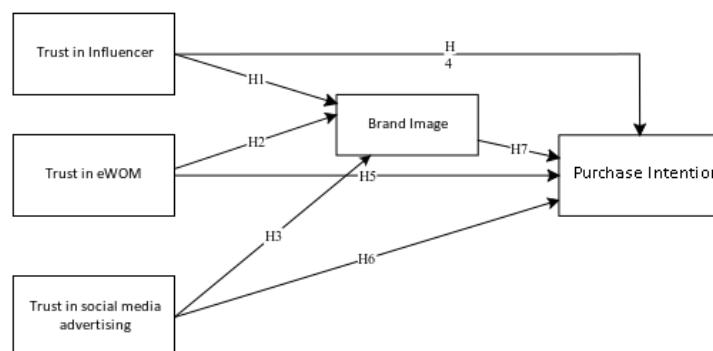

Figure 1. Conceptual Research Framework

3.   RESEARCH METHOD

This study was conducted using a quantitative method involving numbers and statistical techniques, while ensuring anonymity of individuals and locations (Thomas, 2003). The study was conducted as a one-time event, making it a cross-sectional study in terms of time perspective (Sekaran & Bougie, 2016).

The research employed a purposive sampling method with criteria targeting Gen Z respondents (aged 10 - 25 years) residing in Jakarta, who had purchased skincare products or were at least exposed to skincare products in their daily lives. The sampling technique used falls under non-probability sampling, where each sample does not have an equal probability of being chosen, given that the sample consists of individuals who have bought skincare products or have been exposed to them. The judgment sampling technique was chosen because all the selected participants were provided with a link to fill out the survey, and the collected survey responses constituted the quantitative data for the study.

Hair et al. (2010) state that having an excessively large sample size can impact the difficulty in achieving a good level of goodness of fit, thus suggesting that a sample size of 5-10 per parameter is more recommended. There are 25 questions in this study, and if using a ratio of 6, a minimum sample size of 150 is required.

The type of data utilized is primary data. In this study, primary data was collected through an online survey using Google Forms, while supporting data was derived from literature studies. The scale employed in this research is the Likert scale with an interval scale method and a nominal scale. The nominal scale is used for questions related to respondent demographics, while the interval scale is employed to determine the level and measurement of a variable, measured using a six-point scale to avoid neutral responses by participants. This scale ranges from 1 (strongly disagree) to 6 (strongly agree).

Once the required data has been successfully collected, it undergoes a process of data cleansing to remove any data that doesn't align with the research objectives. Subsequently, data analysis is carried out by conducting validity testing to assess the quality and accuracy of the measurement or instruments used, and reliability testing to ascertain the instruments' reliability. In this research, validity testing will utilize factor analysis. To employ factor analysis, the obtained Kaiser-Meyer-Olkin (KMO) value must be greater than 0.5, and the Bartlett's Test of Sphericity value should be less than 0.05. Data is considered valid if the factor loading exceeds 0.5 and there are no significant cross-loadings.

For reliability testing, the technique developed by Cronbach's Alpha is employed. If the Cronbach Alpha reliability value exceeds 0.7, the instrument is considered reliable, indicating that the questionnaire is dependable and suitable for use.

Subsequently, after the data is confirmed as valid and reliable, the analysis proceeds to test classical assumptions. Several tests within the classical assumption framework must be met as prerequisites to proceed with hypothesis testing. These tests are conducted to ensure that parameters and coefficients are unbiased. The classical assumption tests consist of: normality testing, multicollinearity testing, and heteroskedasticity testing.

After confirming that the data follows a normal distribution, no multicollinearity issues are present, and there is no heteroskedasticity, the data is then analyzed using structural equation modeling (SEM) to explain the relationships between the variables in the research. Additionally, mediation analysis is conducted to examine whether the mediating variables in this study genuinely mediate the relationship between the independent and dependent variables. The following regression equations can be formulated:

