

The Effect of Brand Ambassador, Brand Image, Brand Trust and E-WOM on Purchase Intention for Halal Skincare Product. (Study on Avoskin Skincare in Surabaya)

Fatkhiyatus Sa'adah¹, Rachma Rizqina Mardhotillah²

^{1,2}Universitas Nahdlatul Ulama Surabaya

¹fatkhiyatussaadah050.mj19@student.unusa.ac.id

Abstract: The development of the skincare industry has made the competition in the cosmetics industry even tighter. Skincare is one of the favorite things for women. Many skincare brands in the local cosmetic industry launch a lot of new skincare products to compete for customers, making consumers very careful when buying skin care products. Existing competition requires local skincare to be aggressive in innovating in order to keep pace with foreign products entering Indonesia. One of the innovations that have been made is to make a series of products more specific than before. This study aims to analyze the influence of brand ambassadors, brand image, brand trust and e-wom on purchase intention of Avoskin skincare products. The research method uses a quantitative method with a purposive sampling technique. The distribution of questionnaires was made online via Google forms which were distributed to 260 respondents within four days. Analysis of this research using SPSS. The results of this study are that there is a positive and significant influence between brand trust and e-wom on purchase intention. However, in this study it was found that brand ambassadors did not have a positive and significant influence on purchase intention and brand image also had a positive and insignificant influence on purchase intention.

Keyword : brand ambassador , brand image, brand trust, e-wom, purchase intention

INTRODUCTION

The development of the Skincare industry makes competition in the cosmetic industry tighter. Skincare is one of the favorite things for women. Many skincare brands in the local cosmetic industry are launching new skincare products to compete for customers,

The majority of local skincare brands are now no longer just releasing products such as day cream or night cream, but more specifically such as toner, essence, serum, moisturizer, and also sunscreen, which is commonly seen in facial skin care steps from South Korea (Awalia, 2020). Actually, a series of products that are said to be mandatory (being the basis of skincare) for someone to use in a skincare routine only consists of three steps, namely cleanser (facial cleansing soap), moisturizer (moisturizer) and also sunscreen (protective facial skin from sunlight). The other types of

making consumers very careful when buying skincare products (Lee et al., 2019).The existing competition requires local skincare to be aggressive in innovating in order to keep pace with foreign products entering Indonesia. One of the innovations that has been made is to make a series of products more specific than before (Rahmani et al., 2022).

products outside the three products, namely toner, essence and serum are referred to as additional skincare products, which are not mandatory to use, depending on the needs of one's facial skin (Ellora, 2019).

According to the Zap Beauty Index 2020 analysis, in Indonesia itself, of the three additional products, the number of essence enthusiasts is the smallest, which is only 24.9%, compared to toner (58.3%) and serum (50.7%) (Zap Beauty Index, 2020). Essence products are still a fairly new type of product in the country, exploding along

with the Korean wave that spread internationally some time ago. The function of the essence itself is to prepare facial skin, namely by moisturizing, so that the next product with a thicker concentration becomes easily absorbed by the skin (Simamora, 2020).

Although the demand is still relatively small compared to other types of skincare products, essence products from one of the local brands, namely avoskin, actually managed to attract the interest of beauty enthusiasts and became the starting point for the name avoskin skyrocketed (Avoskin.co.id). Avoskin from PT AVO Innovation & Technology is a beauty company that was pioneered on October 10, 2014 in Yogyakarta by three young men named Anugrah Pakerti (CEO), Ahmad Ramadhan (COO) and Aris Nurul Huda (CIO) (Avoskin, 2016). Since launching in 2016, Avoskin essence product called PHTE (Perfect Hydrating Treatment Essence) has become a best seller to date (Avoskin.co.id). Essence from Avoskin itself has other advantages, which not only moisturizes, but also claimed to make the skin feel smoother, brighter and disguise facial pores (Avoskin, 2019). The enthusiasm of beauty enthusiasts in Indonesia for this product can also be seen from the long queue of visitors to leave the venue at the Jakarta X Beauty 2019 event so that PHTE was sold out in less than 24 hours (Pratama et al., 2021).

