

Analysis Of Influencer, Customer Online Review, And Trust On Intention To Purchase On Social Media In Special Region Of Yogyakarta

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Abstract: Digitization becomes one of the most significant developments in human's life including the change in society and business. This study aims to analyze parts of digitization including the influence of social media influencer, online consumer reviews and trust on consumer purchase intention. The population of this research is 100 respondents who own social media account. This research uses quantitative research methods with explanatory and survey approaches. The analytical method to be applied is Structural Equation Modeling (SEM) using Smart PLS software. This research resulted in a significant positive effect of social media influencers, online customer reviews, and trust on purchase intention.

Keyword: Social Media Influencer, Online Customer Review, Trust, Purchase Intentions

I. BACKGROUND OF THE RESEARCH

Digitization has been identified as the most significant technology trend change for society and business. Currently, the company continues to use digital technology and adapt their business model to this new one. With the continuous development of information technology, it seems that social media is emerging as an online platform used by all marketers as their market media to connect with consumers. Marketers are also discovering the broad impact and huge potential of online influencers to promote brands and products and reach a wide audience. This is considered as an effective marketing strategy. The internet has changed the traditional ways of conducting business and establishing consumer's relationships, the way companies and customers interact and do transactions. Therefore, social media has become a crucial source for communicating marketing messages globally, making the organizations, researchers and marketers be more interested in the value of advertising and the possibility to influence on the multiple platforms (Saxena & Khanna, 2013). Hence, influencer is a practice, which is extremely hyped lately, and can be defined as a form of marketing that involves

activities aimed towards identifying and building relationship with individuals who have the capability to influence over potential buyers (Wong, 2014). Producing a content, that can go viral and achieve substantial marketing success. (Watts, Perretti & Frumin, 2007).

Social media influencers could also act as the third party that recommended and described the products through the social media contents, which could influence the consumers' opinions, behaviors, and attitudes towards a product (Uzunoglu & Klip, 2014). Consumers who searched for information about the product often thought the social media influencers as a trustworthy source of information (Wang et al., 2012; Park & Cho, 2012). Consumers also often received more messages about the product from social media influencers than from companies. Solomon (2017) stated that social media influencers influenced the perceptions of consumers towards the product.

Increasing the credibility of influencers is important to grab the attention of consumers who are looking for product recommendations. Influencers tend to be trusted by consumers because they produce required content such as explanations, tweeting and posting. In general, influencers are more likely

to convey and express positive ideas and negative that they experience about the characteristics of the product or service to attract the attention of consumers. Influencers share their ideas and beliefs by telling the truth about products or services, their expressions show sincerity and honesty to attract the attention of viewers (MacKinnon, 2012). Attractiveness is an important standard that shows the important role of audience perception to stimulate buying interest (Ariely, 2017).

Based on Bergvist & Zhou (2016) shows that consumers are more positively supported by brands and products endorsed by people they believe are credible. Influencer credibility plays an important role in consumer responses to purchase intentions, thus, online influencers can drive consumer purchase intention. Consumers nowadays tend to find out about a product from various product reviews with the current platforms Instagram, Youtube and Tiktok which are currently popular so that people who often shop online, prospective consumers often trust more when the item they want to buy has been reviewed by influencers, artists, celebrities or YouTubers, content creators who have lots of followers. With marketing skills from influencers, we often see a product that must be bought or tried because it has various benefits and so on. Influencers are also able to influence the decision of potential consumers to be encouraged or tempted to buy a product that is targeted.

According to Elwalda and Lu (2016) online customer reviews are a form of electronic word of mouth (e-WOM) or direct consumer opinions that enable purchasers to freely and quickly post comments or evaluations about a product or service online. Product reviews and ratings are popular tools to support consumers' purchase intention. It shows that reviews and ratings are an important source of information for consumers. For the customer, a first indicator in the decision making process is often the user rating of a product, which is frequently expressed as a notation of stars, where more stars indicate better ratings. Once customers enter the product page, they are dependent on reading user reviews to find out if the product matches their requirements.