Model I (The Influence of Trust in Influencers, Trust in e-WOM, Trust in Social Media Ad Content, and Brand Image on Purchase Intention)

$$MB = + 1INF + 2EWO + 3IKL + 4BI \quad (1)$$

Model II (The Influence of Trust in Influencers, Trust in e-WOM, and Trust in Social Media Ad Content on Brand Image)

$$BI = + 1INF + 2EWO + 3IKL \quad (2)$$

Legend:
MB   = Purchase Intention
BI   = Brand Image
INF   = Consumer Trust in Influencer
EWO   = Consumer Trust in eWOM
IKL   = Consumer Trust in Social Media Ad Content
C   = Constant
βi = Regression Coefficient, i = 1, 2, 3, 4

If the obtained significance level from the test is less than 0.05, then H0 is accepted, meaning there is a significant influence between the tested variables. Conversely, if the significance level is greater than 0.05, then H0 is rejected, and it can be concluded that there is no significant influence between the tested variables.

4. RESULTS AND DISCUSSION

Before entering the hypothesis testing phase, the data used must undergo validity and reliability testing. The dependent variables (trust in influencers, trust in eWOM, and trust in social media ad content) should exhibit convergent and discriminant validity, and the data should also be reliable.

In order for the factor analysis to proceed, the KMO test value should be greater than 0.5, and the Bartlett Test value should be less than 0.05. Based on the test results shown in the table above, the obtained KMO test value is 0.891 and the Bartlett Test is <0.001, indicating that factor analysis can proceed. Some items (INF4, INF6, EWO1, and EWO4) do not meet the validity criteria. Therefore, these items were excluded from further use in the analysis. The following table presents the final results of the factor analysis for the dependent variables.

Table 1 Factor Analysis for Dependent Variables

	FACTOR			Cronbach's Alpha
	1	**2**	**3**	
IKL2	0.851			
IKL1	0.697			
IKL3	0.674			0.808
IKL4	0.609			
INF2		0.769		
INF1		0.682		
INF3		0.649		0.812
INF5		0.537		
EWO3			0.844	
EWO2			0.621	0.808
EWO5			0.536	
KMO Test	0.891			
Bartlett Test	< 0.001			

It can be observed that the factor loading values for each variable are greater than 0.5, and there are no significant cross-loading values. Thus, it can be concluded that convergent and discriminant validity are met.

For the data to be considered reliable, a Cronbach's Alpha value greater than 0.7 is expected. Based on the calculations performed, the Cronbach's Alpha for all dependent variables is above 0.7, indicating that the variables are reliable to proceed to the next stage.

Next, a factor analysis was conducted for the brand image with results as shown in Table 2.

Table 2 Factor Analysis for Brand Image

	Factor	Cronbach's Alpha
	1	
BI2	0.896	
BI4	0.852	
BI1	0.841	0.884
BI5	0.761	
BI3	0.572	
KMO Test	0.822	
Bartlett Test	< 0.001	

Based on the conducted test results, a KMO test value of 0.822 and a Bartlett test value < 0.001 were obtained, indicating that the factor analysis can proceed. Additionally, it can be observed that the factor loading values for each variable are greater than 0.5, and the obtained Cronbach's Alpha value is 0.884. This suggests that the brand image is deemed valid and reliable for further analysis.

Next, a factor analysis was carried out for the purchase intention. The item MB1 had a factor loading value of less than 0.5, leading to the decision not to use it further. The remaining items were subjected to further testing, and the results are as presented in Table 3 below.

Table 3 Factor Analysis for Purchase Intention

	Factor 1	Cronbach's Alpha
MB4	0.935	0.906
MB2	0.871	
MB3	0.812	
MB5	0.758	
KMO Test	0.836	
Bartlett Test	< 0.001	

Based on the conducted test results, a KMO test value of 0.836 and a Bartlett test value < 0.001 were obtained, indicating that the factor analysis can proceed. Additionally, it can be observed that the factor loading values for each variable are greater than 0.5, and the obtained Cronbach's Alpha value is 0.906. This suggests that the brand image is deemed valid and reliable for further analysis.

Next, classical assumption tests were conducted as prerequisites for hypothesis testing analysis. These tests were performed to ensure that parameters and coefficients are not biased. The classical assumption tests consist of normality test, multicollinearity test, and heteroskedasticity test.

a. Normality Test

The following are the results of the normality test for the data of the first model in the study with the dependent variable MB.

