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Research Paper

Customer Review, Influencer Endorsement, and Purchase Intention: The Moderating Role of Brand Image

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ABSTRACT

Investigating the increasing prominence of influencer endorsements and customer reviews represents a crucial and compelling area of research. Influencer endorsement and customer reviews can influence a customer's purchasing interest in a product. This study aims to examine the influence of consumer reviews and influencer endorsement on the purchase intention of Avoskin products, taking into account the role of brand image as a moderator. The study involved 385 skincare enthusiast respondents in Indonesia and used a questionnaire as the data collection instrument. Employing multiple linear regression, the results showed that consumer reviews and influencer endorsement have a positive and significant effect on the purchase intention of Avoskin products. The brand image also plays an important role as a moderator in the relationship between consumer reviews, influencer endorsement, and purchase intention. These findings provide advice to Avoskin to improve product and service quality to improve brand image, and to increase consumer purchase intention through influencer support and customer reviews.

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Introduction

Currently, social media has become deeply ingrained in our society, enabling and facilitating electronic commerce. Recent data reveals that a significant majority of Indonesians, approximately 88.1%, utilize e-commerce platforms (Lidwina, 2021). Among these, the most prominent transactional category is care and beauty, accounting for 33.4 million transactions. A report from the Central Ballistics Agency (BPS) in 2020 predicts a

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5.59% growth rate for the Indonesian beauty industry in 2021, with an anticipated 7% growth rate (Adisty, 2022). Additionally, the Indonesian Food and Drug Administration (BPOM) recorded a 20.6% increase in the number of companies in the beauty industry compared to the previous year. The cosmetic industry alone witnessed a rise from 819 to 913 enterprises by July 2022, primarily driven by Small and Medium Enterprises (UKM) (Yuana, 2022). The significant growth of e-commerce within the beauty sector serves as evidence that Indonesia possesses a promising market for business opportunities in the beauty industry.

One of the fastest-growing skin care products is Avoskin. Founded in 2014, Avoskin has garnered considerable attention from skincare enthusiasts by prioritizing sustainability and adopting the principles of green and clean beauty. These concepts revolve around the use of environmentally friendly and skin-friendly ingredients in their products (Avoskin, 2022). According to Iskandar and Argo (2022), Avoskin holds the 4th position among the top-selling local skincare brands in e-commerce, with total sales amounting to 5.9 billion. One of Avoskin's flagship products, the Perfect Hydrating Treatment Essence (PHTE), gained significant popularity and demand. It achieved the feat of selling out within a span of 24 hours during the Jakarta X Beauty event in 2018 (Maris, 2019).

To keep up with the growing competition in the market, Avoskin has recognized the need to adopt a more proactive approach to its digital marketing strategies. Companies are increasingly abandoning traditional celebrity endorsers in favor of social media influencers such as vloggers and Instafamous people in their marketing efforts (Schouten et al., 2018). This includes harnessing the power of electronic word-of-mouth (e-WOM) and collaborating with influential individuals to endorse their products. Certain users actively develop online material (user-generated content) and establish themselves as thought leaders (Javed et al., 2022). Influencers on social media are increasingly being used as product endorsers, and a growing amount of academic research demonstrates that influencers are an effective advertising tool (Janssen et al., 2022). Collaborating with influencers is one effective method employed by Avoskin to introduce its products and attract consumers. Influencer endorsements serve as a form of marketing that captures the attention of the audience through word of mouth. The influencers personally use the products and provide authentic reviews, explaining their experiences. Influencer endorsements are considered highly efficient due to their ability to reach a wide market audience (Purnama, 2020). According to the data findings, a significant percentage of marketers, specifically 89.2%, consider influencer marketing to be highly important. Among them, 50.8% acknowledge that influencer marketing is extremely effective, while 38.4% recognize it as effective. A smaller proportion 10.2% believe that influencer marketing has some level of effectiveness, while only 0.8% view it as ineffective (Tekdeeps, 2021). The significance of influencers in advertising strategies is evident, with 93% of marketers incorporating them into their campaigns, recognizing their value in reaching their target audience (Santora, 2023).