Figure 1. 1
Avoskin Products



Source : *avoskin.co.id*

In addition to avoskin's innovation to launch PHTE product essence, avoskin has another way to attract consumer interest in other products owned by avoskin, namely by the company actively promoting it on various social media and working with several celebrities to make it more attractive to consumers, so now avoskin managed to steal the attention of Indonesian women, especially beauty observers. Avoskin has been registered with the BPOM due diligence, which means that all avoskin products are safe and will not harm the skin of its users. In May 2021, avoskin managed to sell all of its products reaching 125,091 products. This means that the data shows that people are enthusiastic about purchasing decisions for avoskin products (compas.co.id, 2020).

Table 1. 1
User Data of Avoskin Skincare Products in East Java

<i>Avoskin Skincare Users</i>	Sum	Percentage
Use	82	61,2%
Not Using	52	38,8%
Total	134	100%
	Respondents	

Source : questionnaire

According to data processed from the mini questionnaire, it is known that out of 135 respondents answered that 82 people used avoskin skincare products or 61.2%. Avoskin is one of the local brands whose sales in East Java are quite in demand in various e-commerce in Indonesia. Based on survey data, avoskin ranks 4th as a local skincare brand with sales of 15.6 billion in 2020, then in 2021 it decreased to 5.9 billion and increased again in 2022 to 28.0 billion (compas.co.id).

Table 1. 2
Local Skincare Product Sales Data

No	Brand Name	Sales in 2020	Sales in 2021	Sales in 2022
1	Somethinc	22,45 Billion	8,1 Billion	53,2 Billion
2	Scarlett Whitening	29,78 Billion	17,7 Billion	40,9 Billion
3	MS Glow	74,82 Billion	38,5 Billion	29,4 Billion
4	Avoskin	15,6 Billion	5,9 Billion	28,0 Billion

Source : *compas.co.id*

Based on the data above, somethinc as a new brand has ranked first in local skincare sales in 2022, the increase in somethinc skincare sales cannot be separated from the ambassador brand chosen by somethinc, namely actresses and also South Korean boy bands, Han So Hee and NCT Dream (*beautybeat.id*). Skincare Scarlett whitening products are ranked second after somethinc, where scarlett's sales increased in 2022 because they used ambassador brands from South Korea as well, namely Song Joong Ki and also Twice (*scarlettwhitening.com*). In third place, namely skincare products from MS Glow, where MS Glow's sales actually decreased even though it used a brand ambassador from South Korea, Cha Eun Woo (*compas.co.id*).

Avoskin carries the concept of Green & Clean Beauty, which is to deliver beauty products with a sustainability approach. This sustainability approach covers from the concepting process to marketing and post-use of the product. Avoskin products are also innovatively formulated with its signature natural-science ingredients. Some natural ingredients that avoskin uses include aloe vera extract, tea tree, kiwi, mandarin orange, damask rose, and raspberry. Avoskin buys this raw material from local farmers in Java and Bali so it is

also known as a driver of the domestic economy (*avoskinbeauty.co.id*).

Avoskin is a product of technology company PT AVO Innovation which was established in 2014. Avoskin believes that everyone deserves to benefit from nature. Every small step taken, avoskin innovates and creates products from nature. Even in Java and Bali, the ingredients are naturally formulated from the latest technology to get tangible and long-lasting results depending on the natural elements. Avoskin has received BPOM certificate, Cruelty-free, and won the 2019 socially award (Madjid et al., 2022).

In 2022, it is hoped that avoskin can focus on developing the distribution of its products in Southeast Asian countries. To realize this mission, a lot of preparation is needed. In addition to maintaining and improving product quality, avoskin continues to create value through continuous communication. Quoting the old saying "you don't know what you don't know", avoskin believes that product introduction is needed by consumers to know who the avoskin brand is so that in the end they are interested in trying the product. Therefore, avoskin needs a brand ambassador to improve the communication of the "Local to Global" campaign (*beautyjournal.id*).

Finding a brand ambassador is not an easy thing and can be done carelessly, because the brand ambassador will carry the name of avoskin in the international arena. Avoskin has no intention of changing the aesthetic standards of Korean skin, and the reason for choosing Korean actors is to attract the attention of the global market. In addition, South Korea is also one of the dream countries on the list of countries where avoskin wants to sell its products Park Hyung-sik's selection did not happen overnight and suddenly, avoskin itself has been planning and

screening brand ambassador candidates since 2021. After going through a long process, finally in January 2022, Park Hyung-sik was chosen as avoskin's newest brand ambassador. This choice is purely based on Park Hyung Sik's track record while working in the entertainment world.

