

THE INFLUENCE OF INFLUENCER CREDIBILITY AND BRAND TRUST ON PURCHASING DECISIONS FOR SKINCARE PRODUCTS IN LAMONGAN (Case Study On The Originote Product)

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ABSTRACT

This study aims to analyze the influence of influencer credibility and brand trust on purchasing decisions for skincare products in Lamongan, particularly in the context of overclaiming products. The issue of overclaiming skincare products has gained attention in Indonesia after a content creator known as "dokter detektif" conducted lab tests on several viral skincare products and found that some of them were overclaiming. This study uses [research method] to collect data and analyze the influence of influencer credibility and brand trust on purchasing decisions for skincare products. The results of this study are expected to provide insights into the factors that influence purchasing decisions for skincare products and their implications for the skincare industry in Indonesia.

INTRODUCTION

This research focuses on the theme of purchasing decisions for skincare products, due to issues related to the decline in purchases caused by overclaimed skincare products. The issue surfaced through the post of a content creator named detective doctor, who often uploads videos of products that have overclaimed, based on lab tests conducted. (Handayani, 2024). Overclaim is a word used by Indonesians to refer to products that do not match the original content or claims given (Arfia, 2023). Claims that do not match are feared to cause potential harm to the skin, depending on the level of skin sensitivity in each person.

The controversy carried out by detective doctors by conducting lab tests is carried out on skincare formulations that are viral and are in demand by many people in Indonesia. Meanwhile, so far the public has only focused on BPOM.

One of the skincare products that have been lab tested by detective doctors is the originote product, from a variety of originote products, glutha bright serum and retinol cream products that have been tested by detective doctors. Both products were declared overclaim by the detective doctor, previously the claim on the glutha bright serum product contained 10% niacinamaide and the retinol cream

product contained 3 types of retinol, but apparently the results of the lab test showed 4.97% niacinamide not 10% niacinamide as claimed.

Meanwhile, the retinol cream showed no detectable retinol content at all, so both products from the best-selling brand did not match the claims given.

In Indonesia the originote is one of the best-selling products in tiktok shop in 2024, the originote managed to become one of the top selling brands in Indonesia. However, the overclaim issue on the originote product makes researchers interested in conducting research related to purchase decisions. The issues circulating are likely to cause a decline in the originote product and public trust in the brand is depreciated. However, it cannot be denied that the role of influencer credibility is likely to make people regain trust in the originote product, or vice versa.

The issue has developed to cause a decrease in purchase decisions. So this still requires empirical explanation regarding the significance between variables. This research focuses on influencer credibility and brand trust as independent variables and purchase decision as the dependent variable.

RESEARCH METHODS

This study, the authors used descriptive quantitative research methods using survey methods. The population in this study were users of the originote skincare product, in Lamongan district in 2024. However, the number is unlimited and unknown, because consumers spread throughout the region in Lamongan district. and the sample criteria are as follows: People in Lamongan Regency and People who use the originote skincare. the number of samples that researchers used was 96 respondents.

RESULTS AND DISCUSSION

Partial test (T test)

The T-test is a statistical test used to determine the effect or relationship between one independent variable with the dependent variable, by controlling other independent variables by comparing the tcount value with the ttable. The results of the determination test are shown in the table below:

1. If $t_{count} > t_{table}$ or $t_{count} < -t_{table}$ then H_0 is rejected and H_a is accepted. This means that the independent variable has an effect on the dependent variable.
2. If $-t_{table} \leq t_{count} \leq t_{table}$ then H_0 is accepted and H_a is rejected. This means that the independent variable does not have an effect on the dependent variable.

Table

The table is in the middle. Use Times New Roman and a font size of 8 to 11. Horizontal lines in the middle of the table do not need to be displayed; only the headings and the last part should be displayed, nor should there be vertical lines. Make sure you create the table correctly via the Insert Table menu. Tables should be referenced in the text by writing something like: "Tables are written with a big 'T'."

**Table 1 The Result (Partial)
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7,117	1,762		4,038	<,001
Kredibilitas influencer	,264	,098		, 329	<,001
Brand Trust	,303	,100		, 371	<,001

Dependent Variable: Keputusan Pembelian

Source: SPSS 25 Statistical Output processed in 2025

Based on the above test with significant $a = df = n - k - 1$ ($96 - 2 - 1 = 93$) obtained t table (0.2700) with the following analysis:

1. The effect of influencer credibility (X1) on purchase decision (Y) from the t test results obtained $t_{count} > t_{table}$ with a value of $2.700 > 1.985$ and a significance level of $0.007 \leq 0.05$. then H_0 is rejected and H_1 is accepted, meaning that significantly and partially the credibility of influencers has an influence on the purchase decision of the originote skincare product in Lamongan district.
2. The effect of brand Trust (X2) is 3.045. From the above criteria it is known the calculated value $> t_{table}$ obtained from the coefficients table, namely $3.045 > 1.985$, the significance level is $0.000 \leq 0.05$, so H_1 is accepted, meaning that it is significant and partial brand trust has an influence on the purchase decision of the originote skincare product in Lamongan district.

F Test (Simultaneous)

From the table above, the F_{count} result is 35.448, while F_{table} is obtained by the formula $df = (n - k - 1)$, namely $96 - 2 - 1 = 93$. Then obtained F_{table} of 3.09 Thus obtained $F_{count} 35.448 > F_{table} 3.09$ and the level of significance is $0.000 < 0.000$. significance level is $0.000 < 0.05$ then H_0 is rejected.