In addition to influencer endorsements, electronic word of mouth (e-WOM) serves as a highly effective form of customer influence. Customer reviews, which are user-generated content shared through social media or websites, act as an important model of e-WOM. Prospective customers often rely on reviews to gauge a product's popularity and reinforce their purchase intentions. This is proven by a survey (Elfreda, 2020) revealing that 93% of

customers pay attention to product reviews on social media and conduct online searches to ensure product quality. In the skincare industry, there is a growing trend of customers seeking products with non-toxic, sustainable, vegan, hypoallergenic, or cruelty-free ingredients. When researching products, 55% of customers utilize the Google search engine, followed by 33% who seek information through customer reviews, and another 33% who rely on online stores, among other sources. This emphasizes the importance of customer reviews as a valuable source of information for customers when considering a product.

Examining the growing significance of influencer endorsements and customer reviews is a vital and captivating field of study. The objective of this study was to investigate the effect of customer reviews and influencer endorsements on purchase intention, specifically focusing on the brand image of Avoskin. When customers place trust in reviewers, whether they are ordinary customers or influencers, it tends to positively influence their inclination to make a purchase. This research can shed light on the effectiveness of influencer marketing strategies and the effect of customer reviews on consumer decision-making processes. This study can help identify areas of opportunity to enhance Avoskin's marketing strategies.

Hypotheses Development

The Effect of Customer Reviews on Purchase Intention

Evaluating service performance is one way for companies to gauge their effectiveness, and Avoskin, for instance, has received a mix of positive and negative reviews from consumers across various platforms such as web Sociolla and female daily. Positive reviews highlight the benefits of Avoskin products, including reduced acne scars, moisturized skin, and improved skin barrier function. Conversely, negative reviews cite issues like blemishes, peeling, white casts, itchiness, and dryness. Positive reviews reflect the perception of good product quality, while negative reviews signify poor product quality (Wang et al., 2020).

Different methods are utilized to influence purchase intention, one of which involves reading reviews left by previous purchasers (Yang et al., 2016). Customer reviews are crucial as they provide additional information for consumers in the decision-making process. These reviews can give an overview of the experiences gained by other customers with the same product, enabling consumers to make comparisons and determine whether the product meets their needs and expectations (Dwidienawati et al., 2020).

Based on the research conducted by Pebrianti and Saputri (2022), customer reviews have a positive and significant effect on purchase intention. Similarly, a study conducted by Ichsan et al. (2018) explain that customer reviews have a positive and significant effect on purchase intention. According to Noor et al. (2023), internet reviews have a considerable impact on buying attitude, and purchase attitude has a favorable and significant impact on purchase intention. However, according to the research by Dwidienawati et al. (2020), customer reviews do not have a positive effect on purchase intention. The explanations above indicate the existence of an unstable relationship, which necessitates empirical research to be conducted. Therefore, the following hypothesis is derived:

H1: *Customer reviews have a positive and significant effect on purchase intention.*

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The Effect of Influencer Endorsement on Purchase Intention

Influencers, with their extensive social media following, wield significant influence over their followers' decision-making through attractive profiles where they share their interests and opinions (Van Reijmersdal et al., 2020). Based on the research findings of Lestari and Wahyono (2021) and Dwidienawati et al. (2020), influencers affect purchase intention. It is supported by the study conducted by Anisa and Widjatmiko (2020), which states that influencer endorsement has a positive and significant effect on purchase intention. Saima and Khan (2020) elaborate that trustworthiness, information quality, and entertainment value have strong direct effects on influencer credibility as well as large indirect effects on purchase intention. Therefore, the following hypothesis is derived:
H2: *Influencer endorsement has a positive and significant effect on purchase intention.*

The Moderating Effect of Brand Image on the Effect of Customer Review on Purchase Intention

Customer reviews represent consumers' opinions about a product they have purchased. Before purchasing or consuming a product, people utilize a strong brand reputation as a guideline. As a result, consumers are more likely to trust and buy brands with a good reputation (Gul, 2014). According to Al-Muani et al. (2023), when consumers choose between multiple distinct options for purchasing a product, brand image is critical and is widely regarded as a primary external motivator. According to Lien et al. (2015), brand image has a considerable impact on consumers' purchase intentions. The research by Abdel Wahab et al. (2022) suggests that there is a positive and significant indirect effect of customer reviews on purchase intention, with brand image as a moderating variable. However, according to the studies by Dwidienawati et al. (2020) and Jalilvand and Samiei (2012), brand image moderates the effect of customer reviews on purchase intention. The explanations above indicate the need of proving through empirical research. Therefore, the following hypothesis is derived:
H3: *Brand image moderates the effect of customer reviews on purchase intention.*

