

# The Influence Of Beauty Influencer Marketing And Viral Marketing On Purchase Intention: The Mediating Role Of Brand Trust In The Originote Skincare Products

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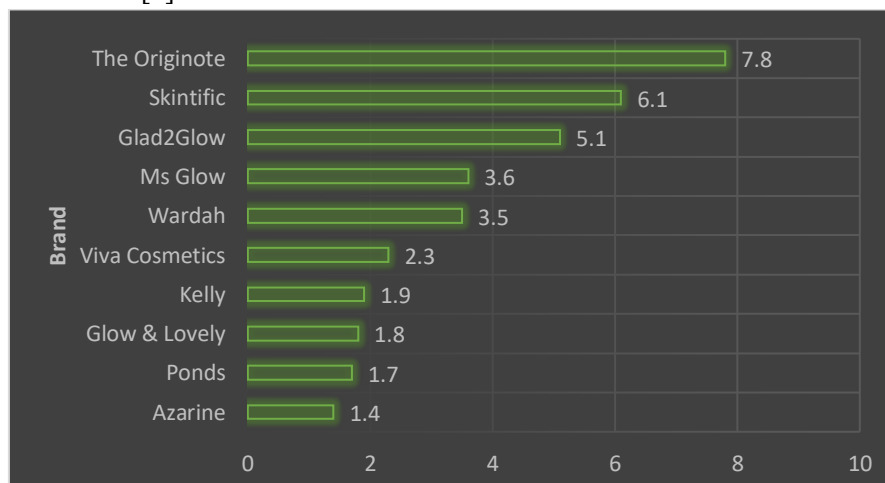
## Abstract.

*This study aims to examine the impact of beauty influencer marketing and viral marketing on purchase intention, with brand trust as a mediating variable in the context of the skincare brand The Originote. The use of influencer and viral marketing strategies has become increasingly popular among brand owners as a means to foster consumer trust and drive purchasing behaviour. A quantitative approach with an explanatory research design was adopted. Primary data were collected through an online questionnaire distributed to 160 male and female respondents aged 20 and above, all of whom are active social media users familiar with the influencers Tasya Farasya and Dokter Detektif. The data were analyzed using the Partial Least Square Structural Equation Modeling (PLS-SEM) method via SmartPLS 4.0 software. The findings reveal that both beauty influencer marketing and viral marketing have a positive and significant influence on brand trust and purchase intention. In addition, brand trust was found to significantly mediate the relationship between both types of marketing and purchase intention.*

**Keywords:** Beauty Influencer Marketing; Viral Marketing; Brand Trust and Purchase Intention.

## I. INTRODUCTION

The skincare business is a timeless industry because it has become a necessity in everyday life. Skincare is not only for women but also for men who are now interested and aware of caring for their skin. The importance of using skincare is not only to improve appearance but also to nourish the skin after a day of activities so that the skin will look healthier and more well-groomed. Beauty and personal care products are the second most popular products (49.73%) purchased by consumers using e-commerce platforms. The fashion category ranks first with a figure (70.13%) besides that in third place is Food and Beverage (40.8%) and so on [1]. One of the skincare brands that is currently viral and widely discussed is The Originote, this skincare brand went viral because its moisturizing products have been widely reviewed by beauty influencers through the Tiktok and Instagram platforms, they recommend using The Originote moisturizer because it is claimed to be effective in moisturizing and improving skin texture besides the price of The Originote products is quite affordable [2].



**Fig 1.** Merek Pelembab Terlaris Tahun 2024

Source: Databoks, 2024

Based on research conducted by Kompas through analysis of sales data on several e-commerce such as Shopee, Tokopedia, and Blibli, it is known that The Originote brand occupies the top position in the skincare moisturizer sales category. The second position is occupied by Skintific, followed by Glad2Glow in third place, and other brands. Building Trust or confidence in a skincare brand is very important to build because the use of skincare itself cannot be careless and must pay attention to the contents of the product because the contents of dangerous skincare will damage the skin. Therefore, trust in the brand is important to establish good communication between a brand and buyers [3] When trust in the brand has been formed, this will foster purchase intention for the skincare product. Cuong [4] found a significant and positive effect of brand trust on purchase intention. In the strategy to expand marketing and build trust in a brand, the use of influencer marketing strategies and viral marketing is one of the strategies that is currently widely used. The Originote beauty products have been widely reviewed by famous influencers such as Tasya Farasya, who is known as a credible beauty influencer and is widely trusted by Instagram and Tiktok users. Thanks to the honest review by beauty influencer Tasya Farasya, The Originote moisturizer products have been widely discussed and many people have started reviewing the product on social media. Ramadhan et al [5] showed that marketing using influencers has an effect on purchase intention. Viral marketing content shared by influencers can effectively capture the audience's attention, thereby increasing their interest in trying the product and ultimately leading to purchase intention. Previous research has identified a positive and significant relationship between viral marketing and consumers' purchase intention [6].

