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Determination of Repurchase Intention through Consumer Trust: Analysis of Online Customer Reviews of Scarlett skincare products

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Abstract: This article discusses the influence of celebrity endorsements, through interest in repurchasing Scarlett skincare, on consumer trust in the Tiktok online shop. The objects used are students at Bhayangkara University, Jakarta Raya. The sample used in this research was 200 respondents. In this research, quantitative methods are used with a descriptive approach, the data collection techniques used by researchers are secondary data and primary data. Based on the conceptual framework created, it can be concluded that the hypothesis is that online customer reviews influence consumer trust and repurchase interest, and consumer trust influences repurchase interest.

Keyword: Online Customer Review, Repurchase Interest, Customer Trust.

INTRODUCTION

Customer reviews are evaluations or comments made by users regarding a product or service. These reviews may contain opinions, experiences, or judgments regarding the quality, satisfaction, or shortcomings of the product or service. Customer reviews can be found on a number of websites, including blogs, social media, e-commerce websites, and forums. A person's decision to purchase is influenced by online customer reviews, suggesting that consumers may interpret the quantity of reviews as a sign of a product's value or popularity, which will influence their propensity to purchase. Online Customer Reviews (OCRs) are a form of Word of Mouth Communication in online sales (Filieri, 2014), where potential buyers obtain information about products from consumers who have experienced the benefits of the product. As a result, it is easier for consumers to find comparisons with similar products sold by other online sellers, because of the rapid use of digital marketing which provides benefits for consumers, namely that consumers do not need to visit different sellers directly.

Online Customer Reviews are a type of word-of-mouth marketing used in internet commerce (Filieri, 2014), where users who have direct knowledge of the product or who have

benefited from the product give advice to potential buyers about the product. As digital marketing is adopted quickly, it is easier for shoppers to find comparisons between similar products offered by various online retailers. This benefits customers because it eliminates the need for them to visit multiple vendors in person.

Companies have used different methods to attract consumers' attention and present a good product image to attract more consumers to use it. Taking on the role of brand ambassador while endorsing a product is a marketing tactic that influences consumers' desire to make additional purchases. One method used by business people to interact and communicate with the public in the hope of increasing sales is brand ambassadorship. Apart from celebrity endorsement, there are additional elements that may influence the perceived credibility of a product and function as a reliable source of product-related information, namely customer reviews or also known as E-WOM promotions, where consumers will provide comments regarding the usefulness and benefits they feel after buying a product using the comments column feature on social media, this is what makes this customer review a promotional medium that does not require promotional costs because positive reviews given by consumers can build the trust of existing and prospective consumers so that they can give confidence to current decision makers. buy goods.

Based on references from the problems previously explained. The problem formulation of this research is as follows:

1. Do online customer reviews influence consumer trust?
2. Do online customer reviews influence repurchase interest?
3. Does consumer trust influence repurchase interest?

METHOD

This research design uses quantitative research approaches, namely utilizing mathematical formula equations, connecting them with previously existing ideas, and then drawing conclusions. The sampling technique in this research uses a purposive sampling technique, namely strategic and non-random sampling based on certain considerations. The sample for this research consists of consumers who have purchased Scarlett skincare products among students of the class of 2020 at Bhayangkara University, Greater Jakarta.

RESULTS AND DISCUSSION

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The results of this article based on problem background, objectives, and methods are as follows:

Online Customer Review

In research (Fauziah, FD, Ali., 2023) online customer review is someone who provides suggestions and details about the product from the customer's perspective. Online customer reviews and word of mouth recommendations are two different things. First, traditional word of mouth (WOM) promotion is limited to local networks, whereas online customer reviews (e-WOM) have a much wider impact because they can be accessed by customers globally via the Internet.

Online customer reviews in research journals (Azis & Ali, 2023) are consumer publications on company websites as intermediaries or third parties after carrying out transactions related to goods or services, where consumers describe the product in such a way that consumers are immediately satisfied with the goods. Consumers read reviews carefully before purchasing online.

