

Article

Unlocking Gen Z's Purchase Potential: The Impact Of Credibility And Trust In Social Media Marketing

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Abstract: The use of beauty products has become a frequently discussed topic among society, impacting the increase in the consumption rate of beauty products. This phenomenon opens up opportunities for beauty product manufacturers to enhance their sales through various media channels. However, there are several factors that influence consumer purchasing interest through these media, such as credibility, image, and trust. Therefore, this study aims to examine the influence of factors in social media marketing on the purchasing interest of beauty products. The research method employed is quantitative descriptive method with non-probability sampling technique, using a sample of 130 Gen Z individuals in Jember City. From the three variables calculated, it is evident that the use of perceived credibility, perceived image, and consumer trust have significant effects.

Keywords: Credibility, Images, Trust, Consumers, Buying Intentions, Beauty Product

1. Introduction

The increasing use of social media enables beauty industry companies to engage in the current digital world. The beauty industry in Indonesia is currently a dynamically growing industry alongside technological advancements, leading to a shift in healthy lifestyle choices and beauty trends among the population, who are now becoming more aware of skincare health. Especially during activities at home and working remotely, people have more leisure time to pay attention to skincare health [1]. Beauty industry companies often utilize digital media as a tool to market their products. This is a quite effective strategy employed by many companies to increase public interest in their products.

Skintific is one of the skincare brands currently being favored by young people, offering various product variants suitable for dry to combination skin types [2]. Despite often being claimed as a local brand, Skintific is actually a product originating from China. Released at the end of 2021, Skintific has quickly become one of the most sought-after brands. Some Skintific products have even successfully ranked as the TOP 1 in the Beauty Category across almost all e-commerce platforms in Indonesia, such as

Shopee and Tokopedia, in 2022. Within just 2 years, Skintific has rapidly grown as a desired brand among skincare enthusiasts in Indonesia, surpassing many local brands. The 5x Ceramide Moisturizer is the best-selling Skintific product, with reported sales of over 1.1 million units. Therefore, it is worth questioning what factors have contributed to the continuous increase in Skintific

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skincare product sales by up to 10 times within 2 years, and whether there are certain aspects influencing consumer interest in Skintific products. Below is a graph comparing the usage of the best-selling facial moisturizers on e-commerce platforms.

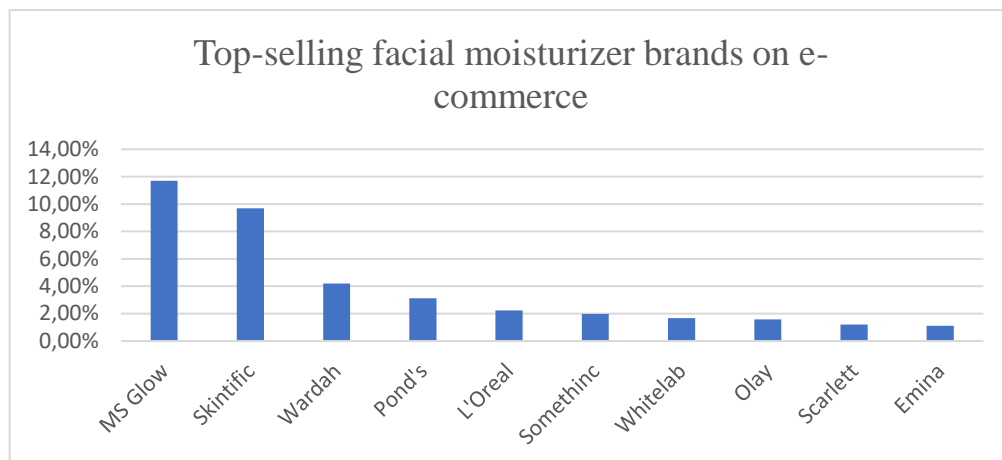


Figure 1. Top-selling Facial Moisturizer Brands on E-commerce
Source: (Compas.co.id, 2022)

From the above data, the author then conducted a pre-survey from January 7th, 2024 to January 11th, 2024, by distributing questionnaires to 115 Generation Z respondents, both male and female, aged 11 to 25, in the Jember region to determine which skincare brand, especially moisturizers from well-known brands, was most commonly used. The survey results showed that out of the 115 respondents, the majority used Skintific moisturizer, accounting for 87.8% of the respondents and predominantly consisting of female respondents. Below are the survey results regarding the use of facial moisturizer products favored by Generation Z in the city of Jember.