Slowly but surely, after Park Hyung Sik starred in the movie "Happiness", his fame skyrocketed again and received a lot of positive responses. This is in line with the journey of avoskin for more than 7 years of existence, continuous improvement and development, until finally it became what it is today. In addition, Park Hyung-sik's choice is also based on his image that always puts work first. Like the spirit of avoskin, hope to continue the effort with the product innovations introduced.

Although the cooperation between avoskin and Park Hyung-sik is currently limited to Indonesia, avoskin hopes to introduce its production globally through this cooperation in the future. Coupled with the fact that avoskin has a total of around 11 million followers posted on Park Hyung Sik's Instagram, Park Hyung Sik's fans and followers around the world can definitely see it (journal.sociolla.com).

After attracting South Korean actors to develop marketing and product distribution to Southeast Asian countries, this time avoskin again hooked handsome Indonesian actors. Avoskin appointed Refal Hady as a local brand ambassador in June 2022. With the new brand ambassador, the avoskin brand, hopes to be increasingly known and trusted by the people of Indonesia as a trusted product in terms of skin care. The reason why avoskin chose Refal Hady as a brand ambassador, is the factor of Refal Hady who always shows the best performance in his career. Avoskin tracing also has a brand history for approximately 7 years and always provides the best results. Refal Hady was also chosen based on his image that always

prioritizes work. Like the spirit of avoskin who hopes to continue to innovate with the products it offers. With the character of Refal Hady, avoskin believes itself to be a promising figure, suitable to introduce avoskin in Indonesia. More importantly, Refal Hady has many fans who care about skin health and environmental protection (avoskinbeauty.com).

Figure 1. 2
Brand Ambassador Avoskin



Source : avoskinbeauty.com

Brand ambassadors will help build a stronger emotional connection between a brand or company and consumers so that it will indirectly build a brand image that impacts purchasing decisions. In relation to brand image aimed at forming a positive image in the eyes of consumers, companies often implement strategies in marketing their products that are considered effective for the company. The company hopes that with the implementation of the right marketing strategies, the value company can be presented to consumers (Masyita & Yuliati, 2017).

Figure 1. 3
Consumer Assessment of Avoskin Product Brand Image



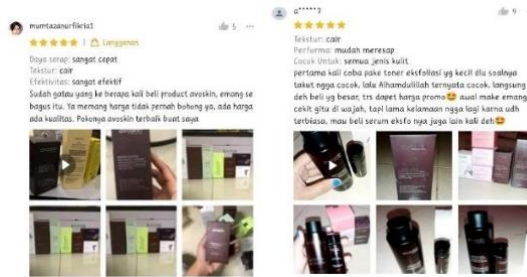
Source : shopee

Brand image is a consumer's perception of a brand that is reflected by brand

associations and contained in the consumer's memory (Kotler, n.d.). A strong brand image can provide a competitive advantage. In deciding on a purchase, the brand image of a product will be very important so that it can influence the attitude and intention of consumers. Brand image can be said to be an identity for the company in the eyes of its consumers. A company must have a different image from its competitors, especially if it is different in the same field. Because it can be said that brand image is one of the indicators seen by consumers before making a purchase or product selection. Therefore, a product must have a good image so that consumers remain loyal to one brand even though many new brands are emerging, so as not to compete with new products (E. S. Wardani & Santosa, 2020).

In addition to the brand ambassador and brand image, it will determine the purchase of products by consumers and trust has the potential to create high-value relationships. The number of variants, complete variants and good quality have become standards that can be easily imitated and owned by anyone, making it difficult for the company to maintain its position as a market leader (Nurhasanah et al., 2021). To overcome the pressure exerted by competitors, the company will continue to maintain its market share, one of which is through the company building a strong brand image. Without a strong and positive brand image, it is very difficult to attract new customers and maintain consumer brand trust in the company (Laraswanti & Setyawati, 2022).

