

# ONLINE CONSUMER REVIEW AND BEAUTY INFLUENCER ON COSMETICS PURCHASE INTENTION OF INDONESIAN FEMALE CONSUMERS

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**Keywords:** Consumer Review, Beauty Influencer, Purchase Intention, Female Consumer, Cosmetics.

**Abstract:** In modern times, women's lifestyles experience a lot of changes. Cosmetics are unique products because, in addition to having the ability to meet women's basic needs for beauty, they also become a means for consumers to clarify their identity socially in the eyes of society. Nowadays cosmetics seem to be a primary need for some women. The results of this study provide information that online customer reviews do not have a significant and negative effect of -0.111, while beauty influencers have a significant and positive effect of 0.345. Online customer reviews and beauty influencers have a significant simultaneous effect on Maybelline's buying interest in Jakarta.

## 1 INTRODUCTION

Women are identical with beauty, in this day and age, women are competing in terms of beauty. To get a beautiful face every woman must undergo various kinds of treatments on the face. Ranging from treatments from outside to undergo a variety of treatments from within with beauty experts. Today's modern life offers convenience and practicality to support appearance, one of which is the use of care products or cosmetics. Cosmetics at this time have become the main requirement for women to support its popularity because for women beauty is an asset that must be maintained to remain attractive to the eye. Look beautiful can increase one's confidence in front of others and the opposite sex. With this, to meet the needs of beauty care, women will choose cosmetic products that can provide maximum satisfaction in their use, so that producer will continue to innovate to win the competition in the industry cosmetics. Savvy consumers will choose products that are not only superior in quality and big brand names but also consider their worthiness. The development of the women's cosmetics industry in Indonesia is progressing very rapidly. Cosmetics enthusiasts in Indonesia today are also quite a lot. For more details about the development of the cosmetics industry market in Indonesia during 2010 to 2015 can be seen in Table 1 below context.

Table 1. Development of the Cosmetics Industry Market in Indonesia in 2010 - 2015

Year	Market (Rp)	Growth (%)
2010	8,900	-
2011	8,500	-4.49
2012	9,760	14.82
2013	11,200	14.75

2014	12,874	14,95
2015	13,943	8,30
An average increase in percent a year		13,6

The development of the cosmetics industry in Indonesia is quite rapid, as seen from the many top foreign cosmetic brands that have entered the Indonesian market and demanded by many people from both cheap and expensive prices. Examples of top foreign cosmetic brands entering Indonesia are Maybelline. Maybelline is one of the products that worked in the cosmetics industry originating from New York, United States in 1915. The first product launched by Maybelline was Maybelline Cake Mascara in 1917. In Indonesia alone, Maybelline is quite famous for its good quality at a pretty cheap price. This can be seen from the table below from the 2018 TOP Brand Award Indonesia Phase 1 shows Maybelline mascara cosmetics products are still at the top of the list

*Table 2. Indonesian Mascara Cosmetic Products TOP Brand Index 2018 Phase 1*

Brand	TBI	TOP
Maybeline	22.0%	TOP
Wardah	19.0%	TOP
Oriflame	11,5%	TOP
Revlon	11,4%	
QL	9,5%	

Maybelline is famous for quality and innovation with a modern New York identity at a fairly affordable price. Together with the birth of the slogan "Maybe she's born with it. Maybe it's Maybelline" in 1991, this brand makes women's cosmetics with affordable beauty all over the world so that every woman has the opportunity to showcase their beauty potential. Maybelline himself communicates it using beautiful icons from various ethnicities including Indonesia. Maybelline itself introduced the world to the first solid mascara product in 1913 and made mascara a beauty product that could not be separated from women. At present Maybelline has been present in more than 100 countries with more than 200 cosmetic products with various choices and following the latest trends with good quality formula using modern technology today.