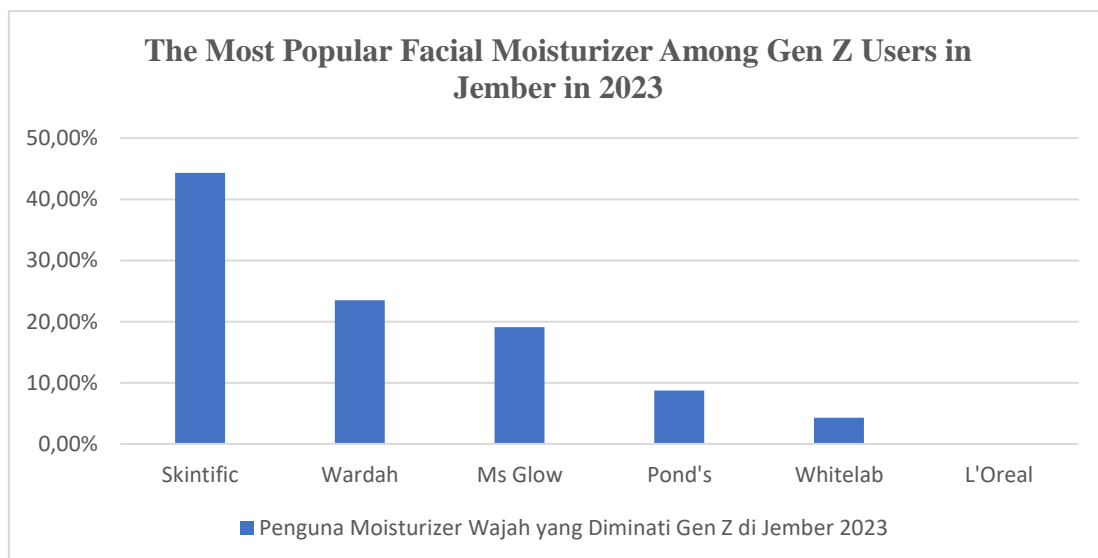


Figure 2. Facial Moisturizer Users Favored by Gen Z in Jember 2023

Based on the data above, the author chose Jember city as the research location to facilitate data collection and enable the author to obtain suitable sources to fill the research data easily, thus making the process more efficient. From the data above, there were a total of 115 respondents, with an age range of 16-20 years accounting for 12.2% and 20-25 years accounting for 87.8%. Based on the available data, Skintific products have successfully become the most favored moisturizer among Generation Z, with 44.3% of the 115

respondents showing interest, followed by Wardah products at 23.5%, Ms Glow at 19.1%, and Pond's at 8.7%. Whitelab at 4.3%, and finally, L'Oreal products, which were not favored by Generation Z. Therefore, the credibility, brand image, and consumer trust in a product held by a company are important foundations for generating consumer interest in that product.

Purchase Intent. Interest is the driving force that influences a person's motivation and attitude to do something. Meanwhile, purchase intent is part of the attitude related to consumer planning regarding a product they intend to buy. Purchase intent is the consumer's reaction to a product or service, thus creating a desire to make a purchase transaction. (Kotler dalam Rohman & Indaryadi, 2020). Consumer purchase intent is the latent desire within consumers. Consumer purchase intent always lies hidden within each individual, where no one can know what consumers desire or expect [5]. Purchase intent is the mental statement of a consumer reflecting the plan to purchase a particular brand of a product. Understanding consumers' buying desires toward a product is essential for marketers to describe consumer attitudes in the future. Purchase intent is created from consumer behavior towards a product, stemming from their belief in the product's quality. The lower the consumer's confidence in a product, the less purchase intent will arise. Purchase intent is the desire to own a product, which emerges when a consumer has been influenced by the quality and standard of a product, as well as information about the product. [6].