Online Customer Reviews have three dimensions, according to Flanagin and Metzger in (Ardha & R, 2022) these dimensions are as follows: 1) Credible, 2) Expertise, 3) Fun. The international customer service indicator put forward by Orlerh (Candra & Suparna, 2019)

explains that there are 5 (five) indicators used: 1) Reading product reviews from other consumers, 2) Having discussions with other online consumers, 3) Looking for information before making a purchase a product, 4) Feelings of doubt arise if you don't read online reviews from consumers, 5) Reviews from fellow online consumers will create confidence to make a decision in purchasing a product.

The results of this article based on the problem background, objectives and methods are as follows: (Assagaf & Ali, 2017), (Mansur & Ali, 2017), (Ali, Sastrodiharjo, et al., 2022), (M & Ali, 2017), (Ilhamalimy & Ali, 2021), (Ali, H., Limakrisna, 2013), (Sivaram et al., 2019).

Consumer Trust

Consumer Trust in research journals (Ali & Rafqi, 2021) is the consumer's perception of consumer trust in the seller regarding the seller's good intentions, competence and honesty or integrity. In online business, where there is no direct interaction or communication between buyers and sellers. Customer trust can increase buyers' propensity in purchasing behavior and foster goodwill towards sellers.

According to Kotler and Keller (2014) Consumer Trust is the result of a company's willingness to place its trust in its consumers or in business partners it trusts. Consumer trust is described as the customer's desire to believe that a service provider is reliable and will keep its promises. A party's belief in the motives and behavior of another party is called trust

According to McKnight (2014:12) in (Anggi, 2021) Through the process of interaction or transaction, a sense of trust arises between individuals who do not yet know each other. Customer trust is divided into two categories, namely: 1) Trusting Belief, 2) Trusting Intention, 3) Trusting Intention.

According to Kotler and Keller (2016:225) in (Sopia Eldawati, Bakkareng, 2022) trust indicators are divided into five parts, namely: 1) Ability, 2) Benevolence, 3) Integrity, 4) Willingness to depend (Willingness to depend), 5) Competence (Competence).

Repurchase Interest

According to Kotler & Keller (2016) in the research journal (Paramita & Hapzi Ali, 2022) consumer repurchase interest is an urge to buy a product based on preference, use, consumption, or even the desired experience.

In research (Permatasari & Ali H, et al., 2022) repurchase intention is that someone who has made a purchase, is aware of having made a purchase, and plans to make another purchase is said to have the intention to repurchase. This performance shows that customers will most likely be interested in making a repeat purchase if their first purchase provided satisfactory results. Repurchase intention is the interest or desire that arises from previous purchasing experiences to make another purchase in the future.

Repurchase intention has four dimensions (repurchase intention) according to Ferdinand in (Dwinanda & Rachmawati, 2021), namely as follows: 1) Transactional interest, 2) Referential interest, 3) Preferential interest, 4) Exploratory interest.

According to (Chen and Chen, 2017) in the research journal (Febriyani, 2018) Repurchase Interest can be obtained through a thought process that forms perceptions so that it becomes an indicator of Repurchase Interest, namely: 1) Plans for utilizing business goods or services in the future, 2) Possibility of using goods or services provided by the business, 3) Desire to use the company's offerings as a supplier of goods and services, 4) Utilizing or repurchasing goods and services offered by the business at a later date, 5) Continuing to establish/maintain a business relationship with the company afterwards.

Study Related Articles

Various related articles serve as the basis for preparing research hypotheses for this article by providing explanations of previous research results, connecting similarities and differences with previous research that are relevant to the research plan in this article as in table 1 below:

Table 1: Relevant previous research

No	Researcher Name	Research Results	Research Equation	Research Differences	H
1	(Titin & Lantip, 2021)	Based on the results of the hypothesis test, it can be concluded that the customer review, customer rating and star seller variables have a positive and significant influence on customer trust.	This research uses SEM PLS as a data analysis technique.	This research uses accidental sampling as a sampling technique.	H2
2	(Kamisa et al., 2022)	Online customer reviews have a positive and significant effect on consumer trust in the Shopee marketplace. Consumer trust arises in the Shopee marketplace by seeing positive comments from other consumers who have purchased at the online shop. So that new consumers believe in the quality of the products provided by the online shop at Shopee.	There are similarities with this research in the Online Customer Review variable on Trust.	This research uses SPSS 16 as a data testing tool.	H2
3	(Pratama Putra et al., 2021)	Online Customer Reviews do not always have a significant effect on Trust, but Trust has a significant effect on Purchasing Decisions.	This research involves the equation between the Online Customer Review variable and Trust as an intervening variable. This research uses SPSS 25 as a tool to test the data.	Online Customer Reviews do not always have a significant effect on Trust, but Trust has a significant effect on Purchasing Decisions.	H2
4	(Farki & Baihaqi, 2016)	Trust is proven to have a significant influence on purchase intention, similar to the results of previous studies that have been conducted.	There are similarities in the Online Customer Review	Trust is proven to have a significant influence on purchase	H2