The Moderating Effect of Brand Image on the Effect of Influencer Endorsement on Purchase Intention

According to the research conducted by Schouten et al. (2020), the support of an influencer is more effective than the support of a celebrity in terms of purchase intention. In addition to influencers, the brand image also affects an individual's purchase intention. When customers are more familiar with a product, they develop a higher level of trust in their ability to purchase that product. Moreover, when a product has a strong brand image, consumers are more inclined to purchase it (Cabeza-Ramírez et al., 2022). According to Lestari and Wahyono (2021), when the sponsored brand image is exhibited, the presence of a celebrity endorser increases customers' willingness to participate in a transaction. Furthermore, the research by Kim and Park (2023) states that brand image moderates the effect of influencer endorsement on purchase intention. Therefore, the following hypothesis is derived:
H4: *Brand image moderates the effect of influencer endorsement on purchase intention.*

Method

Research Design

This research uses a quantitative approach with descriptive and causal research. The data was collected through a survey using questionnaires in an anon-contrived setting and adopting a cross-sectional approach. The data collected is both primary and secondary, with the primary data being collected through closed questionnaires using the Likert scale. The collected data was analyzed using SPSS version 25.0, enabling the formulation of conclusive findings to address the research questions.

Population and Sample

The study population consists of skincare consumers in Indonesia, and a sample size of 385 respondents is selected using a purposive sampling technique. In this study, we opted for purposive sampling, a non-probability sampling technique based on accessibility and convenience.

Instrumentation

The instruments employed in this study were created by drawing upon relevant theories and gathering insights from previous studies conducted by experts and researchers. Specifically, the instrument grid, which encompasses various dimensions and indicators, is presented in Table 1.

Table 1. Indicator Variable of the Research

Variable	Indicator
Customer Review (X1) (Dwidienawati et al., 2020)	Impression Certainty Gathering information Confidence to make a purchase
Influencer Endorsmenet (X2) (Dwidienawati et al., 2020)	Visibility Credibility Attractiveness Power
Brand Image (Z) (Dwidienawati et al., 2020)	Strength of brand association Favorability of brand association The uniqueness of brand association
Purchase Intention (Y) (Dwidienawati et al., 2020)	Attention Interest Desire Action

Procedure of Data Collection

The research follows a quantitative approach and incorporates both descriptive and causal research types. The data collection process involves several steps: determining the research approach, selecting the research type, choosing the data collection method, defining the research population, determining the sample size, gathering primary and secondary data, processing the collected data using statistical software, and drawing

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conclusions to answer the research problem. In this case, the research adopts a quantitative approach, collecting numerical data through questionnaires distributed to skincare consumers in Indonesia. The sample size is 385 individuals, selected through purposive sampling. The collected data includes both primary data from the questionnaires and secondary data from previous studies. The data is processed using SPSS version 25.0, and the results are analyzed to draw conclusions and address the research problem. By following this step-by-step procedure, the research ensures a systematic and comprehensive approach to data collection, leading to reliable findings and meaningful insights.

Data Analysis

The collected data was analyzed using SPSS software version 25.0, and the indicators were measured using the Likert scale. This analysis aimed to investigate the connection between customer reviews, influencer endorsements, brand image, and purchase intentions in the skincare industry. The variables included customer reviews and influencer endorsements as independent variables, purchase intentions as the dependent variable, and brand image as the moderating variable.

Results

The validity test is carried out by calculating the Pearson Correlation value where if the calculated r-value is greater than the r table then it is declared valid. Table 2 presents the results of the validity test.