Figure 1. 4
Consumer Trust in Avoskin Products



Source : *shopee*

The picture above shows that consumer comments regarding avoskin products. They are satisfied and they believe in avoskin products, although pricy but the quality guarantees safe and also good for the skin of consumers. According to (Ferrinadewi, 2008) the existence of brand trust will create a sense of security and credibility and reduce consumer perception of risk in exchange. The emergence of trust in a brand will encourage purchases because it is considered that products from the brand are safe when used. When the previous brand is well-known or has a good image, it will be more likely to be able to influence consumer buying interest. Consumers believe that a brand that has a positive image is a guarantee of the quality of a product. If consumers trust a brand, consumers will make purchases of goods and services that are trusted (Andriana & Ngatno, n.d.2021).

Another factor that can influence purchasing decisions besides brand ambassadors, brand image and brand trust is electronic word of mouth (e-Wom). One of the supporters of e-WOM activities is social media such as Instagram, Facebook, TikTok, Twitter and YouTube. or commonly referred to as Electronic Word of Mouth (e-wom). Apart from the brand ambassador and electronic word of mouth factors that can improve purchasing decisions, avoskin also strives to create a

good brand image in the eyes of consumers (Indrawati et al., 2022).

Brand image is very important in influencing consumer purchasing decisions on a product. Consumers have a tendency to choose products that have been known either through personal experience that has been known either through personal experience experienced or through information obtained (Nabilaturrahmah & Siregar, 2022). Communication using e-wom is considered more effective than communication in the offline world or Word of Mouth (wom) because of its greater accessibility and wider reach, where consumers use internet media spread more widely with the aim of sharing their own experiences with a product they have used, after which they will give positive or negative statements about a product that has been used on their social media (Adeliasari et al., 2018).

Avoskin skin care products are old products that are currently traded on various e-commerce platforms such as shopee, lazada, sociolla, tokopedia and many are also available on social media such as Instagram, Facebook and the viral Tiktok application current (avoskinbeauty.co.id) Judging from Instagram account data, the number of fans of avoskin products is 680 thousand which can be used as a toll to measure the number of fans of avoskin skin care products themselves (journal.sociolla.com).

In addition, in previous studies there were differences in research results, research conducted by (E. S. Wardani & Santosa, 2020), they analyzed the influence of Hallyu Wave, Brand Ambassadors and Brand Image on Nature Republik products in Yogyakarta. Previous research has shown that Brand Ambassadors do not have a significant effect on purchasing

decisions in the nature of the republic in Yogyakarta, as well as research conducted by (Purwati & Cahyanti, 2022) entitled "The Influence of Brand Ambassadors and Brand Image on Buying Interest that Impacts Purchasing Decisions" which shows that brand image does not have a significant effect on purchasing decisions, then research conducted by (Maryanto, Sampurno and Derriawan, 2022) entitled "The Effect of Ewom and Endorser on Somethinc Serum Product Trust that Impact on E-Commerce Shopee Consumer Purchase Interest" which shows that e-wom does not have a positive effect on buying interest.

Based on the background description of the problem above where the author is interested in conducting research with the title: "The Influence of Brand Ambassadors, Brand Image, Brand Trust and E-wom on the Purchase Intention of Avoskin skincare products"

CONCEPTUAL FRAMEWORK

1. Brand Ambassador

To increase interest in a product or service, companies usually use brand ambassadors to attract the attention of consumers. A brand ambassador is someone who can represent a product or company and can talk a lot about the product being represented, thus having a big impact on product sales to consumers. According to (Royan, n.d.) Brand Ambassadors have 4 attributes where the characteristics of Brand Ambassadors must be adjusted to the communication objectives to be achieved. According to (Dinnie, 2015) brand ambassadors are individuals who have deep knowledge about the company or product, and they also have the ability to communicate the company's brand value to customers. Brand ambassadors are tools used by companies

to communicate and relate to the public, in the hope that they can increase their sales (Lea-Greenwood, 2012).

2. Brand trust

Brand Image proposed by Kotler & Keller (2019) is a name, term, logo, design symbol, or combination of these, designed to identify the goods or services of a seller or group of sellers and to distinguish them from competing products. In addition to logos and other design symbols, *celebrity endorser* endorsements and effective advertising activities can also enhance and shape a positive brand image in the minds of consumers. Similarly, the use of advertising can also improve brand image. With advertising, consumers can evaluate and assess what the product offers. This process can create an image on the product that ultimately leads to buying interest and consumer satisfaction Thakor & Katsanis, (2008). A successfully created brand image can be a picture of the quality, and identity of a product.