			variable towards Trust. The research method used in this research is the conclusive design method.	intention, similar to the results of previous studies that have been conducted.	
5	(Deni Irawan & Nurlinda, 2023)	E-Service Quality, Online Customer Reviews, and Sales Promotion have a positive influence on repurchase interest in the Kopi Kenangan application. This research uses a purposive sampling technique.	This research uses a casual associative type of research, using SPSS as a data processing tool.	E-Service Quality, Online Customer Reviews, and Sales Promotion have a positive influence on repurchase interest in the Kopi Kenangan application. This research uses a purposive sampling technique.	H1
6	(Perkasa & Wardhani, 2023)	Having a positive influence on online customer reviews certainly creates more or can be said to encourage interest in repurchasing on the Bibli marketplace.	There are similarities with this research, namely using purposive sampling as a data collection technique.	In this research there are only 3 variables (2 X and 1 Y) or consist of independent and dependent variables.	H1
7	(Prabowo, 2018)	The trust variable has a positive and significant influence on repurchase intention. This shows comfort, satisfaction and responsibility in providing trust to consumers to support their interest in repurchasing.	There are similarities with this research in the variable Trust in Repurchase Intention. This research uses accidental sampling as a sampling technique.	The trust variable has a positive and significant influence on repurchase intention. This shows comfort, satisfaction and responsibility in providing trust to consumers to support their interest in repurchasing.	H3
8	(Hariadi & Sulistiono, 2021)	Consumer Trust has a positive and insignificant effect on repurchase interest. Shopping Experience has a positive and	This research examines Trust as an independent	Consumer Trust has a positive and insignificant effect on	H1

		significant effect on variable or repurchase interest. There are similarities in this research, namely using SmartPLS as a data processing tool.	(X).		repurchase interest. Shopping Experience has a positive and significant effect on repurchase interest. There are similarities in this research, namely using SmartPLS as a data processing tool.
9	(Prathama & Sahetapy, 2019)	Consumer trust has a significant effect on Lazada e-commerce consumers' repurchase interest.	This research uses purposive sampling as a sampling technique.	This research examines trust as an independent variable.	H1

Discussion

The discussion in this article is reviewing various relevant articles, analyzing the influence or relationship between one variable and another, and synthesizing conceptual thinking for a research plan based on theoretical studies. This article reviews various relevant articles, analyzes the influence between variables and makes conceptual research plans based on the research results.

a) The Influence of Online Customer Reviews on Repurchase Intention

Hypothesis test results show that Hypothesis (H1) Online Customer Reviews has a significant effect on Repurchase Intention. This shows the influence of Online Customer Reviews on Repurchase Intention, where the better the review given by consumers, the better the trust that arises in consumers' minds. And the more positive reviews consumers give, the more interest there will be in repurchasing among the public. This is because many people, before buying a product, especially skincare products, will first find out about the product they are interested in and will buy.

This research is supported by the results of previous research conducted by (Farki & Baihaqi, 2016), (Pratama Putra et al., 2021), which stated that there was a significant and positive influence of Online Customer Reviews on Repurchase Intention.

b) The Influence of Online Customer Reviews on Consumer Trust

The results of the hypothesis test show that Hypothesis (H2) Online Customer Reviews has a significant effect on Consumer Trust. This can be interpreted as the influence of Online Customer Reviews on Consumer Trust, where the better the reviews given by consumers, the better the trust that arises in the minds of consumers. This is related to the fact that most people prefer to find out about a product, especially skincare, through consumer reviews found on online sales platforms or personal blog sites before buying the product. This is done to find out how good the product is and whether it is worth trying. or used, and the more positive reviews consumers give, the better and better consumer trust.