Table 2. Validity Test Results

Variable	Indicator	R count	R table	Description
Customer Review	CR01	0.771	0.09	Valid
	CR02	0.797	0.09	Valid
	CR03	0.779	0.09	Valid
	CR04	0.811	0.09	Valid
Influencer Endorsement	IE01	0.761	0.09	Valid
	IE02	0.786	0.09	Valid
	IE03	0.789	0.09	Valid
	IE04	0.668	0.09	Valid
Brand Image	CM01	0.740	0.09	Valid
	CM02	0.531	0.09	Valid
	CM03	0.720	0.09	Valid
	CM04	0.750	0.09	Valid
	CM05	0.732	0.09	Valid
Purchase Intention	MB01	0.786	0.09	Valid
	MB02	0.766	0.09	Valid
	MB03	0.716	0.09	Valid
	MB04	0.683	0.09	Valid

Based on Table 3, the four variables have Cronbach's alpha which is greater than 0.7 so the statements on the questionnaire are said to be reliable.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Customer Review	0.799	Reliable
Influencer Endorsement	0.738	Reliable
Brand Image	0.715	Reliable
Purchase Intention	0.710	Reliable

Based on Table 4, the value of Asymp.Sig. (2-tailed) is 0.200. This indicates that the value exceeds the significance level of >0.05. Thus, the residual is normally distributed.

Table 4. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		385
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.61761009
Most Extreme Differences	Absolute	.036
	Positive	.036
	Negative	-.033
Test Statistic		0.36
Asymp. Sig, (2-tailed)		.200[d]

a. Test distribution is Normal
b. Calculated from data
c. Lilliefors Significance Correction
d. This is a lower bound of the true significance

According to Table 5, the VIF (Variance Inflation Factor) values for customer review and influencer endorsement are both 1.389 and the tolerance values are 0.720. These findings indicate that there is no multicollinearity issue among the variables. The tolerance values for each variable surpass the criterion of >0.1, and the VIF values remain below 10. Therefore, it can be concluded that there is no significant correlation or redundancy among the variables, ensuring the absence of multicollinearity.

Table 5. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std.Error	Beta			Tolerance	VIF
1	(Constant)	5.520	.675		8.172	.000		
	X1	.385	.046	.417	8.380	.000	.720	1.389
	X2	.226	.051	.220	4.430	.000	.720	1.389

a. Dependent Variable: Y

Table 6 indicates the significance value (sig) for the customer review variable is 0.172, and the significance value for the influencer endorsement variable is 0.800. Therefore, it can be concluded that there is no evidence of heteroscedasticity.

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Table 6. Heteroscedasticity Test

Model		Unstandardized Coefficients B	Std.Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	2.047	.401		5.108	.000
	X1	-.037	.027	-.082	-1.369	.172
	X2	-.008	.030	-.015	-.254	.800

a. Dependent Variable: ABSRES

According to Table 7, the Durbin Watson (d) value is 2.000, while the dU value is 1.83795. Based on the established range, which is dU < d < 4 - dU, or 1.83795 < 2.000 < 2.16205, it can be concluded that there is no positive or negative autocorrelation present. Since the calculated Durbin-Watson value falls within the expected range, it suggests the absence of autocorrelation.

Table 7. Autocorrelation Test

Model	R	R.Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.556[a]	.320	.316	1.76326	2.000

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Based on Table 8, the regression equation obtained is Y = 5.520 + 0.385X1 + 0.226X2. The constant term, 5.520, indicates a positive effect on the independent variables in their effect on purchase intention. This means that if the independent variables, customer review and influencer endorsement, have a value of 0, the purchase intention will be 5.520. The regression coefficient for the variable of customer review, with a positive value of 0.385, indicates that if customer review increases by 1 unit, the purchase intention will increase by 0.385. The regression coefficient for the influencer endorsement variable, with a positive value of 0.226, indicates that if influencer endorsement increases by 1 unit, the purchase intention will increase by 0.226.

Table 8. Multiple Linear Regression

Model		Unstandardized Coefficients B	Std.Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	5.520	.675		8.172	.000		
	X1	.385	.046	.417	8.380	.000	.720	1.389
	X2	.226	.051	.220	4.430	.000	.720	1.389

a. Dependent Variable: Y

Based on the test results in Table 9, the following observations can be made. The significance value for the customer review variable is 0.000. If the significance value is less than 0.05, it can be concluded that H0 (null hypothesis) is rejected, and H1 (alternative hypothesis) is accepted. This means that the customer review variable has a positive and significant effect on purchase intention. The significance value for the influencer endorsement variable is 0.000. If the significance value is less than 0.05, it can be concluded

that H0 is rejected, and H1 is accepted. This indicates that the influencer endorsement variable has a positive and significant effect on purchase intention.