Sangadji et al, (2013) argue that brand image can be positive or negative, depending on one's perception of the brand. With the brand, consumers are easier to remember and compare with other products. Brand image includes consumers' knowledge and beliefs about the brand. Consumers who have a positive perception of a brand means that the brand has a strong message compared to competitors. Thus, a brand is a product or service that adds dimension in some way to distinguish the product from other services designed to meet the same needs. These differences can be functional, rational or even tangible. Related to the performance of a brand (Gadung & Diba, n.d.).

3. Brand trust

Delgado, (2003) defines brand trust as the positive perception that consumers have based on their interaction with the

brand, based on the perception that the brand is reliable and responsible for the interests and safety of consumers. According to Manager & Limited, (1999) brand trust is the willingness of consumers to trust the brand with all the risks because of the expectations promised by the brand in providing positive results for consumers.

If a product can achieve trust in the brand with the expectations and needs of consumers have been met and they will be satisfied with the product. Trust will appear to consumers with a sense of satisfaction because they have used products from a brand. Consumers who feel comfortable and believe in a product will not be easy to replace or leave the product with another brand. Therefore, branding also plays an important role in becoming a product identity. A brand must be able to convince consumers that the brand is truly trustworthy. When a company builds brand trust, people will be confident that the products released by the brand will meet their needs and desires.

4. Electronic Word Of Mouth

Before the internet, sharing experiences about a product through *word of mouth* was done traditionally. With public awareness of the internet, it formed a new paradigm in word of mouth communication strategies called *electronic word of mouth*. According to (Hennig-Thurau *et al.*, 2004) *electronic word of mouth* is a positive or negative opinion expressed by previous consumers about products or companies that are general through internet media. Positive word of mouth information will be remembered by consumers much more often and produce a positive brand image, on the contrary it will become less remembered and cause a negative brand image if the information is negative (Herr *et al.*, 1991). In addition, product

information will be much more effective if expressed through social media rather than *word of mouth* communication can be a strategy for marketers to build consumer loyalty to the brand being marketed (Chan, 2017).

5. Purchasing Intention

Purchasing decisions can be said to be the attitude of consumers who show the last action of the final process of seeing a product. After consumers decide to purchase products, consumers must then take solutions for the future Tjahjono *et al.*, (2021). Tjahjono *et al.*, (2021). Decision making is included in a separate activity that is directly involved in obtaining and using the products offered. Purchase decision is a decision-making step in buying a product that decides what product to buy and what product will not be purchased or even not to the point of carrying out a transaction. The purchase decision is the stage where the user has a choice and is willing to pay for the product, Schiffman & Kanuk, (2008).

According to Armstrong *et al.*, (2014), the decision on purchase is when consumers buy and are interested in brands that are the likes of other brands where there are two factors between purchase intention and purchase decisions, Based on the theory that has been developed researchers conclude that consumers will choose the brand they like which is influenced by two factors, namely from the attitude of others and situational factors. Purchasing decision according to Tjiptono & others, (2008) is a process where buyers know the problem, find information about certain products or brands and evaluate some of each of these alternatives to be used in solving the problem, which then leads to a purchase decision.

RESEARCH METHOD

Data analysis techniques are a series of data processing processes with the aim of obtaining information that will be used as a basis for making decisions that are useful for solving problems. This analysis process involves grouping data based on the characteristics of each variable, performing calculations to solve problem formulations and performing calculations to solve hypotheses that have been proposed. This research uses data analysis tools with the help of the SPSS version 20 program as a tool to progress the model that has been formulated.

RESULTS AND DISCUSSION

Model	t	Sig
Constant	4,983	0,000
Brand Ambassador	-0,616	0,538
Brand Image	1,839	0,067
Brand Trust	3,554	0,000
E-Wom	8,718	0,000

Brand Ambassador

The first hypothesis of this study states that the *brand ambassador* has a negative and insignificant effect on the *purchase intention* of *avoskin skincare* products in Surabaya by having a calculated t value of -0.616 and a table t value of 1.650, then a calculated t value of $-0.616 < 1.650$ with a significant value of $0.538 > 0.05$. This shows that brand *ambassadors* do not influence a person's buying decisions. This influence is more likely to see a person's attitude in buying cosmetics not only looking at the quality of the product but also looking at the model or *brand ambassador* of such products. Seeing the attractiveness of the model in conveying the advantages of the product and how the model or *brand ambassador*

can convince someone to buy an advertised product (Junaidi Sagir *et al.*, 2021).