The quantity of online reviews is often used to determine the product popularity because it is considered to represent the market performance of the product. The number of reviews can also provide a reference to strengthen online shoppers' confidence while reducing the uncomfortable feelings of risk exposure. In other words, consumers may perceive that more reviews represent higher popularity and importance. Large number of reviews is perceived as an indication of product popularity and hence increases the purchasing intention of consumers. Based on Gesiter (2020) the better the online customer review, the more consumers' interest in online shopping at the online store. This indicates that consumers' interest in online shopping at online stores is influenced by online customer reviews conducted by previous consumers. Reviews made by previous consumers make it easier for other potential consumers to shop online, to search and find information about their products, to influence online shopping interest.

Trust has always been an important factor in influencing consumer behavior towards companies. Trust plays an important role in e-commerce transactions because consumers

will not shop online if they do not trust the seller. However, trust issues that arise in online purchasing occur since consumers cannot verify the product directly (Dachyar & Banjarnahor, 2017). Consumers decide to purchase online because consumers feel that sellers can be trusted (Putra, Rochman, & Noermijati, 2017). The higher trust will increase consumer's purchase intention. Consumers who already trust a seller will be interested in making an intention to purchase. Purchase intention is very important because it relates to how potential consumers perceive a product and the reasons consumers are attracted to a product. Purchase intention is an intention taken by a consumer to purchase the product under certain circumstances, it is usually associated with habits, perceptions, and attitudes of consumers (Mirabi, Akbariyeh, & Tahmasebifard, 2015:268). Purchase intention is an intention and desire that consumers have to buy certain products or brands, consumer purchase intention is the desire and tendency of consumers to buy advertised products because there is a possibility that consumers will buy these products in the future. This process appeals as the result of the way consumer search and evaluate the product information, where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming. There are different factors that affect purchasing intent and the intention to purchase online.

A. STATEMENT OF THE PROBLEM

- ✓ Does social media influencer have a significant effect on intention to purchase
- ✓ Does customer online review have a significant effect on intention to purchase
- ✓ Does social media influencer have a significant effect on Trust
- ✓ Does customer online review have a significant effect on Trust
- ✓ Does trust have a significant effect on purchase intention

B. OBJECTIVES OF THE STUDY

- ✓ To analyze the influence of social media influencer on intention to purchase
- ✓ To analyze the influence of customer online review on intention to purchase
- ✓ To analyze the influence of social media influencer on Trust
- ✓ To analyze the influence of customer online review on trust
- ✓ To analyze the influence of trust on purchase intention

C. HYPOTHESES

The following five alternative hypotheses were generated in relation to the objectives of the study:

- ✓ Social media influencer has a significant effect on intention to purchase
- ✓ Customer Online Review has a significant effect on intention to purchase
- ✓ Social Media Influencer has a significant effect on Trust
- ✓ Customer online review has a significant effect on Trust

- ✓ Trust has a significant effect on purchase intention

II. REVIEW OF RELATED LITERATURE

This section presents some literature which has been reviewed in efforts to understand the relationship among the variables of the study and the roles of the predictor variables in predicting the outcome variable.

Influencers are users on social media who have built credibility in a particular industry through their activities in this medium. These influencers, found on most social media platforms (e.g. Facebook, Instagram, Snapchat, Twitter and YouTube), use their extensive network to present themselves, including ideas, images, expertise, and often, sponsored products (Veronica, 2021). Influencers regularly create and post photos, videos, and more related to the topics they will market on their social media pages or profiles. Social media influencers are becoming more popular nowadays because of the support of modern influencers and affordable rates. When influencers sponsor brands related to their area of expertise, it is possible for consumers to easily trust and receive opinions or reviews from influencers (Hall, 2015). Today, social media is bustling with the presence of people who have experience in various fields, and thus using social media influencers for marketing communications which is an efficient and valuable tool for companies (Wamuyu, 2021). This type of marketing has proven to be of great value in building long-term customer relationships for companies that want to continue to grow and turn their customers into loyal ones.

A. RELATIONSHIP BETWEEN SOCIAL MEDIA INFLUENCER AND INTENTION TO PURCHASE

Social media influencer has a significant effect on intention to purchase. Social media influencers were individuals who actively used their social media accounts and often involved in a certain topic, as well as providing new information (Loeper et al., 2014). Social media influencers often used products according to their lifestyle and shared the reviews in their social media accounts. As stated by Munukka et al. (2016), an influencer could evaluate a product that consumers would admire, encouraging them to purchase it. Furthermore, they provided the latest information and were able to influence consumers' attitudes and behaviors. The social media influencers became the third party which provided information about products to the social media audience. Those who had the same self-concept with the influencers often viewed them as role models in consumption. Consumers also often received more messages about the product from social media influencers than from companies. It was believed that the promotion strategy through social media influencers could increase the purchase intention, as well as broadening the reach of the promotion order to compete with other products.