This research is supported by the results of previous research conducted by (Perkasa & Wardhani, 2023) (Deni Irawan & Nurlinda, 2023) which stated that there was a significant and positive influence of Online Customer Reviews on Consumer Trust.

c) The Influence of Consumer Trust on Repurchase Intention

The results of the hypothesis test show that Hypothesis (H3) Consumer Trust does not significantly influence Repurchase Intention. This shows that consumer trust applied to Scarlett Whitening does not affect the repurchase interest of each consumer, because repurchase interest does not pay too much attention and uses consumer trust as a reference for purchase interest, but rather looks at and pays attention to other variables outside of consumer trust. And online Shop Tiktok needs to maintain the trust of customers, because it is a necessity for an online shop, therefore Tiktok Shop must provide information about products/services clearly and not artificially, because trust has been proven to have no effect and is not significant on Repurchase Interest.

The results of this hypothesis are in line with previous research conducted by (Ali & Frisco, 2024) which shows that Trust has no effect and is not significant on Purchase Intention.

Conceptual Framework

Many studies have suggested that consumer trust has an influence on repurchase intention, including research conducted by: (Ali.H & Frisco, 2024), (Praborwor, 2018), (Prathama & Sahertapy, 2019). The results of the research show that consumer trust has a positive and significant influence on purchasing interest.

Research on online customer reviews has a positive and significant effect on repurchase interest and consumer trust both partially and simultaneously: (Derni Irawan & Nurlinda, 2023), (Perrkasa & Wardhani, 2023), (Farki & Baihaqi, 2016), (Pratama Putra ert al., 2021), (Kamisa ert al., 2022), (Titin & Lantip, 2021).

Based on the explanation above regarding the flow of thought between research variables by referring to the results of previous research and expert opinions, it can be described through a research model framework as shown in the following image:

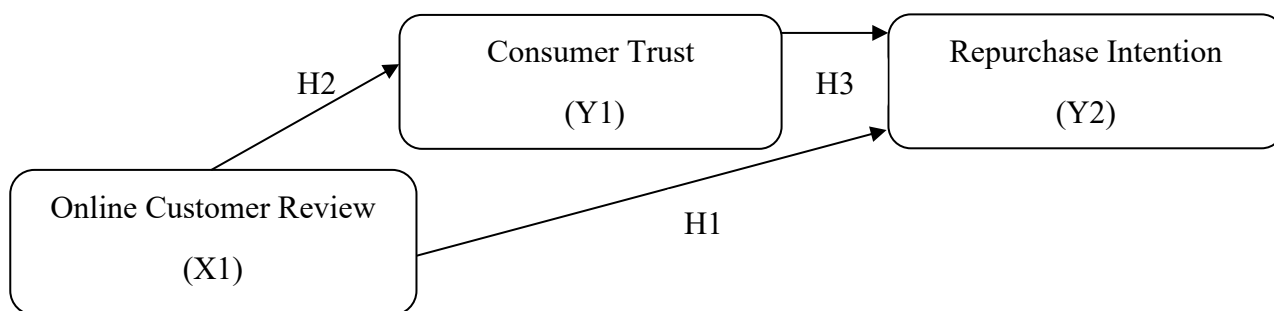


Figure 1. Conceptual Framework

And there are many other factors that influence Consumer Confidence (Y1), including:

- a) Product Quality: (Hernikasari, Ali et al., 2022), (Ali & Ikhsani, 2017), (Paramita & Ali, 2022), (Agussalim & Ali, 2021), (Hernikasari & Ali H, 2022).
- b) Brand Image: (Novansa., Ali, 2017), (Setyadi., Ali et al., 2017), (Ali, H & Zainal, 2021), (Ali & Mahaputra, 2023).

CONCLUSION

This research aims to determine the influence of online customer reviews on repurchase interest through consumer trust in Scarlett skincare products. Based on the framework described previously, the following hypothesis can be concluded:

- H1: Online Customer Reviews influence Repurchase Intention.
H2: Online Customer Reviews influence Consumer Trust.
H3: Consumer Trust influences Repurchase Intention.

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