H1 : Brand ambassador have no influence and are not significant on purchasing decisions

Brand Image

This second hypothesis states that brand image has a positive and insignificant effect on the purchase intention of avoskin skincare products in Surabaya by having a calculated t value of 1.839 and a table t value of 1.650, then a calculated t value of $> t$ table ($1.839 > 1.650$) with a significant value of $0.067 > 0.05$. According to (Kotler, n.d.) Brand image describes the extrinsic nature of a product or service, including the way in which the brand seeks to meet the psychological or social needs of customers. When a brand image has been able to build product character and provide a value proposition then convey the character of the product to its customers uniquely, it means that the brand has succeeded in influencing the emotional strength of customers to then get a final decision that is useful in sales. The formation of product character is also useful in influencing customer thinking about the brand.

H2: Brand image has a positive and insignificant influence on purchasing decisions

Brand Trust

The third hypothesis of this study states that *brand trust* has a positive and significant effect on the *purchase intention* of *avoskin skincare* products in Surabaya by having a t count of 3.554 and a t value of 1.650 table, then the value of t count $> t$ table ($3.554 > 1.650$) with a significant value of $0.000 < 0.05$. Consumer trust will influence consumer purchasing decisions on a product because consumers will be more careful and wary of brands and products that are not familiar or unknown.

H3 : Brand trust has a positive and significant influence on purchasing decisions

Electronic Word Of Mouth

The fourth hypothesis of this study states that e-wom has a positive and significant effect on the purchase intention of avoskin skincare products in Surabaya, by having a calculated t value of 8.718 and a table t value of 1.650, then a calculated t value of $> t$ table ($8.718 > 1.650$) with a significant value of $0.000 < 0.05$. The intensity in e-wom according to (Day et al., 2009) is the number of opinions or comments written by social media users (netizens) as consumers (Potter, 2021) states that more and more consumers are using the internet to find or share information about a product, so that when people want to buy a product, the person will look for reviews The product first, the more reviews you get about the item, the easier it will be for someone to make a purchase decision about the product.

H4 : E-WOM has a positive and significant influence on purchasing decisions

CLOSING

Conclusion

1. The results of the analysis showed that there was no positive and insignificant influence between the ambassador's brand variables on purchase intention. Thus the first hypothesis (H1) is rejected. Brand ambassadors do not have a direct impact on purchase intention, this shows that brand ambassadors do not influence a person's purchase decision. This influence is more likely to see a person's attitude in buying cosmetics not only looking at the quality of the product but

also looking at the model or brand ambassador of the product. Seeing the attractiveness of the model in conveying the advantages of the product and how the model or brand ambassador can convince someone to buy an advertised product.

2. The results of the analysis show that brand image has an influence and is not significant on purchase intention. This means that the second hypothesis (H2) is rejected. This means that there is no direct influence between brand image and purchase intention of avoskin skincare products. It can be interpreted that brand image is not used as one of the considerations in purchasing decisions for avoskin skincare products in Surabaya, in this case consumers have begun to be critical of the benefits felt when using these products.
3. The results of the analysis show that there is a positive and significant influence between brand trust variables and purchase intention. Thus, the third hypothesis (H3) is accepted. This is because there is an influence between brand trust and purchasing decisions, which means brand trust contributes to higher purchase decisions. Consumer trust will influence consumer purchasing decisions on a product because consumers will be more careful and wary of brands and products that are not familiar or unknown
4. The results of the analysis show that there is a positive and significant influence between the e-wom variable on purchase intention. Thus the fourth hypothesis (H4) is accepted. The presence of social media is considered a very appropriate platform for electronic word of mouth because it has helped consumers find opportunities to share and discuss opinions and experiences related to products, services and brands with other users. With e-wom consumers will be

facilitated in finding information or other consumer experiences about a product to be purchased. In general, purchasing decisions will occur when consumers start looking for information about certain products to be purchased.