Influencers in the digital era now play an important role in improving marketing. The selection of the correct influencers by the target market can influence the audience in increasing purchase intentions. The increase is expected to bring the brand to be more recognized by the market. Marketing carried

out by marketers through influencers will have an impact on the brand by increasing the recognition of products from the brand and the image built by influencers. The use of influencers that are right on target can increase consumer purchase intentions for products. Influencers who can build good communication with their audience can attract consumers to have purchase intentions. Influencers are considered trusted reviewers for the audience because the audience can see the content they create directly and the audience feels not monotonous in viewing their content. Brand awareness created by influencers can increase product recognition to consumers. Influencers create interesting and unique content on social media that can indirectly influence consumers' intention to purchase (Lidberg, 2018).

B. RELATIONSHIP BETWEEN CUSTOMER ONLINE REVIEW AND INTENTION TO PURCHASE

Customer Online Review has a significant effect on intention to purchase. Online customer review is a variable that affects consumer shopping interest. The better the online customer review, the more consumers' interest in online shopping. Reviews made by previous consumers make it easier for other potential consumers to shop online to search and find information about their products to influence online shopping interest. In addition to online customer reviews, the online customer rating variable has been shown to have a relationship with consumer buying interest and is one of the essential features (Sarmis, 2020). This is in line with Julianti & Aini (2019), which explains that a product that has a good rating from previous customers will give a positive value to the product to make consumers more confident in the products sold in social media. Online customer reviews and online customer ratings can generate buying interest in consumer, Ichsan et al., (2018).

Online consumer reviews can be understood as a medium for consumers to see reviews from other consumers of a company's products, services, and how a company as a producer is. Online customer reviews can be defined as evaluations of products produced by colleagues posted on online social media. Online consumers reviews (OCRs) are a piece of information created by social media users who have purchased the target product. OCRs contain information and recommendations regarding products from a consumer perspective (Agus Rahayu D. H., 2020).

C. RELATIONSHIP BETWEEN SOCIAL MEDIA INFLUENCER AND TRUST

Customer trust is the foundation of every successful business and sales. Trust has always been an important factor in influencing consumer behavior towards purchase intention. Trust plays an important role in e-commerce transactions because consumers will not shop online if they do not trust the seller. The main factors that increase this trust is that the influencers are transparent in their product and brand experiences, and they indicate all positive and negative features, creating a bond with their followers as a result (Alikilic & Ozkan, 2018). As a result, this helps the influencers to build relationship with their followers.

Therefore, they are people who know very well what their followers expect, and they act accordingly. This results in an increase of trust towards the influencers, making the followers perceive them as close and reliable individual. Brands that realize this influencing effect tend to cooperate with influencers and wants to direct the target audience to their own products (Alkan & Ulas, 2023)

D. RELATIONSHIP BETWEEN CUSTOMER ONLINE REVIEW AND TRUST

According to Mudambi & Schuff (2010), online customer review is a form of electronic word of mouth (eWOM) which refers to user-generated content posted on online sites. According to Chang et al. (2013), online customer reviews indicate the formation of certain trust to all potential customers via comments. The better the online customer reviews, the higher the consumer's trust to shop online. For the customer, a first indicator in the buying process is often the user rating of a product, which is frequently expressed as a notation of stars, where more stars indicate better ratings. The quantity of online reviews is often used to determine the product popularity because it is considered to represent the market performance of the product. The number of reviews can also provide a reference to strengthen online shoppers' confidence while reducing the uncomfortable feelings of risk exposure.

Customer trust is the foundation of every successful business and sales. Consumers today have countless options available at the click of a mouse, and business owners can track every click. But the most crucial measure, trust, is harder to fully understand. Trust plays an important role in online purchasing, trust has always been an important factor in influencing consumer behavior towards purchase intention. Trust plays an important role in e-commerce transactions because consumers will not shop online if they do not trust the seller. However, trust issues that arise in online purchasing occur since consumers cannot verify the product directly. Trust also becomes an issue that needs to be considered by the seller because it is related to consumers in making purchase intention (Sutanto & Apriliani, 2013).