Table 4 Results of Normality Test Model I

Asymp. Sig, (2-tailed)	Conclusion
0.200	Normal Distributed

Based on the conducted test, the Asymp. Sig. (2-tailed) value obtained is 0.200 as shown in Table 4. This result is larger than the used α (5%), thus it can be concluded that the data is normally distributed.

Next, the same test was conducted on the second model with the dependent variable BI, and the obtained Asymp. Sig. (2-tailed) value is also 0.200, indicating that the data can be concluded to be normally distributed. The following are the results of the normality test for the second model of the research data.

Table 5 Results of Normality Test Model II

Asymp. Sig, (2-tailed)	Conclusion
0.200	Normal Distributed

b. Multicollinearity Test

The next step is to perform multicollinearity testing to examine the relationship between independent variables with each other. If the collinearity tolerance value is greater than 0.1 and the VIF is below 10, then the regression model built does not exhibit high correlation among the variables. The following are the results of the multicollinearity test.

Table 6 Results of Multicollinearity Test

Dependent Variable	*Independent Variable*	*Tolerance*	VIF	Note
Purchase Intention	Customer trust in influencer	0.538	1.857	There is no occurrence of multicollinearity symptoms
	Customer trust in eWOM	0.505	1.979	
	Customer trust in social media advertising content	0.488	2.050	
	Brand Image	0.526	1.900	
Brand Image	Customer trust in influencer	0.600	1.667	There is no occurrence of multicollinearity symptoms
	Customer trust in eWOM	0.531	1.882	
	Customer trust in social media advertising content	0.521	1.918	

Based on the conducted tests, all tolerance values obtained are above 0.1 and VIF values are below 10, thus it can be concluded that there is no multicollinearity and the data can proceed to the next step.

c. Heteroskedasticity Test

This test is performed using the Glejser method, where each independent variable is tested and should have a significance value greater than 0.05 to be declared as not having heteroskedasticity.

Table 7 Results of Heteroskedasticity Test

Dependent Variable	Independent Variable	Sig.	Note
Purchasing Intention	Customer trust in influencer	0.051	There is no occurrence of heteroskedasticity
	Customer trust in eWOM	0.668	
	Customer trust in social media advertising content	0.203	
	Brand Image	0.066	
Brand Image	Customer trust in influencer	0.470	There is no occurrence of heteroskedasticity
	Customer trust in eWOM	0.097	
	Customer trust in social media advertising content	0.629	

Based on the conducted tests, all the sig. values for the independent variables are above 0.05. Therefore, it can be concluded that there is no heteroskedasticity in the respondent data, and it can proceed to the next testing phase.

Hypotheses Testing

This hypothesis testing is performed using the SEM method. The first step of testing involves examining whether the three independent variables, namely trust in influencer, trust in eWOM, and trust in social media ads content, have a significant impact on brand image and purchase intention. Additionally, brand image acts as a mediator between these three independent variables and purchase intention. The results of this hypothesis testing can be seen in Table 8.

Table 8 Hypothesis Testing Results for Model I

Regression coefficients

Relation	Hypothesis	Estimate	P-Value	Analysis Results
INF → BI	H1 : Customer trust in influencers significantly affects brand image	0.400	0.001	have a significant effect
EWO → BI	H2 : Customer trust in eWOM significantly affects brand image.	0.158	0.148	do not have a significant effect
IKL → BI	H3 : Customer trust in social media advertising content significantly affects brand image.	0.222	0.027	have a significant effect
INF → MB	H4 : Customer trust in influencers significantly affects purchase intention of skincare products.	0.296	0.077	do not have a significant effect
EWO → MB	H5 : Customer trust in eWOM significantly affects purchase intention of skincare products.	0.114	0.431	do not have a significant effect
IKL → MB	H6 : Customer trust in social media advertising content significantly affects purchase intention of skincare products.	-0.132	0.324	do not have a significant effect
BI → MB	H7 : Brand image significantly affects purchase intention of skincare products.	1.120	<.001	have a significant effect

These hypotheses can be assessed based on their p-value, where a hypothesis is accepted if the resulting p-value is below 0.05. From the analysis results, the p-value for testing the influence of trust in influencers on brand image is 0.001. Since the p-value is below 0.05, it can be concluded that the hypothesis is accepted, indicating that trust in influencers significantly affects brand image. Moreover, looking at the estimated value, the influence of trust in influencers on brand image is 0.4. Furthermore, it can be concluded that trust in eWOM does not significantly affect brand image. This is due to the p-value from the test between these two variables being above 0.05, indicating the rejection of the hypothesis. Additionally, the effect of trust in social media ads on brand image results in a p-value of 0.027 and an estimated value of 0.222. Since this value is below 0.05, the hypothesis is accepted, indicating that trust in social media ads significantly affects brand image.