Perceived Credibility. Perceived credibility is the consumer's perception of the product quality associated with the brand name. Consumer perception itself also depends on the social status of consumers at the time they perceive product quality, whether they are relatively reputable or not. [7]. For example, when consumers see reviews with an engaging and unique method on social media, they tend to delve deeper into the beauty products being used. This is driven by their curiosity about the product [8]. Perceived credibility needs to be maintained throughout the business process. Strong confidence from consumers in the services and products provided by the company will generate strong trust to continue being a part of the company. With high perceived credibility, consumers will continue to foster a desire to remain part of the company (customer satisfaction). [9]. Based on the above opinions, it can be concluded that perceived credibility is the assessment of how much consumers believe in a company's ability to deliver and design a product or service that can meet consumers' needs according to what they desire.

Perceived Images. Brand image is the primary driver of brand equity, referring to consumers' perceptions of a brand and influencing consumer attitudes (Zhang dalam Nyarmiati, 2021). (Kotler dan Keller dalam Putra, 2021) Defining brand image describes the extrinsic characteristics of a product or service, including tricks where brands strive to fulfill customers' psychological or social needs. Brand image can be considered as a kind of association that occurs in consumers' minds when they recall a particular brand. This association can simply take the form of thoughts and specific images related to a brand and when thinking about others (Sangadji dan Sopiah dalam Hernikasari et al., 2022). Based on the various opinions above regarding the definition of brand image, it can be concluded that brand image is the depiction or perception held by consumers about a brand regarding its products or services, which influences consumer attitudes in assessing a company. If the brand image assessed by consumers about the company is positive, it will impact the company positively, as more consumers will recognize the products or services of the company with positive values. Conversely, if a company has a negative brand image, it will affect the company negatively because consumers will spread negative values about the products or services of that company.

Consumer Trust. Consumer trust is the belief that a particular individual has integrity, is reliable, and trusted to fulfill all obligations in conducting transactions as expected. (Khotimah & Febriansyah dalam Sobandi & Somantri, 2020). Consumer trust in a product can be built by sharing or expressing the product as advertised on the company's

website. Limited consumer trust in websites causes consumers to hesitate to make online purchases. When consumers receive goods or services that match the industry's advertisement on the web, it will increase consumer confidence in the company. Not only trust, but also motivation to make or complete online purchase transactions [14]. Consumer trust is the willingness of an individual to entrust their livelihood to another party who shares the same goals as they do. Consumer trust is their belief in making a promise offered by a seller that can be relied upon, and trust that the party will fulfill their needs according to what they need at the moment or in the future (syaifullah dalam Sumadi et al., 2021). Based on the opinions above, it can be concluded that consumer trust, or consumers trust, is the belief of consumers in another party that can be trusted to fulfill their needs similar to what they require.

2. Materials and Methods

Research design

This research uses an associative research approach with a quantitative approach. In this research, the associative method is a research method used to explore the relationship between two or more variables. This method aims to understand and analyze the relationship between these variables in the context of the research being conducted (Sugiyono, 2018).

Population and Sample

The population in this study is uncountable because the research object is the entire Z generation in Jember, the number of which is unknown. Sampling uses the Ferdinand formula where the number of indicators is between 5 and 10 and is multiplied by the number of indicators that have been determined. This research uses 13 indicators, so the number of samples in this research is 130 respondents. The sampling technique used non-probably sampling, with the criteria being respondents who had purchased Skintific products online.