E. RELATIONSHIP BETWEEN TRUST AND PURCHASE INTENTION

Han and Windsor (2015) state that trust is an important determinant in considering consumers' intention to buy. In determining online purchasing intention, trust is the consumers' expectation in seller that has appropriate behaviour in fulfilling his/her commitments to consumers. Trust is the belief that consumers have in the good faith of online sellers after learning of their characteristics. A lack of trust becomes the greatest barrier to make online purchasing by consumers. Revi Althaf (2018) states that the consumer trust variable has a positive and significant effect on purchase intention. Trust is formed through the honesty of the social media, security of personal data, and payment guarantees (Parastanti et al., 2014). The higher trust will increase consumer purchase intention.

Consumers intend to purchase online because consumers feel that sellers can be trusted. If consumer trust is low, consumers will have a fear if the goods to be purchased does not match what they have in mind. Meanwhile, if consumer trust is high, then there will be no bad thoughts about the goods that have been purchased. Lack of trust in making purchases online can prevent consumers from participating in transactions online. Lack of trust can also be influenced by experience, product delivery problems, delays, items that don't arrive, items that don't fit, the business process, or friends who tell stories of bad experiences when making transactions that will create a sense of distrust in e-commerce. Consumers who already trust a seller will be interested in purchase intention. Trust is the essential element for building relationship with consumers (Mittal, 2013).

III. METHODOLOGY RESEARCH DESIGN

Data was collected using a questionnaire with likert scale as a tool. A five-point Likert scale ranging from 1 which represents "completely disagree" to 5 which indicates "completely agree" was implemented. The data were collected and compiled in May 2023 using purposive random sampling. The number of respondents were 100 respondents who had experiences in purchasing either product or service from social media. To test the data, Structural Equation Model (SEM) based on SmartPLS (Partial Least Square) software was used. There were two stages of testing the proposed research model. The first one was to test the measurement model by examining construct reliability and validity. The second phase was to test the structural model of the research. From the various studies above, the research model is presented as follows in Figure 1.

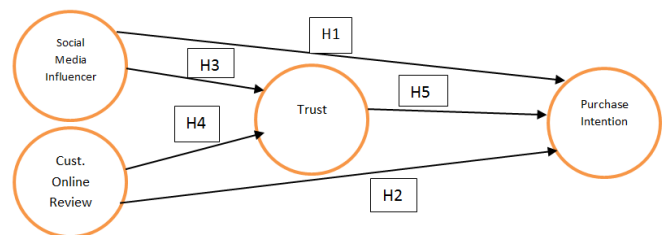


Figure 1: Research Model

A. VARIABLE AND INDICATORS

Variable	Indicators	Statements
Socia Media Influencer	1. Expertise	1. Influencers have knowledge of how to describe a product or service being offered
		2. Messages conveyed clearly by influencers when describing products or services
	2. Trustworthiness	1. I trust influencers in describing products, it makes me feel confident about the quality of the products and services offered
		2. I believe in influencers in describing products, they

		influence me to try the products or services offered
	3. Attractiveness	1. When promoting a product or service, influencers have an attractive appearance
		2. Influencers who promote a product or service have an interesting and convincing style of speech
Customer Online Review	1. Perceived Usefulness	I got benefit from an Online Customer Review
	2. Source credibility	Reviews given by other consumers can be trusted
	3. Argument Quality	Reviews given by other consumers help me avoid online fraud
	4. Valance	Positive and negative reviews from other consumers are factors that influence whether I make a purchase or not
	5. Volume of Review	I feel comfortable shopping at online stores with a large number of online customer reviews
Trust	1. Comfortness	Sellers at online shop are able to properly resolve complaints faced by consumers
	2. Satisfaction	I believe the product I ordered on social media met expectations My trust in online shop
	3. Responsibility	I trust the online shop, they protect my privacy when using online shopping services. The seller at online shop provides the best service
Intention to buy	1. Transactional	I am interested in buying products through online Shop
	2. Referensional	I will refer online Shop to other people who will buy products online
	3. Preferensial	I prefer to buy in online shop
	4. Explorative	I explore products and services in online shop

IV. RESULTS

A. RESPONDENT PROFILE

Table 1 depicts the demographic profile of the respondents. The participation ratio of females is 71 respondents and the majority of respondents are undergraduate students. Besides, most respondents had monthly expense less than 1 million and used Tiktok as the most used application to purchase goods or service.