Table 9. T-Test

Model		Unstandardized B	Coefficients Std.Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5.520	.675		8.172	.000
	X1	.385	.046	.417	8.380	.000
	X2	.226	.051	.220	4.430	.000

a. Dependent Variable: Y

Table 10 indicates that the significance value for the simultaneous effect of customer review and influencer endorsement on purchase intention is 0.000, and the F-test value is 89.705. Since the significance value is less than the predetermined significance level of 0.05, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. This implies that there is a significant simultaneous effect of both the customer review and influencer endorsement variables on purchase intention. This means that there is a significant simultaneous effect of the customer review and influencer endorsement on purchase intention.

Table 10. F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	557.798	.2	278.899	89.705	.000[b]
	Residual	1187.666	382	3.109		
	Total	1745.464	384			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

Based on Table 11, the R-squared is 0.320. This indicates that 32.0% of the purchase intention is influenced by customer review and influencer endorsement, while the remaining 68.0% is explained by other variables that were not included in this study.

Table 11. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.565[a]	.320	.316	1.76326

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

In Table 12, the constant term has a positive value of 3.579. This indicates that when all variables, namely customer review, influencer endorsement, and brand image, have a value of 0, the estimated purchase intention is 3.579. The regression coefficient for the customer review variable is 0.218, which suggests that a 1 unit increase in customer review corresponds to a 0.218 increase in purchase intention. Similarly, the regression coefficient for the influencer endorsement variable is 0.101, indicating that a 1-unit increase in

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influencer endorsement leads to a 0.101 increase in purchase intention. Lastly, the regression coefficient for the brand image variable is 0.338, suggesting that a 1 unit increase in the brand image results in a 0.338 increase in purchase intention. These coefficients demonstrate the individual effect of each variable on the purchase intention, highlighting their respective contributions.

Table 12. Multiple Linear Regression After Entering Moderating Variables

Model		Unstandardized Coefficients B	Std.Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	3.579	.664		5.387	.000		
	X1	.218	.047	.236	4.652	.000	.588	1.702
	X2	.338	.049	.098	2.047	.041	.653	1.531
	Z	.338	.041	.419	8.327	.000	.596	1.677

a. Dependent Variable: Y

The multiple linear regression equation formulated from the result is:

$$Y = 3.579 + 0.218X_1 + 0.101X_2 + 0.338Z + e$$

Table 13 shows that the significance value for the variable of brand image is 0.000. If the significance value is less than 0.05, it means that the brand image variable has a positive and significant effect on purchase intention.

Table 13. T Test After Entering Moderating Variables

Model		Unstandardized Coefficients B	Std.Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.579	.664		5.387	.000
	X1	.218	.047	.236	4.652	.000
	X2	.338	.049	.098	2.047	.041
	Z	.338	.041	.419	8.327	.000

a. Dependent Variable

Based on Table 14, the significance value for the simultaneous effect of customer review, influencer endorsement, and brand image on purchase intention is 0.000, and the F-test value is 93.615. Since the significance value is less than 0.05, it can be concluded that H0 (null hypothesis) is rejected, and H1 (alternative hypothesis) is accepted. This means that there is a significant simultaneous effect of customer reviews, influencer endorsement, and brand image on purchase intention.

Table 14. F Test After Entering Moderating Variables

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	740.665	3	246.888	93.516	.000[b]

Residual	1004.798	381	2.637
Total	1745.464	384	

a. Dependent Variable: Y
b. Predictors: (Constant), Z, X_2, X_1

Table 15 shows that the R-squared is 0.424. This indicates that 42.4% of the purchase intention is influenced by the customer review, influencer endorsement, and brand image variables, while the remaining 57.6% is explained by other variables that were not included in this study.