In addition to testing the three independent variables against brand image, this analysis also examines the relationship between these independent variables and the dependent variable, which is purchase intention. Based on the obtained data, the test for the relationship between trust in influencers and purchase intention yields a p-value of 0.077. As the p-value is greater than 0.05, the hypothesis is rejected, indicating that trust in influencers does not significantly affect purchase intention. Next, the relationship between trust in eWOM and purchase intention also results in a p-value above 0.05, specifically 0.431, leading to the rejection of the hypothesis. Therefore, it can be concluded that trust in

eWOM does not significantly affect purchase intention. Furthermore, the research also finds that trust in social media ads content does not significantly affect purchase intention, as the resulting p-value is above 0.05, namely 0.324, resulting in the rejection of the hypothesis. Finally, this testing is also conducted to examine the relationship between the influence of brand image on purchase intention. The p-value for testing these two variables is <0.001. Since the p-value is below 0.05, the hypothesis is accepted, indicating that brand image significantly affects the purchase intention of skincare products.

Because the results of the first analysis indicated that the three independent variables—trust in influencers, trust in eWOM, and trust in social media ads content—do not significantly directly affect purchase intention, a second hypothesis testing was conducted to confirm whether these three independent variables significantly influence brand image and whether brand image significantly affects purchase intention. This second hypothesis testing was also conducted using SEM. The results of the second hypothesis testing can be seen in Table 9.

Table 9 Results of Hypothesis Testing Model II

Regression coefficients

Relation	Hypothesis	Estimate	P-Value	Analysis Results
INF → BI	H1 : Customer trust in influencers significantly affects brand image.	0.425	<.001	have a significant effect
EWO → BI	H2 : Customer trust in eWOM significantly affects brand image.	0.168	0.113	do not have a significant effect
IKL → BI	H3: Customer trust in social media advertising content significantly affects brand image.	0.200	0.040	have a significant effect
BI → MB	H7 : Brand image significantly affects purchase intention of skincare products.	1.302	<.001	have a significant effect

The results of the second hypothesis testing also yielded the same conclusion where the p-values of each independent variable with respect to brand image were below 0.5, except for the p-value in the relationship between trust in eWOM and brand image. The p-value for the relationship between trust in influencers was <0.001, the p-value for the relationship between trust in eWOM was 0.113, and the p-value for the relationship between trust in social media ads content was 0.04. Based on these results, it can be concluded that trust in influencers significantly affects brand image, and trust in social media ads content significantly affects brand image. Meanwhile, trust in eWOM remained proven to not significantly affect brand image. Additionally, in this second hypothesis testing, a further examination was conducted on the relationship between brand image and purchase intention, which yielded a p-value of <0.001. As the p-value is below 0.05, the hypothesis can be accepted, leading to the conclusion that brand image significantly influences purchase intention.

After assessing the effects of each variable on one another, a subsequent analysis was performed to determine whether brand image also acts as a mediator between the relationship of trust in influencers and brand image, as well as trust in social media ads content and brand image. This analysis was carried out using the method of mediation analysis. The results of this analysis can be observed in Table 10.

Table 10 Results of Testing Brand Image as a Mediator Variable

Indirect Effect

Relation	Hypothesis	Estimate	P-Value	Analysis Results
INF → BI → MB	H8 : Brand image significantly mediates the relationship between customer trust in influencers and purchase intention of skincare products.	0.333	<.001	Signifikan berpengaruh
IKL → BI → MB	H10 : Brand image significantly mediates the relationship between customer trust in social media advertising content and purchase intention of skincare products.	0.287	<.001	Signifikan berpengaruh

The results of testing the mediation of brand image in the relationship between trust in influencers and the purchase intention of skincare products, as well as in the relationship between trust in social media ads content and the purchase intention of skincare products, yielded p-values of <0.001. Similar to the criteria used in the previous SEM test, hypotheses are accepted when p-values are below 0.05. Based on these results, it can be concluded that brand image

significantly mediates the relationship between trust in influencers and the purchase intention of skincare products, with a mediating effect of 0.333. Additionally, brand image also significantly mediates the relationship between trust in social media ads content and the purchase intention of skincare products, with a mediating effect of 0.287.