Maybelline is a cosmetic brand that cannot be separated in the world of fashion. Maybelline's own participation in participating in various fashion worlds such as New York Fashion Week, Japan Fashion Week, and finally Jakarta Fashion Week. As we know the media has a very important role in terms of information dissemination. One of them which has a very fast development is online media. Examples of online media are Instagram, YouTube, Twitter, Facebook, and others. The speed and ease that is obtained in the dissemination of online media information makes several companies use it as a product promotion tool. Influencer marketing exploded from 2016 to date. This trend continues to grow during 2017 and is listed as one of the biggest trends. One of the online media that we often encounter at this time is a video blog or often called a vlog.

We usually encounter vlogs on Youtube. Youtube has very easy access. Everyone can have an account. The ease of uploading videos makes many people create using YouTube. Because it can be accessed anywhere and at any time all people are now looking at youtube as a new container in channeling their creativity than through television. Youtube is a social media that was introduced in 2006 in the form of video-sharing sites and has become one of the social media that consumers often use to find information about the products they want to use. Many consumers use their experience of use as a tool for others to help make purchasing decisions. Basically beauty influencers are beauty vloggers. Beauty vlogger has the same concept as a blogger, which provides information related to daily or personal life and reviews of products they have used before. But the beauty vlogger specializes in providing information about the world of cosmetics and beauty and uploading their information on social media platforms namely, youtube, this is what distinguishes vloggers from bloggers.

Influencers are people who have quite a number of followers or audiences on social media and they have a strong influence on their followers. Examples include artists, vloggers, celebrities, bloggers, YouTube, and so on. According to Duyen (2016, p.20) "Beauty vloggers are individuals who give influence in terms of beauty who share their reviews in a video not in a blog post". Furthermore Duyen (2016: 28) explains that "by seeing a video a person will feel a more tangible interaction when viewing a video". Video Log (Vlog) can also function as a media that can make the beauty vlogger closer to the viewers or people watching the video. With the emergence of the beauty vlogger will have an influence on the beauty industry, both for companies producing beauty products in the sale of their products, the beauty vlogger itself and for consumers from the beauty industry. According to Farki, Baihaqi and Wibawa (2016) Review is part of the Electronic Word of Mouth (eWOM), which is a direct opinion from someone and not an advertisement. Review is one of several factors that determine a person's buying decision. One can take the number of reviews as an indicator of product popularity or the value of a product that will affect the willingness to buy a product. Product review is an effective promotional tool for marketing communication. Product review is a direct opinion from someone about a product. Social media itself has a very important role in the business world, especially in the field of marketing and is one of the media that is very quick to disseminate information. In Indonesia, the majority of internet use is currently used to access social media, this is evidenced by the results of the Kompas.com survey.

Table 3. Table of Active Social Media Periods, January 2018

Social Media	%
Youtube	43 %
Facebook	41 %
Whatsapp	40 %
Instagram	38 %
Line	33 %
BBM	28 %
Twitter	27 %

With this, many makeup manufacturers use beauty vloggers and beauty influencers to promote their products, one of them is Tasya Farasya. Online consumer review and beauty influencers on consumer buying interest is an interesting thing to study, considering product introduction and alternative evaluation are things that can cause consumer buying interest.

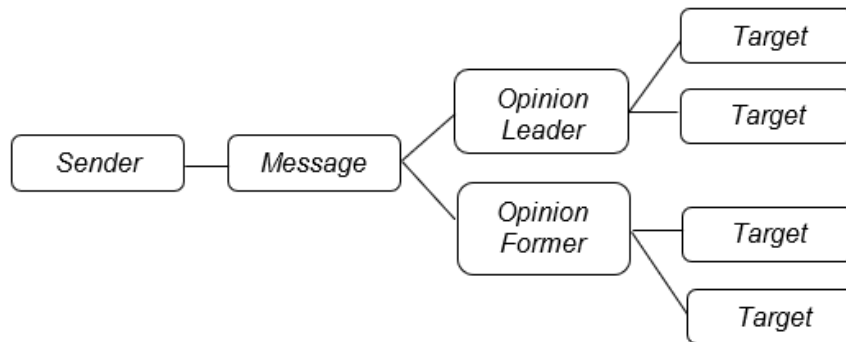
## 2 LITERATURE REVIEW

This study wants to determine the effect of the dependent variable in the form of 7 elements of the marketing mix which include: product, price, place, promotion, people, process, and physical evidence physical) to the independent variable, namely the decision to purchase Life Insurance. Also in this study will be seen how strong moderating variables consisting of: gender, age range, education level and income range per month reinforces the effect of 7 elements of the marketing mix on life insurance purchase decisions.