Description	Classification	Frequency
Gender	1) Male	29
	2) Female	71
Current Level of Education	1) Diploma	0
	2) Undergraduate Degree	95
	3) Postgraduate Degree	5
Monthly Expenses	1) < 1 million	47
	2) 1 – 2 million	40
	3) > 2 million	13
Type of Social Media Used to Purchase	1) Tiktok	62
	2) Instagram	32
	3) Facebook	6

Table 1: Profile of Respondents

B. MEASUREMENT MODEL ASSESSMENT

The aim of testing reliability is to analyze the consistency of the instrument (Yaacob et al., 2021). In this test, items such as loadings, Cronbach's Alpha, Composite Reliability and Average Variance Extracted (AVE) were critically analyzed. The results are presented as follows:

Construct	Items	Loadings	Cronbach's Alpha	Composite Reliability	Average, Variance, Extracted (AVE)
Influencer	if1	0.870	0.930	0.934	0.742
	if2	0.889			
	if3	0.785			
	if4	0.837			
	if5	0.893			
	if6	0.891			
Online Customer Review	cor1	0.969	0.967	0.968	0.884
	cor2	0.932			
	cor3	0.958			
	cor4	0.882			
	cor5	0.958			
Trust	tr1	0.869	0.924	0.928	0.766
	tr2	0.892			
	tr3	0.885			
	tr4	0.854			
	tr5	0.874			
Buying Intention	bi1	0.934	0.946	0.947	0.823

Table 2: Construct Reliability & Validity

The result describes all constructs meet minimum requirement for the loadings which are above 0.70 (Hair et al., 2021). All the value of Cronbach's Alpha is also more than 0.7 indicating acceptable (Kamis et al., 2020). Moreover, the CR value ranged from 0.928 to 0.968, thus were acceptable suggested by Hair et al. (2021). Thaker et al., (2021) state the minimum result of AVE is 0.50 or above. In this study, the AVE of each construct was greater than 0.50. As conclusion, the constructs' convergent validity is proven. Additionally, discriminant validity within the model was measured and processed using PLS evaluation and the results meet the minimum requirement. The factor belonged to a construct must be higher than if it was placed to another construct

(Gamil & Rahman, 2023). From Table 3, that the cross loadings condition has been met minimum requirement.

	Buying Intention	Influencer	Online Customer Review	Trust
	0.934	0.804	0.799	0.820
bi2	0.893	0.738	0.745	0.799
bi3	0.914	0.818	0.839	0.800
bi4	0.891	0.752	0.689	0.749
bi5	0.902	0.768	0.762	0.745
cor1	0.826	0.825	0.969	0.744
cor2	0.810	0.840	0.932	0.713
cor3	0.821	0.833	0.958	0.734
cor4	0.743	0.720	0.882	0.722
cor5	0.782	0.815	0.958	0.752
if1	0.738	0.870	0.767	0.682
if2	0.787	0.889	0.768	0.700
if3	0.616	0.785	0.590	0.623
if4	0.718	0.837	0.639	0.683
if5	0.787	0.893	0.814	0.772
if6	0.768	0.891	0.836	0.703
tr1	0.723	0.737	0.709	0.869
tr2	0.818	0.713	0.756	0.892
tr3	0.815	0.774	0.751	0.885
tr4	0.636	0.614	0.578	0.854
tr5	0.762	0.677	0.591	0.874

Table 3: Cross Loading

Variable	R Square	R Square Adjusted
Buying Intention	0.838	0.833
Trust	0.680	0.673

Source: SmartPLS Processed Data

Table 4: R-square of the Endogenous Latent Variables

In assessing structural models with PLS, the R-Squares value of 0.75, 0.50, and 0.25 are considered whether the model is strong, moderate, or weak (Abadi et al., 2020). According to the table 4, it shows the R-square adjusted value for Buying Intention is included in strong category while Trust variable is considered as moderate category.

