

ABSTRACT

The increasing use of the internet and social media provides a great opportunity for companies, especially in the beauty sector, to build product and service marketing strategies that can increase consumer buying interest. Many factors can influence buying interest including Electronic Word of Mouth which consists of influencer endorsement and customer review. Wardah as one of the companies in the beauty sector has succeeded in entering the top brand award, but Wardah sunscreen products show low consumer buying interest which is indicated by the low brand index and sales volume. Data from the Top Brand survey shows a decrease in brand index in the sunblock cream subcategory in 2022-2023. This study aims to determine whether or not there is an influence of influencer endorsement and customer review on purchase intention on sunscreen products from the Wardah brand, and to determine the role of trust as a moderating variable.

The independent variables in this study are customer review and influencer endorsement, while the dependent variable is purchase intention and the moderating variable is trust. The research model in this study is the result of replication of research conducted by Dwidienawati et al by changing the object of research, namely sunscreen from the Wardah brand. The hypothesis in this study consists of four one-way hypotheses.

The method used in this research is quantitative. The population in this study is shown to consumers who know and have an interest in Wardah sunscreen products. The number of samples in this study were 385 respondents obtained using non-probability sampling technique, namely purposive sampling method. The analysis technique used in this study is Structural Equation Modeling (SEM) using SmartPLS software.

The results showed that influencer endorsement has a positive influence on the purchase intention of Wardah brand sunscreen products. Meanwhile, customer reviews have no effect on purchase intention. And the role of trust variables does not moderate the relationship between customer reviews and influencer endorsement on purchase intention on sunscreen products from the Wardah brand.

The advice that researchers can give to the Wardah brand is to strengthen the influencer endorsement strategy by choosing influencers who have credibility, influence, and are relevant to Wardah's target market. Suggestions for further research are that the trust variable should be tested as a predictor variable, then research should be carried out on other companies in the same industry in order to expand the research. And can add independent variables, namely social media advertisement to provide a more comprehensive picture of the factors that influence purchase intention.

Keywords: influencer endorsement, customer review, trust, purchase intention