The impact of marketing success is of course not only from the use of Influencer Marketing and Viral Marketing, this success certainly also requires consumer trust in a strong brand, and consumer knowledge of the cosmetic brand. Based on WixeCommerce [7] brand trust measures how much consumers trust a brand, this shows whether a brand's branding is consistent and can fulfill its promises and is consistent with the values it has. However, currently The Originote is experiencing quite serious problems, a doctor who is known on various social media platforms with the account name Dokter Detektif or commonly called Doktif has uploaded a video, namely providing information that one of The Originote's products, namely Gluta Bright B3 Serum, is known to be Overclaim (excessive claims). The video went viral on various social media. In the video uploaded by Doktif, there are lab test results showing that the content in The Originote serum is lower than what has been claimed, The Originote claims that their serum product has 10% Niacinamide content which can brighten the skin but in fact the lab results show that the Niacinamide content is only 4.97% which is very far from what has been claimed [8]. With this problem, many people finally expressed their disappointment with The Originote products and asked about the honesty and truth of the content of The Originote skincare products. Related to this phenomenon, this study aims to determine the effect of beauty influencer marketing and viral marketing on the purchase intention of The Originote products with brand trust as a mediator. The formulation of the problem raised in this study includes the relationship between influencer marketing and viral marketing on purchase intention, the influence of both on brand trust, and the role of brand trust in mediating the influence of influencer marketing and viral marketing on purchase intention.

### **The Influence of Beauty Influencer Marketing on Brand Trust**

A study by Celestin & Sujatha [9] found that influencer marketing has proven to be an effective strategy in increasing brand visibility and Trust. Emeraldal & Kuniawati [10] in their study found that there is a positive influence of influencer marketing on brand trust. Another study conducted by Sumanti, Diandra et al [11] found that there is a positive influence of influencer marketing on brand trust. With research that will focus on beauty influencers, the hypothesis in this study is made as follows:

H1: Beauty influencer marketing has a positive influence on brand trust.

### **The Influencer of Beauty Influencer Marketing on Purchase Intention**

According to research conducted by Cahyani et al [12], it was found that Tasya Farasya's credibility can influence the intention to purchase a product. In research conducted by Charis et al. [13] showed that the use of influencers in marketing can increase the desire to buy a product, this happens because of the credibility of an influencer. Another study conducted by Perintis et al [14] found that influencer marketing

with the variables of credibility, trust, authenticity and charisma can influence purchase intention. So the hypothesis proposed is:

H2: Beauty influencer marketing has a positive influence on purchase intention

#### **The Influence of Viral Marketing on Brand Trust**

Research conducted by Murni & Salim [15] found that marketing strategies using viral marketing can influence brand trust positively and significantly. So the hypothesis made in this study is:

H3: Viral marketing has a positive influence on brand trust

#### **The Influence of Viral Marketing on Purchase Intention**

Based on research conducted by Riska Dinda Anissa & Tobing [16], it was found that viral marketing has a significant and positive effect on the intention to purchase local Indonesian brand beauty products. Another finding was found by Putri et al [17], namely that viral marketing has a positive and significant effect on the intention to purchase skincare products. Haryani, Dwi et al [18] in their study found that viral marketing has a positive and significant effect on purchase intention. In addition, a study conducted by G T S et al [19] also showed that there is a positive relationship between viral marketing and purchase intention. So the hypothesis made in this study is:

H4: Viral marketing has a positive influence on purchase intention.

#### **The Influence of Brand Trust on Purchase Intention**

According to Alatas & Tabrani [20], purchase intention is a product or service that someone wants to buy from a specific brand. DAM [21] found that there is a positive influence of brand trust on purchase intention. Similar research also shows that brand trust influences the intention to buy a product [22]. Thus, the hypothesis proposed is:

H5: Brand trust has a positive influence on purchase intention.