It is explained from the table that the R-Square Adjusted value for Buying Intention variable is 0.833. The result means the percentage of the impact of Influencer, Online Customer Review and Trust on Buying Intention is 83% while the 17% remaining is affected by other factors. The R-Square Adjusted value of Trust is 0.673 which means the influence percentage of Influencer and Online Customer Review with Trust is 67%. The 33% remaining is impacted by other factors not mentioned and included in this research model.

V. MODEL EVALUATION

Hypothesis testing aims to confirm the significance value and test the relationship between constructs if they have significant effect. The value of T-Statistic and P-Value are measured to indicate the significant relationship. Hair et al., (2021) explains the minimum value for T-Value should be greater than 1.96 and P-Value should be less than 0.05. The result is presented below:

Hypothesis	Original Sample (O)	T-Statistics	P-Values	Conclusion
Hypothesis 1	0.270	3.219	0.001	Accepted
Hypothesis 2	0.287	3.625	0.000	Accepted
Hypothesis 3	0.525	5.190	0.000	Accepted
Hypothesis 4	0.328	3.211	0.001	Accepted
Hypothesis 5	0.422	5.908	0.000	Accepted

Source: SmartPLS Processed Data

Table 5: Model Hypothesis Testing

The result indicates Influencer variable on Buying Intention variable produces T-Statistic value of 3.219 and P-Value of 0.001. Thus, hypothesis 1 is accepted. Second, the variable Online Customer Service on Buying Intention produces value T-Statistic of 3.625 and P-Value of 0.000 which demonstrate that hypothesis 2 is accepted. The third hypothesis is accepted because the variable Influencer on Trust generates T-Statistic Value 5.190 and P-Values 0.000. The variable Online Customer Review on Trust makes T-Statistic value of 3.211 and P-Value of 0.001 while the variable Trust on Buying Intention produces T-Statistic value of 5.908 and P-Value of 0.000. Therefore, hypothesis 4 and hypothesis 5 were accepted.

V. DISCUSSION OF THE FINDINGS

A. EFFECT OF INFLUENCER ON BUYING INTENTION

The result of hypothesis testing shows influencer variable has significant effect on buying intention of customer on social media. Another research conducted by Novitasari (2020) also depicts the same result. In her research, "SMEs E-commerce Buying Intention: How the Effect of Perceived Value, Service Quality, Online Customer Review, Digital Marketing and Influencer Marketing", it is stated Influencer Marketing has a significant and positive effect on buying intentions. The result shows the value of T-Statistic is 4.756 which is above 1.96 and the P-Value is 0.001 which less than 0.05. Another research from Isyanto (2020) also draws the same conclusion. The research analyzes the effect of Micro Influencer Marketing towards Buying Interest. The T-Statistics and P-Value generate value which meet minimum requirement which are 2.382 for T-Statistics and 0.019 for P-Value.

The differences between present research and previous researches are regarding the samples. Samples in present study were collected in Daerah Istimewa Yogyakarta and limited to students. The second difference is the existence of trust variable as mediator variable.

To increase buying intention from customers, it is important for an influencer to pay attention to their expertise regarding the products they sell. Influencers needs to know how to describe certain products they sell. They also need to convey messages related to the products details clearly. By getting from vivid explanation from influencers, customers gain their interest to purchase the products.

The second factor that influencers have to examine is the level of trust from customers to them. Influencers need to persuade customers that the products they promote possess good quality. By choosing proper dictions, it is hoped that

customers will have intention in buying the products. The last point is regarding way of attractiveness from influencers. Influencers must look after their appearance and the technique of speaking when they are promoting particular products. The more they keep their attractiveness, the more the customers intend to buy the products.

B. EFFECT OF ONLINE CUSTOMER REVIEW ON BUYING INTENTION

The result of hypothesis testing clearly delivers that Online Customer Review significantly affects Buying Intention from customers. There are several ways for online stores to gain buying intention from their customers. The first way is to collect reviews from customers who already bought the products. Customers feel comfortable from store which has lots of reviews that indicates many people purchased from the store. The second way is by collecting reviews, it helps store build trust from prospect customers. Prospect customers consider the store does not involve scam. By reading the reviews, it assists prospect customers determine whether the store is trusted and, therefore, it causes intention to buy.