Instrument

Validity test

Validity is a test that shows the extent to which the measuring instrument we use can measure what we want to measure and not measure anything else so that the measurement results are valid. Validation calculations for an instrument can use the validation test results compared with the r table value at a significance level of 5% and a significance level of 1% with $df = N-2$. If $r \text{ count} > r \text{ table}$ then the validation coefficient of the question item is at the significance level used.

Reliability Test

Reliability Test is a test that aims to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable or professional, that is, if a person's answers to the questions do not change or are normal from time to time [17].

Data Analysis

Multiple Linear Regression Analysis

Multiple linear regression analysis is an analysis used to make predictions, and also to see changes in the value of the dependent variable if the value of the independent variable is lowered or lowered and multiple linear regression is carried out if the number of independent variables is at the same number. at least two [16] The following is the formulation of the multiple linear regression formula in this research:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information:

Y = Decision to return to visit

a = costing

X_1 = Relationship marketing

X_2 = Experience
 X_3 = Satisfaction
 b = Regression coefficient
 e = error

3. Results

Instrument Data Test Results

Validity and Reliability Test

Validity and reliability tests are useful for testing the validity and reliability of questionnaires for use. Therefore, validity and reliability testing is conducted, and the results are presented in table 1. Both tests aim to assess how suitable the data instrument is for use in the study. Both tests are important steps in research.

Table 1. Results of Validity and Reliability Testing

No	Item	Validity			Reliability	
		r value	r table	Remarks	Cronbach's Alpha	Remarks
1	X1.1	0,885	0,1723	Valid	0,849	Reliabel
2	X1.2	0,884	0,1723	Valid	0,849	Reliabel
3	X1.3	0,861	0,1723	Valid	0,849	Reliabel
4	X2.1	0,831	0,1723	Valid	0,835	Reliabel
5	X2.2	0,903	0,1723	Valid	0,835	Reliabel
6	X2.3	0,880	0,1723	Valid	0,835	Reliabel
7	X3.1	0,901	0,1723	Valid	0,888	Reliabel
8	X3.2	0,922	0,1723	Valid	0,888	Reliabel
9	X3.3	0,891	0,1723	Valid	0,888	Reliabel
10	Y.1	0,869	0,1723	Valid	0,891	Reliabel
11	Y.2	0,824	0,1723	Valid	0,891	Reliabel
12	Y.3	0,903	0,1723	Valid	0,891	Reliabel
13	Y.4	0,882	0,1723	Valid	0,891	Reliabel

Based on the results of validity and reliability testing presented in Table 1, it can be concluded that the tested instrument has been proven to be valid and reliable for use. An instrument is considered valid if the r value > r table and reliable if the Cronbach's Alpha value > r table. Therefore, since all instruments above meet these requirements, all of them can be used in the research.

Multiple Linear Regression Test

Table 2. Multiple linear regression test

Variable	Coefficient	t value	Sig	Remarks
Constant	-0,227	-	-	-
Perceived Credibility	0,452	3,875	0,000	Signifikan
Perceived Images	0,464	4,018	0,000	Signifikan
Consumer's trust	0,395	3,177	0,002	Signifikan

Based on the results of regression analysis, it is used to test the hypothesis about the partial effect of independent variables on the dependent variable, which is $Y = -0.227 + 0.452 X_1 + 0.464 X_2 + 0.395 X_3$. Meanwhile, hypothesis testing in this research is tested for its truthfulness using a partial test. The testing is done by looking at the t value with the statistical value of t table and the significance level (p-value). If the significance level resulting from the calculation is below 0.05, then the hypothesis is accepted; conversely, if the calculated significance level is greater than 0.05, then the hypothesis is rejected. The t-table value is obtained from $df = n - k$ ($130 - 4$), which equals 126. Where n is the sample size and k is the number of research variables. So, to see the t-table, you look at the t-table row 126, which is 1.65704.

Testing the Coefficient of Determination

Table 3. Testing the Coefficient of Determination

No.	Criteria	Coefficient
1	<i>R</i>	0,894
2	<i>R Square</i>	0,799
3	<i>Adjusted R Square</i>	0,794

The results of the regression calculation in this study show that the coefficient of determination obtained is 0.799. This means that 79.9% of the variation in the variable of income increase can be explained by perceived credibility, perceived images, and consumer's trust, while the remaining 0.201 or 20.1% is explained by other variables not included in the study.