Table 15. The Coefficient of Determination After Entering the Moderating Variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651[a]	.424	.420	1.62397

a. Predictors: (Constant), Z, X_2, X_1

The results of the MRA test are shown in Table 16. The multiple linear regression equation formulated is:

$$Y = -1.384 + 1.487X_1 - 0.688X_2 + 0.797Z - 0.079X1*Z + 0.040X2 + e$$

The significance value for the interaction between customer review and brand image is 0.000. If the significance value is less than 0.05, it means that the brand image moderates the influence of customer reviews on purchase intention. The significance value for the interaction between influencer endorsement and brand image is 0.035. If the significance value is less than 0.05, it means that the brand image moderates the influence of influencer endorsement on purchase intention.

Table 16. T Test Based on MRA Test

Model		Unstandardized B	Coefficients Std.Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-1.384	2. 167		-.6.39	.523
	X1	1.487	.265	1.609	5.612	.000
	X2	-.688	.342	-.671	-2.014	.045
	Z	.797	.147	.988	5.407	.000
	X1*Z	-.079	.015	-2.178	-5.221	.000
	X2*Z	.040	.019	1.084	2.111	.035

a. Dependent Variable: Y

Based on the F-test results in Table 17, the significance value for the simultaneous effect of customer review, influencer endorsement, brand image, the interaction between customer review and brand image, and the interaction between influencer endorsement and brand image on purchase intention is 0.000. The calculated F-value is 70.096. Since the significance value is less than 0.05, it can be concluded that H0 is rejected and H1 is accepted, indicating that there is a simultaneous effect of customer review, influencer endorsement, brand image, the interaction between customer review and brand image,

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and the interaction between influencer endorsement and brand image on purchase intention.

Table 17. F Test Based on MRA Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	838.608	5	167.722	70.096	.000[b]
	Residual	906.855	379	2.393		
	Total	1745.464	384			

a. Dependent Variable: Y
b. Predictors: (Constant), X2*Z, X_1, Z, X_2, X_1*Z

Table 18 presents the coefficient of determination. It can be seen that the R Square value is 0.480. This shows that 48.0% of purchase intention is affected by the variables customer reviews, influencer endorsements, brand image, interactions between customer reviews and brand image, and interactions between influencer endorsements and brand image while the remaining 52.0% is explained by other variables that were not included in this study.

Table 18. Determination Coefficients Test Based on MRA Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.693[a]	.480	.474	1.54685

a. Predictors: (Constant), X2*Z, X1, Z, X2, X1*Z

Discussion

Customer reviews serve as a crucial strategy for businesses to boost product sales, while customers, on the other hand, seek out reputable reviewers (Zhao et al., 2019). The findings of this study indicate that customer reviews have a positive and significant effect on the purchase intention of Avoskin products. These results align with previous research conducted by Kim and Park (2023) and Lien et al. (2015), which found a positive effect of customer reviews on purchase intention. Customer reviews are valuable as they offer insights into the strengths and weaknesses of a product, as well as practical information on how the product is utilized in real-world scenarios. Furthermore, customer reviews provide valuable feedback to companies, enabling them to enhance their products and services based on customer preferences and suggestions (Putri & Monika, 2021).

In contrast, the results from Dwidienawati et al. (2020) indicated that customer reviews did not positively affect purchase intention. Hence, it can be concluded that not all forms of electronic word-of-mouth (eWOM) affect purchase intentions. The effect of eWOM varies depending on the type of company product and the honesty of the influencer. The research examining the effect of influencer endorsements and eWOM on purchase intention has yielded mixed results, with some studies finding a significant effect, while others finding no effect or even a negative relationship. Further research is required to elucidate the effects of influencer endorsements and eWOM on purchase intention (Wandoko & Panggati, 2022).

Influencer endorsements have a positive and significant effect on purchase intention. This is in line with previous research conducted by Anisa and Widjatmiko (2020), Al-Muani et al. (2023), Lestari et al. (2021), and Cabeza-Ramírez et al. (2022) which also found a positive and significant effect of influencer endorsements on purchase intention. Additionally, a study conducted by Lim and Kesumahati (2022) highlighted the significant and positive effect of influencer marketing on purchase intention. When making purchase intentions, consumers tend to pay attention to and consider the credibility of influencers. This is because influencers provide relevant and reliable information about the products or services they endorse. A high level of congruence between a social media influencer's image and the consumer's ideal self-image results in effective endorsement outcomes (Shan et al., 2018). Consequently, endorsements from trustworthy influencers can enhance consumer trust and subsequently increase purchase intention. Anisa and Widjatmiko (2020) also explain that e-WOM has a positive relationship to purchase intention. It is shown that good information created through e-WOM will have an effect on brand image so that purchase intention is built.