Suggestion

1. In this study, brand ambassadors have no effect on the purchase intention of avoskin products. Advice for avoskin skincare companies should be to add a female brand ambassador or look for other brand ambassadors besides the one used now, to increase sales and also to attract the attention of consumers who were not previously interested in avoskin skincare.
2. This research has implications for companies in determining policies and developing strategies that can be developed by the company, by developing its *brand image*, namely by looking for *brand ambassadors* who can introduce avoskin products uniquely and attractively so that consumers are more interested in *avoskin* products.
3. If brand trust in a brand is good, then purchasing decisions will increase. This is because brand trust is a brand value that can be created through several aspects that can cause consumer satisfaction, where each individual consumer connects brand trust with the brand experience. In this case, the company must maintain the trust that has been built and improved again to be more confident that its products are safe to use, namely by contracting (endorse) with content creators or beauty vloggers to review avoskin products by conveying the content or benefits in the product.
4. In this study, the Electronic Word of Mouth variable is expected that avoskin products can maintain and increase

promotion on social media by making review videos about avoskin products and conveying the advantages of their products and the disadvantages of their products, so that consumers can choose what products to buy according to their skin needs and also pay for social media accounts Instagram or TikTok to increase viewers, so that more people see the review , it will attract consumers to buy the product. You can also use the method by asking consumers about the results after using avoskin products and holding a giveaway, with the condition that Instagram and TikTok users are required to share stories about their experiences in using avoskin products.

REFERENCES

- Adeliasari, Ivana, V., & Thio, S. (2018). ELECTRONIC WORD-OF-MOUTH (e-WOM) DAN. 2010, 1–13.
- Armstrong, G., & Kotler, P. (2008). Prinsip-prinsip pemasaran. Jakarta: Erlangga.
- Andriana, N. C., & Ngatno, D. (n.d.). PENGARUH BRAND IMAGE DAN BRAND TRUST TERHADAP KEPUTUSAN PEMBELIAN MELALUI MINAT BELI SEBAGAI VARIABEL INTERVENING (Studi pada Konsumen Sariayu Martha Tilaar di Kota Semarang).
- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). Principles of marketing. Pearson Australia.
- Chan, Y. (2017). Ngai.(2011). Conceptualizing Electronic Word of Mouth Activity an Input-process-Output Perspective. *Marketing Intelligence and Planning*, 29(5), 488–516.
- Ferrinadewi, E. (2008). Merek dan psikologi konsumen. Yogyakarta: Graha Ilmu.
- Kotler, P. (n.d.). dan Kevin Lane Keller. 2016. *Marketing Management*.
- Kotler, P., & Armstrong, G. (2008). Prinsip-prinsip pemasaran. Edisi.
- Kotler, P., Keller, K. L., & others. (2009). *Manajemen pemasaran*. edisi.
- Laraswanti, N., & Setyawati, H. A. (2022). Pengaruh Celebrity Endorser, Brand Image, Brand Trust dan Variety of Selection Terhadap Minat Beli Body Lotion Scarlett Whitening. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 4(1), 97–111. <https://doi.org/10.32639/jimmba.v4i1.67>
- Lea-Greenwood, G. (2012). *Fashion marketing communications*. John Wiley & Sons.
- Lee, J. E., & Goh, M. L. (2019). Understanding purchase intention of university students towards skin care products. 3(3), 161–178. <https://doi.org/10.1108/PRR-11-2018-0031>
- Lee, J. E., Goh, M. L., & Mohd Noor, M. N. Bin. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*, 3(3), 161–178.
- Madjid, C. N. F., Sudarmiati, & Hermawan, A. (2022). The Influence of Viral Marketing and Brand Image on Purchase Decisions through E-Trust (Study on Avoskin Skincare Customers). *International Journal Business and Social Science (IJEMBIS)*, 2(2), 315–321. <https://cvodis.com/ijembis/index.php/ij>