#### **The Influence of Beauty Influencer Marketing on Purchase Intention through Brand Trust**

Based on several research results, it was found that an influencer can increase consumer purchase intention, with content that can increase trust in a brand, it is hoped that it will increase the intention to buy the product. A study by Iskandar & Sharif [23] found that endorsements made by influencers have a positive and significant influence on purchase intention, and that trust moderates the relationship between influencer endorsement and purchase intention. Another study conducted by Mammadli [24] found that brand trust mediates the influence of social media influencers on purchase intention. So the hypothesis made is:

H6: Beauty influencer marketing positively influences purchase intention through brand trust.

#### **The Influence of Viral Marketing on Purchase Intention through Brand Trust**

Viral content is expected to gain consumer trust, which can lead to purchase intention. Pasaribu et al [25] found that viral marketing significantly influences purchase intention with trust acting as a mediating variable.

H7: Viral marketing positively influences purchase intention through brand trust.

## **II. METHODS**

Quantitative method is the method that will be used in this study. The hypothesis that will be tested is to see the influence between variables. This study aims to explain why a symptom or event can occur, this study is called explanatory research [26]. A survey will be conducted to collect data by distributing questionnaires through Instagram social media in the form of a Google Form link. Based on Sekaran & Bougie [27] researchers must determine samples based on the criteria made.

- Criterion 1: Social media users who are familiar with the beauty influencer Tasya Farasya and the viral figure Dokter Detektif (a.k.a. Doktif).
- Criterion 2: Male or female consumers aged 20 years or older who are aware of and have purchased products from The Originote.

In this study, it is not known how many individuals there are so that samples will be taken, the population will be collected by taking a portion of the existing number of individuals to represent the population. Determination of the number of samples studied using the Cochran formula [28]. The minimum sample required is 96 samples, in this study samples will be taken from 160 respondents.

Since the total population is unknown, sampling was carried out using Cochran's formula [28], with a minimum required sample size of 96. This study collected data from 160 respondents. The study uses a Likert scale (1–5) as the measurement tool. Data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The SmartPLS 4.0 software was used to process the data. PLS is suitable for confirming theoretical models and exploring relationships between latent variables [29]. The evaluation of the model includes descriptive analysis and statistical analysis, such as: Outer model evaluation, Inner model evaluation, Hypothesis testing.

### III. RESULTS AND DISCUSSION

In reflective measurement, the Outer Loading, Cronbach Alpha, Composite Reliability and AVE values of the four variables will be seen with the following result:

Variabel	Item Pengukuran	Outer Loading	Cronbach Alpha	Composite Reliability	AVE
Beauty Influencer Marketing	BI1	0.870	0.804	0.870	0.626
	BI2	0.803			
	BI3	0.769			
	BI4	0.716			
Viral Marketing	VM1	0.861	0.883	0.928	0.810
	VM2	0.892			
	VM3	0.946			
Brand Trust	BT1	0.731	0.796	0.867	0.620
	BT2	0.792			
	BT3	0.790			
	BT4	0.833			
Purchase Intention	PI1	0.800	0.848	0.897	0.687
	PI2	0.860			
	PI3	0.876			
	PI4	0.775			

**Tabel 1.** Reflective Measurement Result Of Each Variable

Source: Processing Results with Smart PLS 4.0

The beauty influencer marketing variable has an outer loading value between 0.716 - 0.870, which means that the four measurement items are valid and reflect or represent the measurement of beauty influencer marketing with an acceptable and reliable level of variable reliability seen from the Cronbach's alpha and composite reliability values above 0.70. The AVE measurement shows a value of more than 0.50, meaning that it has met the requirements for good convergent validity. The overall variation of beauty influencer marketing measurement items reaches 62.6%. The outer loading of the viral marketing variable is 0.861 - 0.946, which means it is valid and reflects the measurement of viral marketing. The Cronbach's alpha and composite reliability values are above 0.70, which means it is reliable with an AVE value of 0.810, which means it has met the requirements for good convergent validity.

So that the overall variation of viral marketing measurement items reaches 81%. The purchase intention variable has an outer loading value between 0.775-0.876, which means that the four measurement items are valid and reflect the measurement of purchase intention. The Cronbach's alpha and composite reliability values are above 0.70, which means reliable. The AVE value obtained is 0.687, which means it has met the requirements for good convergent validity. So that the overall variation of purchase intention measurement items reaches 68.7%. The brand trust variable is measured using four indicators that are proven valid with outer loading values between 0.731 - 0.833, which indicates that all indicators reflect brand trust measurements. The Cronbach's Alpha and composite reliability values are above 0.70, which means reliable. The AVE value is 0.620, which means the level of convergent validity has met the requirements. So that the overall variation of brand trust measurement items reaches 62%.