### 2.1 Two Step Flow of Communication

The two-step communication model introduces opinion leaders and opinion former. Opinion former is a person who can exert influence and have power over our lives, for example broadcaster, journalist, politician, scientist, analyst, or someone who can be trusted to give good advice (Egan, 2015, p 38). The two step flow of communication (the second stage of communication model) explains the poses of the influence of information dissemination through the mass media to the public. From this model we can know the dissemination and influence of information conveyed through mass media to the public does not occur directly (one stage) but through intermediaries such as "opinion leaders" (opinion leaders). Thus a process of the influence of information dissemination through mass media occurs in two stages. First, information flows and mass media to opinion leaders (opinion leaders). Second, opinion leaders can forward information or their comments and opinions to a number of people who become followers.

Opinion leaders can provide stimulation in advertisements by using testimonials. An opinion leader will take the risk and be the first to display a new style, they will come to exotic places and make purchases on the product.



Opinion leaders and opinion former help to forward the message, they can be called liaison. The more well-known opinion former or opinion leaders, their ability to become a steward is also better. They can be trend makers (Egan, 2015, p. 39). Opinion leaders are also people who have the ability to influence, but not a formal expert. They do not directly give advice, but consumers tend to follow them. Their opinions are usually sought on one or several different subjects (Egan, 2015).

Figure 1. Two-Step Flow Communication Model, Idari Egan, 2015, p.38

As we know in Indonesia, which is a developing country, the process of disseminating information through mass media to a wide audience tends to follow the pattern of "two-stage communication". Sender in this research is Maybelline Indonesia Cosmetics, the message conveyed by Maybelline Indonesia Cosmetics is information about Maybelline Indonesia Cosmetics and products. In this study using opinion leaders because beauty influencer Tasya Farasya is not an expert in the field of beauty. The target in this study is a potential buyer from Maybelline Indonesia Cosmetics, namely women aged 15-25 years.

## 2.2 Marketing Communication

Marketing communication is concerned with engaging in planned, integrated and controlled interactive dialogue with key target audiences to help achieve mutually beneficial goals (Dahlen, Lange & Smith, 2010, p.3). Kayode (2014) defines marketing communication as the distribution of information, concepts and meanings about products or services and organizations that differentiate by the source and recipient of the message. Marketing communication is an effort made by a company to provide information, influence, and remind consumers directly or indirectly, about the products or brands they sell. Marketing communication is a medium for companies to interact and build relationships with consumers (Kotler & Keller, 2016, p. 580) Marketing communication is a medium for companies to show how and why a product is used, and with whom, where and when the right time to use the product. In marketing communication, companies can link their marketing strategies with other people, places, events, experiences, marketing, etc. (Kotler & Keller, 2016, p. 580).

## 2.3 Online Consumer Review

Online customer reviews (are reviews given by consumers related to information from evaluating a product about various aspects, with this information consumers can get the quality of the product sought from reviews and experience written by consumers who have purchased products from online sellers ( Mo et al., 2015) Consumers usually look for quality information when deciding to buy a product With the increasing popularity of the internet, online customer reviews are an important source for consumers to find out the quality of a product (Zhu, 2010). This online customer review can contain things that are positive or negative about the product or company (seller) and made by consumers via the internet (Park & Lee, 2009), as well as describing the characteristics (eg profit and loss) of a product (Lackermair et al., 2013). There is evidence that there are suggestions given by consumers who have used the product by providing information about the product to be one of the valuable evaluations for decision making by potential consumers of the product (Liu, 2006).