Theoretical Implications

This study examines the relationship between trust factors and purchase intention with brand image as a mediating variable. The study demonstrates that brand image can mediate the relationship between trust in influencers and trust in social media ads content with the purchase intention of skincare products. This research contributes to a deeper understanding of consumer behavior, especially within the Gen Z consumer demographic.

The results of this study provide evidence that trust in influencers has a significant impact on brand image. Additionally, the study confirms that trust in eWOM does not have a significant influence on brand image. Furthermore, the research also establishes that trust in social media ads content has a significant impact on brand image.

Through the conducted hypothesis testing, it is concluded that trust in influencers, trust in eWOM, and trust in social media ad content do not significantly affect the purchase intention of skincare products.

Brand image is proven to have a positive impact as a mediator in the relationship between trust in influencers and purchase intention, as well as in the relationship between trust in social media ad content and purchase intention. Consumers are more likely to have a purchase intention for skincare products if the brand image of the product is favorable. This study is expected to provide a new additional perspective on the factors influencing the purchase intention of skincare products.

Managerial Implications

Based on the findings of this research, there are three implications that can be applied by skincare product companies through their marketing departments: marketing through influencers is quite effective for building a positive brand image, which in turn positively influences the purchase intention of skincare products. Second, marketing through social media ads content is also effective for building a positive brand image, which subsequently has a positive impact on the purchase intention of skincare products. Last, to enhance the purchase intention of skincare products, the marketing team should strive to improve the brand image of the products. This can be achieved, in part, by focusing on enhancing trust in influencers and trust in social media ad content.

5. CONCLUSION AND RECOMMENDATION

Conclusions

From this study, conclusions have been drawn based on the results of the conducted tests. The following conclusions have been successfully obtained:

1. Consumer trust in influencers has been proven to significantly influence brand image.
2. Consumer trust in eWOM (electronic Word of Mouth) has been proven not to significantly influence brand image.
3. Consumer trust in social media advertising content has been proven to significantly influence brand image.
4. Consumer trust in influencers has not been proven to significantly influence the purchase intention of facial skincare products.
5. Consumer trust in eWOM has not been proven to significantly influence the purchase intention of facial skincare products.
6. Consumer trust in social media advertising content has not been proven to significantly influence the purchase intention of facial skincare products.
7. Brand image has been proven to significantly influence the purchase intention of facial skincare products.
8. Brand image has been proven to significantly mediate the relationship between consumer trust in influencers and the purchase intention of facial skincare products.
9. Brand image has not been proven to significantly mediate the relationship between consumer trust in eWOM and the purchase intention of facial skincare products.
10. Brand image has been proven to significantly mediate the relationship between consumer trust in social media advertising content and the purchase intention of facial skincare products.

Research Limitations

This research has limitations stemming from factors beyond the scope of the study. The study was restricted to a sample of only 154 Gen Z individuals (aged 10 - 25 years) residing in the DKI Jakarta area. The research scope was limited to discussing skincare products as the research object. At the time of this study, online transactions through e-

commerce platforms were more prevalent.

Recommendations

Considering the limitations in this study, here are some suggestions that can be provided for further research, with the hope of deepening the understanding of the researched topic and generating more substantial contributions in this field:

1. Subsequent research could be conducted with a larger sample size and a broader demographic.
2. Research could be carried out on different populations, apart from the Gen Z group (aged 10 - 25 years), to explore potential age-related differences in conclusions.
3. Further studies could explore the impact of consumer trust in eWOM as an independent variable, brand image as a mediator, and purchase intention as a dependent variable. Such research could span across various industries, populations, age groups, or demographics.
4. Future research might involve global influencers and global brands as objects of study, examining the influence of consumer trust in social media information on purchase intent.
5. Subsequent studies could be conducted in different industries to test the direct effects of consumer trust in eWOM, influencers, and social media advertising content on purchase intent.

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