### Multicollinearity Test

The purpose of this multicollinearity test is to determine multicollinearity between variables by assessing the correlation between independent variables. The results can be seen in the following table:

Inner VIF Values	VIF
Beauty Influencer Marketing -> Brand Trust	1,075
Beauty Influencer Marketing -> Purchase Intention	1,274
Viral Marketing -> Brand Trust	1,075
Viral Marketing -> Purchase Intention	1,308
Brand Trust -> Purchase Intention	1,546

**Table 1.** VIF Calculation Results

Source: Processing Results with Smart PLS 4.0

The multicollinearity test is conducted to detect whether there is a strong correlation between the independent variables that could potentially bias the regression estimates. This is assessed through the VIF values. The results show that all VIF values for the model are well below the critical value of 5, with the highest VIF recorded at 1.546. These findings confirm that multicollinearity is not present in the model, and the estimation results are considered robust and reliable.

### Discriminant Validity

In the evaluation of discriminant validity, it will be seen from 3 (three) tables of questionnaire processing results, namely fornell larcker, HTMT, and cross loading. The results of data processing can be seen in the following table:

Variable	<i>Beauty Influencer Marketing</i>	<i>Brand Trust</i>	<i>Purchase Intention</i>	<i>Viral Marketing</i>
<i>Beauty Influencer Marketing</i>	0,791			
<i>Brand Trust</i>	0,463	0,787		
<i>Purchase Intention</i>	0,625	0,675	0,829	
<i>Viral Marketing</i>	0,264	0,484	0,686	0,900

**Table 2.** Fornell-Larcker Calculation Result

Source: Processing Results with Smart PLS 4.0

Fornell and Larcker's criterion is that the AVE root of the variable is greater than the correlation between the variables. The beauty influencer marketing variable has an AVE root of 0,791 which when seen in the table is greater than the correlation value of brand trust (0,463), purchase intention (0,625), and viral marketing (0,264). The results show that the discriminant validity criteria were met for all variables included in the model, confirming that each construct is distinct from the others. Likewise, the validity of brand trust, purchase intention and viral marketing which have AVE roots greater than the correlation between the variables.

Variable	<i>Beauty Influencer Marketing</i>	<i>Brand Trust</i>	<i>Purchase Intention</i>	<i>Viral Marketing</i>
<i>Beauty Influencer Marketing</i>				
<i>Brand Trust</i>	0,548			
<i>Purchase Intention</i>	0,732	0,812		
<i>Viral Marketing</i>	0,289	0,561	0,775	

**Table 3.** HTMT Calculation Result

Source: Processing Results with Smart PLS 4.0

HTMT is considered a more sensitive and accurate measure of discriminant validity. Hair et al. (2019) recommend a threshold below 0,90. The HTMT values in this study all fell below that threshold, further supporting the discriminant validity of the constructs.

	<b>BI</b>	<b>BT</b>	<b>PI</b>	<b>VM</b>
<b>BI1</b>	0,870	0,514	0,610	0,310
<b>BI2</b>	0,803	0,349	0,518	0,206
<b>BI3</b>	0,769	0,251	0,414	0,145
<b>BI4</b>	0,716	0,282	0,383	0,121
<b>BT1</b>	0,397	0,731	0,477	0,306
<b>BT2</b>	0,330	0,792	0,576	0,436
<b>BT3</b>	0,334	0,790	0,491	0,292
<b>BT4</b>	0,394	0,833	0,568	0,461
<b>PI1</b>	0,530	0,535	0,800	0,507
<b>PI2</b>	0,660	0,626	0,860	0,522
<b>PI3</b>	0,439	0,570	0,876	0,763
<b>PI4</b>	0,436	0,496	0,775	0,447
<b>VM1</b>	0,203	0,363	0,541	0,861
<b>VM2</b>	0,274	0,486	0,668	0,892
<b>VM3</b>	0,228	0,446	0,632	0,946

**Table 4.** Cross Loading Calculation Result

Source: Processing Results with Smart PLS 4.0

The outer loading of each item on its respective construct was greater than its loadings on other constructs, providing additional support for discriminant validity.

#### **Structural Model Evaluation (Inner Model)**

The structural model was assessed to evaluate the relationships among latent variables using R-square, Q-square, and SRMR as the key fit indicators.