Online consumer review is also a tool for decision making, mechanisms for feedback given by consumers, and a recommendation system for online shopping platforms. Besides online consumer review is one form of electronic word of mouth and can be said as a new marketing communication and can influence and play a role in the purchasing decision process (Sutanto & Aprianingsing, 2016, p.218). With an online consumer review consumers can identify and find out the information needed. Online consumer review can be a powerful promotional tool for marketing communication. Marketers and vendors have used this media as a marketing tool.

Online consumer review is a form of electronic word of mouth (eWOM). Review is one of several factors that determine a person's purchasing decision [10], showing that people can take the number of reviews as an indicator of product popularity or the value of a product that will affect the willingness to buy a product. But not necessarily more and more reviews and ratings means the product will definitely be bought by customers. Many factors are the reason for the decision to purchase a product for customers. Lee, E.-J. & Shin (2014). Online consumer review is used as a means for consumers to find and obtain information which will influence purchasing decisions (Almana and Mirza, 2013, p. 23). With the development of fast-paced times, millennials based their spending and purchasing decisions based on online reviews. Given this, it is important for companies to know what is being said about their products in online reviews.

## 2.4 Influencer Marketing

Influencer marketing is a promotional activity carried out using people who have influence in cyberspace to spread information about a brand as desired by the company. In this study, influencers are people or individuals with cyberspace influences who spread information and content about a brand in accordance with what is desired by a company. Influencer marketing basically has a concept similar to celebrity endorsers, it's just that in influencer marketing, celebrities are defined differently. Influencers can be categorized as "micro celebrities". These are people who work through their lives online and they use technology such as social platforms, blogs, and videos. Influencer marketing defined by Sammis, Lincoln & Pomponi is "The art and science of engaging people who are influential online to share brand messaging with their audiences in the form of sponsored content" (Sammis, Lincon & Pomponi, 2016. P. 2) . Basically influencer marketing is similar to celebrity endorsers, it's just that influencer marketing focuses on celebrities on social media called social media influencers (Sammis, Lincon & Pomponi, 2016). According to Shimp (2013: 460) celebrity endorser is an advertisement that uses a person or public figure in supporting an advertisement. So celebrity endorser is a promotion carried out by the company by issuing products through advertising media and using a celebrity as a supporter of the ad. The use of an endorser in a fish to convey a message must use appropriate and appropriate characters.

## 2.5 Purchase Intention

Purchase Intention is consumer behavior that arises as a response to objects that indicate the customer's desire to make a purchase (Kotler and Keller, 2009; 137). The consumer purchasing decision is the stage where the buyer has made his choice and made a purchase of the product, and consumes it (Suharno, 2010, p.96). A consumer behavior will be directly related directly will be related to purchasing decisions. Meanwhile, according to Kotler and Armstrong (2008, p 227), the purchase decision is the stage of the decision process where the consumer actually purchases the product. In consumer purchasing decisions, affective and cognitive aspects play a role in purchasing decisions, including knowledge, meaning and trust from memory and attention, and processes that involve the interpretation of new information from the environment. Purchasing decisions are also a process of combining knowledge and memory to evaluate two or more alternative behaviors (Peter & Olson, 2010, p.160). Based on the explanation of the experts it can be concluded that the purchasing decision is a process for consumers to choose, and make a purchase of a product or service based on the preferences preferred by consumers.