However, the opposite was shown in the research conducted by Wandoko & Panggati (2020) and Putri and Monika (2021), where the use of influencer reviews has no effect on purchase intention. In the same vein, Kim and Park (2023) also describe that virtual influencers' attractiveness was not directly associated with purchase intention.

Brand image moderates the relationship between customer reviews and purchase intention. This finding is consistent with the research conducted by Javilvand and Samiei (2012), which found that brand image moderates the effect of customer reviews on purchase intention. This means that brand image plays an important role in influencing how customer reviews affect the purchase intention of Avoskin products. Credible online reviews can affect consumer perceptions and generate purchase interest in a product or service.

The brand image also moderates the relationship between influencer endorsements and purchase intention. This finding corroborates with the research conducted by Yang (2016), which states that brand image moderates the effect of influencer endorsements on purchase intention. A positive brand image can enhance the effectiveness of influencer endorsements, thus increasing purchase intention. Therefore, to attract consumers, companies should pay attention to cultivating a positive brand image and seek influencers who are trusted and recognized by consumers. Conversely, Wandoko & Panggati (2020) found that there is no significant effect between influencer reviews on purchase intention through brand image.

Purchase intentions arise when consumers perceive that a product aligns with their needs, creating a sense of connection. Prior to making a purchase, buyers typically gather relevant information and compare it, taking into account factors such as price, quality, and brand. They become more discerning when selecting products, often opting for those with positive information (Lu & Chen, 2017). In a study conducted by Hanaysha (2018), factors such as customer satisfaction, service quality, brand preference, price, and perceived value were identified as influential in shaping purchase intentions. Similarly, another study (Syahtidar & Siregar, 2022) highlighted that purchase intentions is affected by factors such as social media marketing, sales promotions, and perceived value. This study, along with these studies, underscores the significance of various factors in shaping consumer

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purchase intentions and offers valuable insights for businesses to understand and effectively cater to consumer preferences.

An experiment-based study examines the effect of three distinct levels of product exposure (strong, mild, and low) within an influencer ad post on users' opinions regarding the ad and purchase intentions (Herrando & Martín-De Hoyos, 2022). In was concluded that it is crucial to carefully select influencers as each has its unique follower base within different segments. The right influencer selection is considered vital as it has the potential to influence followers through the experiences they share (Dwidienawati et al., 2020). Thus, future studies might investigate the role of different types of influencers on purchase intention (Trivedi & Sama, 2020) since purchase intention has a favorable and significant association with influencer credibility (Sesar et al., 2022), as well as factors that affect the success of influencer endorsement and customer reviews (Belanche et al., 2021).

This study underlines the significance of partnering with a consumer electronics marketing expert influencer (Trivedi & Sama, 2020). It suggests that Avoskin, as well as other beauty brands, should prioritize efforts to enhance product quality, provide excellent customer service, actively engage with consumer reviews, carefully select appropriate influencers for endorsements, and maintain a positive brand image. These strategies are likely to increase consumer interest in Avoskin products and positively affect purchase intention. By continually monitoring and adapting these aspects, Avoskin can foster stronger relationships with consumers and gain a competitive edge in the skincare market.

Conclusion

This study provides evidence that customer reviews and influencer endorsements can generate purchase intention. It is crucial for companies to establish a positive brand image to enhance the effectiveness of marketing strategies in influencing consumer behavior. By actively cultivating and maintaining a positive brand image, companies can create a favorable perception among consumers, instilling trust and credibility in their products or services. This, in turn, can positively affect customer reviews, attract potential buyers, and drive purchase intentions.

This study has limitations as it focused on the specific variables of customer reviews, influencer endorsements, and brand image. However, other factors could potentially affect consumer purchase intention, such as product pricing, availability, and promotional strategies. Future research could explore the effect of these additional variables to gain a more comprehensive understanding of the factors influencing consumer behavior in the skincare product market. Moreover, conducting research with a larger sample size and considering multiple variables would provide a more robust analysis of consumer purchasing behavior and allow for more nuanced insights.

Authors' Declaration

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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