<b>Variable</b>	<b>R-square</b>	<b>Q-square</b>
<i>Brand Trust</i>	0,353	0,209
<i>Purchase Intention</i>	0,734	0,494

**Table 5.** R-Square and Q-Square Calculation Result

Source: Processing Results with Smart PLS 4.0

According to Chin (1998) the qualitative interpretation value of R-square is low influence (0,19 – 0,33), moderate influence (0,33 – 0,67), and high influence (0,67 and above). Based on the results of the processing above, it can be said that the magnitude of the joint influence of beauty influencer marketing and viral marketing on brand trust is 35,3% which is included in the moderate influence category. In addition, the magnitude of the influence of beauty influencer marketing, viral marketing and brand trust as mediation on purchase intention is 73,4% which is included in the high influence category. Q-square describes the measure of prediction accuracy, namely how well each change in exogenous/endogenous variables is able to predict endogenous variables. This measure is a form of validity in PLS to state the suitability of model predictions (predictive relevance). Based on the results of the processing above, the Q-square value of the brand trust variable is 0,204, meaning low prediction accuracy, and the purchase intention variable with a value of 0,494 means it has moderate accuracy approaching high.

	<b>Taksiran Model</b>
<b>SRMR</b>	0,091

**Table 6.** SRMR Calculation Result

Source: Processing Results with Smart PLS 4.0

The Standardized Root Mean Square Residual (SRMR) was used to assess the overall fit of the model. The SRMR value obtained was 0,091. According to Schermelleh-Engel et al [31], an SRMR value between 0,08 and 0,10 indicates an acceptable model fit. Therefore, the model demonstrates a satisfactory degree of goodness-of-fit.



### Hypothesis Testing – Direct Effects

Hypothesis testing is used to explain the direction of the relationship between endogenous and exogenous variables. In hypothesis testing, there are several values that need to be seen, namely the t-statistic value and the probability value [29].

Hipotesis	Path Coefficient	T statistics ( O/STDEV )	p-value	95% Confidence Interval Path Coefficient		f-square
				Lower Limit	Upper Limit	
H1. <i>Beauty Influencer Marketing -&gt; Brand Trust</i>	0,359	5,424	0000	0.229	0.487	0.186
H2. <i>Beauty Influencer Marketing -&gt; Purchase Intention</i>	0,377	8,741	0,000	0,290	0,462	0,418
H3. <i>Viral Marketing -&gt; Brand Trust</i>	0,388	6,926	0,000	0,274	0,492	0,217
H4. <i>Viral Marketing -&gt; Purchase Intention</i>	0,447	8,662	0,000	0,341	0,539	0,575
H5. <i>Brand Trust -&gt; Purchase Intention</i>	0,284	4,914	0,000	0,178	0,403	0,196

**Table 7.** Result of Processing the Direct Effect Hypothesis Test

Source: Processing Results with Smart PLS 4.0

1. The first hypothesis (H1) is that there is a positive and significant influence of beauty influencer marketing on increasing brand trust in The Originote products with a path coefficient (0.359), p-value (0.000 < 0.05) and a t-statistic value of 5.424 which is greater than the t-table (1.96). However, the existence of Tasya Farasya's beauty influencer marketing in increasing brand trust in The Originote products has a moderate influence at the structural level (f-square = 0.186). Increasing Tasya Farasya as a beauty influencer who markets skincare products in her marketing will be very important for increasing brand trust in The Originote products up to 0.487. 2.

2. The second hypothesis (H2) is accepted, namely that there is a significant influence of Tasya Farasya as a beauty influencer marketing on increasing purchase intention of The Originote products with a path coefficient value of 0.377, p-value (0.000 < 0.05) and a t-statistic value of 8.741 (greater than 1.96). If you look at the f-square number, the existence of Tasya Farasya as a beauty influencer in her marketing in increasing purchase intention has a high influence (0.418) so that making improvements will help to maximize its influence on purchase intention of The Originote products up to 0.462. 3.

3. The third hypothesis (H3) is accepted, namely that there is a significant influence of viral marketing on brand trust with a path coefficient value of 0.388, p-value (0.000 < 0.050) and a t-statistic value of 6.926 (greater than 1.96). If you look at the f-square number, the existence of Doktif in increasing viral marketing has a moderate influence (0.217) so that making improvements will be able to increase the influence of viral marketing on trust in the The Originote brand by 0.492.