## 2.6 Research Framework



Figure 2. Research Framework

- H1: Online consumer review has direct influence on Maybelline cosmetics buying interest in Jakarta
- H2: Beauty Influencer Tasya Farasya directly affects Maybelline cosmetics buying interest in Jakarta
- H3: Online consumer review and beauty influencer Tasya Farasya directly influence Maybelline cosmetics buying interest in Jakarta

### 3 METHODOLOGY

The research is translated from English, that is research which means the effort or work to find out again conducted by a particular method, in a systematic, careful, and perfect way to a problem so that it can be used to answer a problem, as stated by Sugiyono (2015, p3.). The research method is a scientific way to obtain data with a specific purpose and purpose. The scientific way, meaning a study must be based on scientific characteristics, namely systematic, rational, and empirical. Systematic which means a study must be carried out in accordance with logical steps. Rational, which means a study must be reached by human reasoning, and empirical, namely the ways carried out in a study must be observable by the human senses, so that it can be observed and known the methods used (Sugiyono, 2015, p.2). in this study, using quantitative research methods, where the data collected are numbers that will be analyzed using statistics (Sugiyono, 2015, p. 7). This quantitative method uses the logic of deductive thinking, namely from general to specific, from the two-step flow of communication that is generally applied to Maybelline cosmetics in Jakarta as the object of research. As a quantitative study, this study is also independent, where there is a distance between the researcher and the object under study. The data collection method that will be used is through a survey with a questionnaire tool that will be conducted to Maybelline consumers in Jakarta. The results of the questionnaire will be described in the form of statistical data. This research was conducted to examine whether the influence of online consumer review and beauty influencers of Tasya Farasya on Maybelline cosmetics buying interest in Jakarta and also to measure the relationship, influence and magnitude of the influence of free variables (online consumer reviews and beauty influencers) on the dependent variable (buying interest) then from that will be used the test of correlation and multiple linear regression.

#### 3.1 Population and Sampling

The Population is a generalization area consisting of: objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population is not only people, but also objects and other natural objects. The population is also not just a number that exists on the object or subject studied, but includes all the characteristics or properties possessed by the subject or object (Sugiyono, 2015, p. 80). The population in this study is subsector Tasya Farasya on the YouTube channel, which amounts to 928,297 subscribers. The sample is part of the number and characteristics possessed by the population. If the population is large, and researchers may not study everything in the population, for example due to limited funds, manpower, and time, then researchers can use samples taken from that population (Sugiyono, 2009, p.60).

Sampling is done using non-probability sampling techniques, namely sampling techniques that do not provide equal opportunity or opportunity for each member of the population to be selected as a sample (Sugiyono, 2015, p.84). There are several methods in non-probability sampling, in this study the method used is purposive sampling is sampling based on certain considerations.

The number of samples in this study will be determined using the Solvin formula.

$$n = N / (1 + \sqrt{Ne})$$

$$n = (928,297) / (1 + \sqrt{928,297 (10\%)})$$

$$n = (928,297) / 9,283.97$$

$$n = 9,989229$$

Information :

n: Samples

N: Population = 928,297

E: Estimated error rate (10%)

Thus, the total population of 928,297 obtained a sample size of 9.989229 which can be rounded up to 100 research samples. In accordance with the rules of thumb for multiple regression research where the number of samples is 50 and better 100 (Hair, Black, Babin & Anderson, 2009).

### 3.2 Data Analysis

In the research we will do examines between three variables, therefore multiple linear regression analysis is very appropriate to do because online consumer review variables and beauty influencer variables are independent, purchasing decision variables are the dependent variable.

According to Sugiyono (2013, p.277) there are multiple linear general equations:

$$Y = a + b_1 x_1 + b_2 x_2 + .. + b_n x_n$$

Information :

Y : dependent variable

a : constant

b<sub>1</sub> : first regression coefficient

x<sub>1</sub> : unity independent variabel

## 4 FINDINGS AND DISCUSSION

### 4.1 Respondent Profile

The results of the processing of the questionnaire that have been filled out by the respondents who became the sample in this study are as follows:

Based on the education level of respondents, the respondents with the largest number had S1 education of 37 people or 37%, then respondents who had high school education levels were 32 people or 32%, then respondents who had junior high school education were 27 people or 27%, and who the last respondent who had S2 level of education was 4 people or 4%.on the tabulation of the questionnaire, answers related to the respondents' demographic profile in this study are as follows:

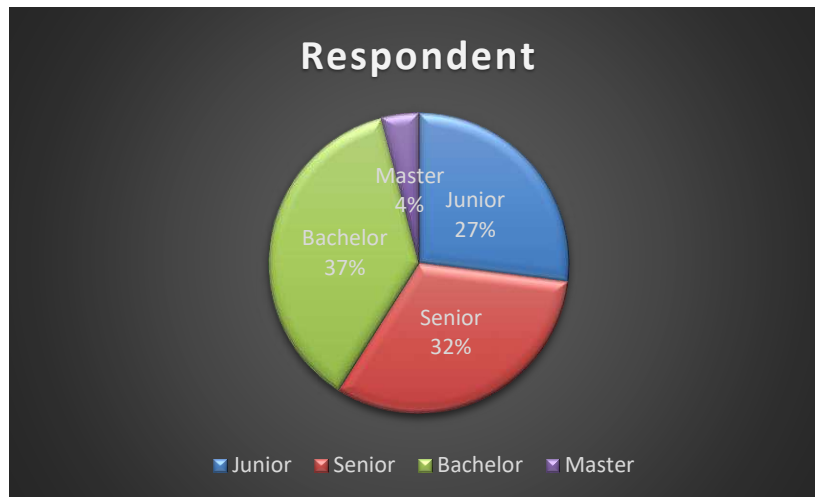


Figure 3. Data of Respondent

Tasya followers come from various social media platforms such as Instagram and Youtube, based on the number of respondents who joined Tasya on Instagram by 67 people or 67% and those who participated on Youtube by 33 people or 33%.

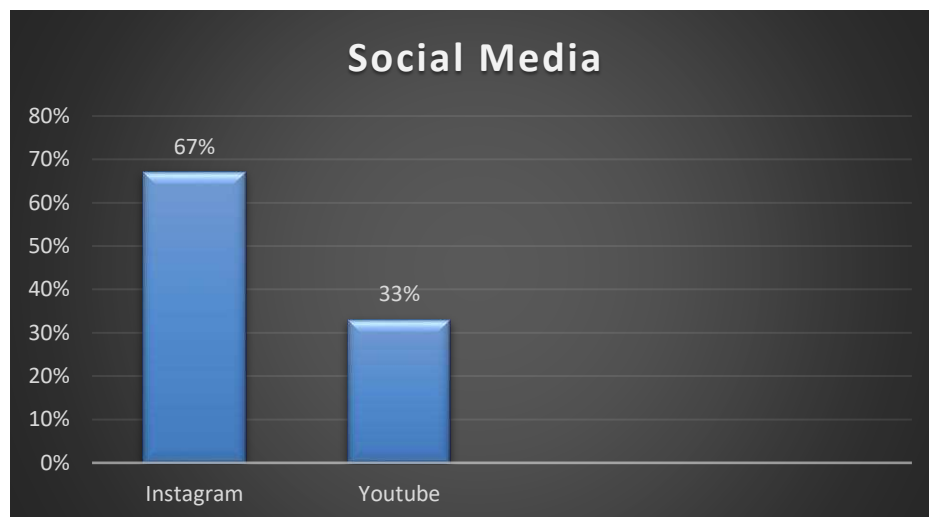


Figure 4. Social Media

## 4.2 Classic Assumption Test

Normality test will be detected through graph analysis (histograms and Normal P-Plots). Data normality



test, both univariate and multivariate. Given that the model estimation technique used is Maximum Likelihood Estimation (MLE), this technique requires the fulfillment of normality assumptions. In processing data using SPSS Version 25, a normality test can be seen through the histogram in the figure below. A distribution is said to be normal if the skewness number is between  $-2.58$  to  $+2.58$ . But if the numbers are below  $-2.58$  or above  $+2.58$  the distribution can be said to be abnormal.