- [embishttps://cvodis.com/ijembis/index.php/ijembis/article/view/73](https://cvodis.com/ijembis/index.php/ijembis/article/view/73)
- Manager, M., & Limited, P. (1999). Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management*, 4(1999), 341–370.
- Nabilaturrahmah, A., & Siregar, S. (2022). Pengaruh Viral Marketing, Brand Image, dan e-WOM terhadap Minat Beli Produk Somethinc pada Followers Instagram @somethincofficial. *Jurnal Ilmiah Wahana Pendidikan*, 8(7), 41–49. <https://doi.org/10.5281/zenodo.6534500>
- Nurhasanah, Mahliza, F., Nugroho, L., & Putra, Y. M. (2021). The Effect of E-WOM, Brand Trust, and Brand Ambassador on Purchase Decisions at Tokopedia Online Shopping Site. *IOP Conference Series: Materials Science and Engineering*, 1071(1), 012017. <https://doi.org/10.1088/1757-899x/1071/1/012017>
- Potter, W. J. (2021). *Digital media effects*. Rowman & Littlefield Publishers.
- Pratama, R. E., Suryono, D., & Santosa, B. (2021). MENINGKATKAN MINAT PEMBELIAN ULANG DENGAN MELAKUKAN PROMOSI PENJUALAN DI INSTAGRAM MELALUI KEPUASAN KONSUMEN (Studi pada pengguna produk Avoskin di kota Semarang). *Diponegoro Journal of Management*, 10(4), 1–6. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Purwati, A., & Cahyanti, M. M. (2022). Pengaruh Brand Ambassador Dan Brand Image Terhadap Keputusan. *Manajemen*, 11(1), 15.
- Rahmani, R. G., Bursan, R., MS, M., & Wiryawan, D. (2022). Pengaruh Celebrity Endorsement, Brand Image Dan Brand Trust Terhadap Keputusan Pembelian Produk (Studi pada Somethinc by Irene Ursula). *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 10(S1), 431–438. <https://doi.org/10.37676/ekombis.v10is1.2006>
- Royan, F. (n.d.). *M, 2005, Marketing Celebrities*, Jilid I, Penerbit PT. Elex Media Komputindo, Jakarta.
- Sangadji, E. M., & others. (2013). *Perilaku Konsumen; Pendekatan praktis disertai himpunan jurnal penelitian*.
- Schiffman, L., & Kanuk, L. L. (2008). *Perilaku konsumen edisi 7*. Jakarta: Indeks.
- Simamora, B. (2023). The Mediating Effect of Brand Image on the Influence of Electronic Word of Mouth Towards Purchase Intention for Somethinc Products (Case Study on Followers of the @ somethincofficial TikTok Account). 6(1), 60–71.
- T.Mufarihah Aini, E. setyariningsih. b. utam. (2022). pengaruh celebrity endorsers, brand image dan brand trust terhadap keputusan pembelian pada produk handbody scarlett (studi kasus pada pengguna handbody scarlett di wilayah Mojokerto) oleh. 1(11), 2901–2916.
- Thakor, M. V., & Katsanis, L. P. (2008). Journal of International A Model of Brand and Country Effects on Quality Dimensions. *Journal of International Consumer Marketing*, October 2014, 79–100. <https://doi.org/10.1300/J046v09n03>

Tjahjono, E. J., Ellitan, L., & Handayani, Y. I. (2021). Product Quality and Brand Image Towards Customers' Satisfaction Through Purchase Decision of Wardah Cosmetic Products in Surabaya. *Journal of Entrepreneurship & Business*, 2(1), 56–70.

<https://doi.org/10.24123/jeb.v2i1.4023>

Tjiptono, F., & others. (2008). *Strategi Pemasaran*. Yogyakarta. Andi Offset.

Wardani, D. S. D., & Maskur, A. (2022). pengaruh celebrity endorser, citra merek dan kepercayaan terhadap keputusan pembelian produk scarlett whitening (studi kasus pengguna scarlett whitening). *Jesya*, 5(2), 1148–1160.

<https://doi.org/10.36778/jesya.v5i2.689>

Wardani, E. S., & Santosa, A. (2020a). Pengaruh Hallyu, Ambassador Merek, Dan Citra Merek Terhadap Keputusan Pembelian Atas Produk Republik Natur Di Yogyakarta the Influence of Hallyu, Brand Ambassador and Brand Image on the Consumer Purchase Decision on Nature Republic Products in Yogyakarta. *Jurnal Apresiasi Ekonomi*, 8(2), 203–211.

Wardani, E. S., & Santosa, A. (2020b). The influence of Hallyu, brand ambassador and brand image on the consumer purchase decision on Nature Republic products in Yogyakarta. *Jurnal Apresiasi Ekonomi*, 8(2), 203–211.