Table 2 F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	627,835	2	313,917	45,447	<,000 ^b
	Residual	823,571	93	8,856		
	Total	1451,406	95			

Dependent Variable: Keputusan Pembelian

Predictor: Kredibilitas Influencer, Brand Trust

Source: SPSS 25 Statistical Output processed in 2025

So base on the table above, concluded that influencer credibility (X1) and brand trust (X2) together have a significant simultaneous effect on purchase. together have a significant simultaneous effect on the purchase decision of skintific products in lamongan district

Multiple Linear Regression Test

Measure the impact of multiple predictor variables (independent variables) on the dependent variable, multiple linear regression analysis was implemented. In addition, the multiple linear regression analysis yielded the following results: Based on the previous table, the regression was found to be: $Y = a + b_1X_1 + b_2X_2 + e$ $Y = 7.117 + 0.264X_1 + 0.303X_2 + 1.762$ Harmonizing the regression equation contains several explanations, namely.

Table 3 Multiple Linear Regression Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7,117	,1762			
Kredibilitas influencer	,264	,097	,273	,329	<,001
Brand Trust	,304	,100	,233	,371	<,001

a. Dependent Variable: Keputusan Pembelian

Source: SPSS 25 Statistical Output processed in 2025

1) The value is constant at 7.117, which means that if the dependent variable purchase decision (Y) is 7.117 with the assumption that other variables that affect the purchase decision (Y) are considered constant.

considered constant.

2) The value of the regression coefficient of the influencer credibility variable

$b_1 = 0.264$ means that if religiosity is increased by 1 unit or 1 unit,

then the purchase decision will increase by 0.264 with the assuming other influencing variables are considered constant

3) The value of the regression coefficient of the brand trust variable

As much as 1.762 means that each increase of one unit of the brand trust variable also increases the market share by 1.762 Conversely, a decrease of one unit of the brand trust variable also decreases the purchase decision by 1.762 units through the assumption that other variables are constant. Based on the multiple linear regression equation, it can be seen that the most influential independent variable is the brand trust variable with a coefficient of 1.762 and the least influential is the influencer's credibility with a coefficient of 0.303.

Coefficient of Determination Test

The coefficient of determination is a number that states or is used to determine the contribution or contributions made by one or more variables X (independent) to variable Y (dependent).

**Table 4 Determination
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658 ^a	.433	.420	2.976

a. Predictors: (Constant), Kredibilitas Influencer, Brand Trust

Source: SPSS 25 Statistical Output processed in 2025

Aligned with the previous table, it is interpreted that R^2 is 0.420, which means that 40% of the Purchase decision (Y) of the Lamongan Community can be explained by the two independent variables of influencer credibility (X1) and brand trust (X2). Then 100%-40% of the remaining 60% is described in various other indikator.

CONCLUSION

Based on the findings of the study, it shows that the cause of the purchase decision is the factor of influencer credibility. This is due to the tendency for the nature of consumption to prioritize the name of the influencer. thus making purchases with products that are already famous for that label and seeing who promotes it. This is because the people of Lamongan Regency have not been able to control their consumptive nature.

1. T Test (Partial)

The effect of influencer credibility (X1) on purchase decision (Y) from the t test results obtained $t_{count} > t_{table}$ with a value of $2.700 > 1.985$ and a significance level of $0.007 \leq 0.05$ then H_0 is rejected and H_1 is accepted, meaning that significantly and partially influencer credibility has an influence on the purchase decision of the originote skincare product in Lamongan district. The effect of brand Trust (X2) is 3.045. From the above criteria, it is known that the calculated value $> t_{table}$ obtained from the coefficients table is $3.045 > 1.985$, the significance level is $0.000 \leq 0.05$, so H_1 is accepted, meaning that it is significant and partial brand trust has an influence on the purchase decision of the originote skincare product in Lamongan district.

2. F Test (Simultaneous)

From the table above, the Fhitung result is 35.448 while Ftabel is obtained by the formula $df = (n - k - 1)$, namely $96 - 2 - 1 = 93$ Then Ftabel is obtained at 3.09 Thus, Fhitung is $35.448 > Ftabel$ 3.09 and the level of significance is $0.000 < 0.05$, so H_0 is rejected, so it can be concluded that influencer credibility (X1) and brand trust (X2) together have a significant simultaneous effect on the purchase decision of skintific products in lamongan district.

3. Multiple Linear Regression Test (Dominant)

The value is constant at 7.117, which means that if the dependent variable purchase decision (Y) is 7.117 assuming other variables that affect are considered constant. The value of the regression coefficient of the influencer credibility variable $b_1 = 0.264$ means that if religiosity is increased by 1 unit or 1 unit, then the purchase decision will increase by 0.264 with the assumption that other variables that influence are considered constant. The value of the regression coefficient of the brand trust variable as much as 1.762 means that every one unit increase in the brand trust variable also increases market share by 1.762 Conversely, decreasing one unit of the brand trust variable also reduces the purchase decision by 1.762 units through the assumption that other variables are constant. Based on the multiple linear regression equation, it can be seen that the most influential independent variable is the brand trust variable with a coefficient of 1.762 and the least influential is the influencer's credibility with a coefficient of 0.303.

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