4. The fourth hypothesis (H4) is accepted, namely that there is an influence of viral marketing on purchase intention with a path coefficient value of 0.447, p-value (0.000 < 0.050) and a t-statistic value of 8.662 (greater than t-table 1.96). Based on the f-square results, it was found that the existence of Doktif viral marketing in increasing the purchase intention of The Originote products already has a high influence and exceeds the 95% confidence interval limit.

5. The fifth hypothesis (H5) is accepted, namely there is a significant influence of brand trust on the purchase intention of The Originote products with a path coefficient value of 0.284, p-value (0.000 < 0.050) and a t-statistic value of 4.914 (greater than the t-table of 1.96). However, if you look at the f-square results, consumer trust in The Originote products in increasing purchase intention has a moderate influence with a

value of 0.196. So making an improvement will be very important to increase the influence of brand trust on the purchase intention of The Originote products to 0.403.

### Hypothesis Testing – Indirect Effects (Mediating Role of Brand Trust)

The mediating role of brand trust was tested using indirect path analysis. The  $\text{upsilon } v$  values indicate the strength of the mediation effects, with values of 0.01, 0.075, and 0.175 representing weak, moderate, and strong mediation, respectively [32]

Hipotesis	Path Coefficient	$p$ -value	95% Confidence Interval Path Coefficient		$\text{Upsilon } v$
			Lower Limit	Upper Limit	
H6. <i>Beauty Influencer Marketing -&gt; Brand Trust -&gt; Purchase Intention</i>	0,102	0,001	0,052	0,172	0,010
H7. <i>Viral Marketing -&gt; Brand Trust -&gt; Purchase Intention</i>	0,110	0,000	0,061	0,179	0,012

**Table 8.** Result of Processing the Direct Effect Hypothesis Test

Source: Processing Results with Smart PLS 4.0

6. The sixth hypothesis (H6) is accepted where brand trust significantly acts as a mediating variable, namely mediating the indirect influence of beauty influencer marketing on purchase intention with a mediation path coefficient of 0.102 and a  $p$ -value ( $0.001 < 0.05$ ). However, if seen from the  $\text{upsilon } v$  value of (0.010), which means that the mediating role of brand trust is still classified as having a low mediating influence. Seen in the 95% confidence interval, if the level of trust in the The Originote brand is increased, this mediating role will be able to increase to 0.172, which means that the influence of the mediating variable brand trust will play a greater role in increasing the indirect influence of beauty influencer marketing on purchase intention. The results obtained are in line with previous studies conducted by Iskandar & Sharif (2022) and Mammadli (2021) which found that brand trust significantly mediates the influence of social media influencers on purchase intention.

7. The seventh hypothesis (H7) is accepted where brand trust significantly acts as a mediating variable, namely mediating the indirect effect of viral marketing on purchase intention with a mediation path coefficient of 0.110 and a  $p$ -value of 0.000 which is less than 0.05. Even so, if you look at the  $\text{upsilon } v$  value of (0.012), which means that the mediating role of brand trust is still classified as having a low mediating influence, with a 95% confidence interval, it can be seen that the role of brand trust can still be increased to 0.179. These results are in line with previous research conducted by Pasaribu et al (2023) that viral marketing has a positive and significant influence with trust as a mediating variable.

## IV. CONCLUSION

Based on the analysis and evaluation of the data, all proposed hypotheses are supported. The results show that Tasya Farasya, as a beauty influencer, significantly contributes to building brand trust and increasing purchase intention for The Originote products. Her credibility and distinctive communication style have proven effective in influencing consumer trust. Meanwhile, although viral content shared by Dokter Detektif (Doktif) initially triggered a decline in public trust due to overclaim issues, The Originote's quick response and clarification efforts helped restore its brand image and rebuild consumer trust. Furthermore, the study confirms that brand trust functions as a mediating variable, strengthening the influence of both beauty influencer marketing and viral marketing on purchase intention. This highlights the crucial role of brand trust in shaping consumer behavior and suggests it should be a strategic focus in The Originote's future marketing efforts.

## V. ACKNOWLEDGMENTS

First and foremost, I would like to express my deepest gratitude to my thesis advisor **Prof. Dr. Marcellia Susan** for their invaluable guidance, constructive feedback, and unwavering support throughout the course of this research. My heartfelt appreciation goes to all the respondents who participated in this research. Their willingness to share their insights and experiences made this study possible.



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