4. Discussion

Overall, the research findings support the proposed hypothesis. The following is a discussion of the hypothesis:

The influence of perceived credibility of consumers on purchase intention in social media marketing (H1)

The results of this study indicate that perceived credibility has a significant effect on purchase intention in the social media marketing of Skintific products among Gen Z in the city of Jember, with a t-statistic value of 1.65704, which is greater than the critical t-table value of 1.65704. Additionally, the p-value does not exceed the significance level ($0.000 < 0.05$), indicating that the Perceived Credibility Of Consumers has a positive and significant effect on purchase intention. The results of this study state that the level of credibility of potential consumers determines the level of purchase intention for Skintific beauty products in the city of Jember. This is because if a consumer perceives the quality of the product, it will increase the consumer's confidence in the product, thus attracting the purchase intention of other consumers. In this study, the quality of the product refers to the quality of Skintific products. The quality of Skintific products can be created through the attractiveness of Skintific products, such as effective and safe Skintific product ingredients in repairing or caring for the skin, which will attract consumer attention. The ability of the product to bring innovation to skincare, such as unique formulations, the latest technology, or new approaches to skincare, will make it stand out in the market. Therefore, by creating good ingredients that comply with BPOM standards and continuously innovating new products from Skintific products, consumers will develop a perception of the quality of a product, namely Skintific products.

The influence of perceived images of consumers on purchase intention in social media marketing (H2)

The results of this study indicate that perceived images have a significant effect on purchase intention in the social media marketing of Skintific products among Gen Z in the city of Jember, with a t-statistic value of 1.65, which is greater than the critical t-table value of 1.65704. Additionally, the p-value exceeds the significance level ($0.000 < 0.05$). The results of this study state that Perceived Image Of Consumers has a significant influence on purchase intention and social media marketing. The more positive people's views are towards someone, the more people try to get to know and approach them. The same applies to businesses, where the better the image of a business in the eyes of the public, the more interested they are in learning more about that business. On the other hand, a negative image in the eyes of the public can cause consumers to spread negative information about the business and reduce their interest in buying products or services from that business.

The influence of consumer's trust on purchase intention in social media marketing (H3)

The results of this study indicate that consumer's trust has a significant effect on purchase intention in the social media marketing of Skintific products among Gen Z in the city of Jember, with a t-statistic value of 1.65704, which is greater than the critical t-table value of 1.65. Additionally, the p-value exceeds the significance level ($0.002 < 0.05$). The results of this study state that trust has a significant influence on purchase intention. This is also in line with the concept stated by Bruns, that feelings of confusion and doubt experienced by consumers about something often arise due to trust, which ultimately affects their purchase intention and consumption behavior [18]. Consumer's trust is the willingness of an individual to entrust their life to another party who shares the same goals as they do, consumer's trust is their belief in making a promise offered by a seller that can be relied upon, and trusted to fulfill all obligations in conducting transactions as expected by them now or in the future [19].

5. Conclusion

Based on the results of data analysis and discussions outlined, the following conclusions can be drawn:

1. The perceived credibility factor has a significant effect on the purchase intention of Skintific products among Gen Z in the city of Jember. This finding means that perceived credibility greatly assists buyers in assessing the credibility of the product they are about to purchase, thus affecting their purchase intention.
2. The perceived images factor has a significant effect on the purchase intention of Skintific products among Gen Z in the city of Jember. This finding means that perceived images greatly assist buyers in assessing the image of the product they are about to purchase, thus influencing their purchase intention.
3. The consumers trust factor has a significant effect on the purchase intention of Skintific products among Gen Z in the city of Jember. This finding means that consumers trust greatly assists buyers because if consumers trust a product, they are likely to make repeat purchases [20].

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