Obiedat (2020) elaborates the same hypothesis in his research. It is conducted in UK online market with 120 respondents filling questionnaire given. It is concluded Online Customer Review has strong impact on Buying Intention. Online Customer Review plays vital role in term of communication in business world. It also contributes important significance on sales of certain company. Online Customer Review also needs to be managed and handled in appropriate and good manner that it becomes one of good marketing strategies of particular organization.

Sondakh et al (2016) draws the same finding in their research. The results find Online Customer Review becomes factor that influences buying intention. From the reviews, people are able to share information especially when they perceive good experiences in buying the products. The good review will trigger others to have interest in buying the same products. It is very important for a company or store to collect and gain positive reviews from their existing customers.

C. EFFECT OF INFLUENCER AND ONLINE CUSTOMER REVIEW ON TRUST

There is significant effect of Influencer on Trust based on the result of findings. Halim & Hebrard (2020) had a research with the same issues. The research assess the relationship between Influencer and Trust on social media. The data were gathered in Jabodetabek with 438 respondents from December 2019 until January 2020. In hypothesis testing result, the value of T-Statistics is beyond minimum requirement which is 5.612. This finding proves Influencer Marketing variable can influence customers' trust to Influencer, which can encourage purchase intention eventually. It is substantial for a company to choose right influencers for their promotion strategy to gain trust.

The similar hypothesis was analyzed by Hariyanto & Trisunarno (2021). The result shows the value of T-statistics of 4.078 and P-Value of 0.000. Based on the finding, Online Customer Review is very useful for customers to look for

some products, especially on online platform. The research also finds the percentage of customer review on trust is 39.4% which is greater than other factors analyzed such as Customer Rating and Star Seller.

There are some marks how Trust can be obtained. They are regarding enjoyment and pleasure, satisfaction, and responsibility. When customers perceive enjoyment and pleasure, in terms of product and service, they will gain more trust on sellers. Satisfaction and responsibility are considered when a complaint is responded fast and properly. Indeed, solution must be provided as well. Privacy also becomes serious issue for customers. By keeping their privacy, customers will feel safe. When the trust is gained, they will leave positive online review for the company and stimulate other prospect customers to gain more or similar trust.

D. EFFECT OF TRUST ON BUYING INTENTION

Based on the data result, it was found that Trust had significant impact on Buying Intention. Firman et al (2021) found that trust significantly affects costumers purchasing intentions in his research. Trust becomes determinant of the costumers in conducting transaction. The trust gained by customers will be advantageous for a company. It is said that the level of costumers' confidence is higher because the company is not directly involved face-to-face. The products or services offered by company are displayed in form of photos through online shopping website. Tendency of customers buying or purchasing certain products can be measured by degree of possibility of customers' trust and information they get. Meaning to say, a company must nurture customers' trust in order to increase their intention to buy. To gain reliable source, therefore, a company must pay attention to the influencers and online review as well.

Hammouri et al (2021) presented the same finding regarding trust and buying intention. It is shown the value of T-Statistics generates the value of 3.627 and P-Value of 0.003. This study concludes a positive effect of trust on the purchase intention. Moreover, trust is affirmed to motivate significantly costumers' intention to purchase product or service.

VI. CONCLUSION

It is concluded that factors of Influencer, Online Customer Review, and Trust significantly affect the Buying Intention from customers. The T-statistics and P-Values between Influencer and Buying Intention are 3.219 and 0.001, between Online Customer Review and Buying Intention are 3.625 and 0.000, between Influencer and Trust are 5.190 and 0.000, between Online Customer Review and Trust are 3.211 and 0.001, and the last one is between Trust and Buying Intention are 5.908 and 0.000. The study also emphasizes that the higher the value of Influencer, Online Customer Review and Trust factors, the higher the level of Buying Intention. It is important for a company to selectively choose influencer in promoting their products. Online review must be a focus as well. Customers will gain trust by paying attention to the reviews. Trust can be built by providing reliable information, enjoyment and satisfaction.

VII. RECOMMENDATIONS

It is suggested for further research to analyze other factors in increasing buying intention from customers. The factors can be e-service quality and price. Further research is also advised to broaden category of respondents such as employees or senior citizens since digitalization already penetrated almost all generation nowadays. The results will be beneficial for company who sells product to particular segmentation and increase their revenue by gaining more awareness through digital platforms especially social media.

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