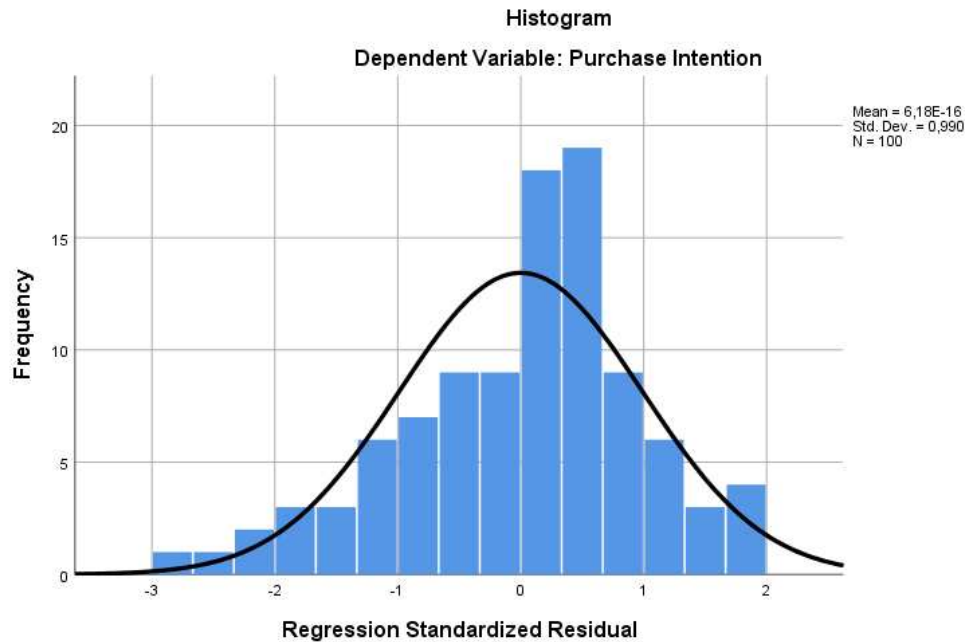


Figure 5. Histogram

By looking at the appearance of the histogram graph in Figure 4.5, the data distribution forms a bell shaped, not leaning left or leaning right so that data with this pattern has a normal distribution. Based on the results of the Kolmogorov-Smirnov calculation stated that this data has passed the normality test or normal distribution., (2012: 85). The results of multicollinearity testing can be seen in the following table:

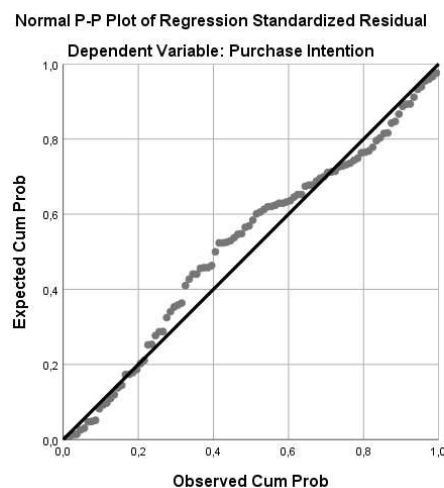


Figure 6. Normal P-Plot

### 4.3 Determination Coefficient

Table 4. Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,353 <sup>a</sup>	,125	,107	2,54909

Summary Model, here we can get information about the magnitude of the influence of all independent variables on the dependent variable. The influence is symbolized by R (correlation). As seen in the model summary table, the value in column R is 0.353, which means that the influence of the Online Consumer Review and Beauty Influencer variables on Purchase Interest is 35.3% (0.353 x 100%). measurement error, for that SPSS provides an alternative value of R Square as a comparison of the effect accuracy. It is seen that the value of R Square is 0.125 which means 12.5%. This value is smaller than the value of R due to an adjustment, however, as a note, the value is not necessarily smaller than R, but also sometimes greater. For more accurate predictions of influence we can also rely on the Adjusted R Square value, the R Square value which has been more adjusted and is usually the most accurate. It can be seen that the Adjusted R Square value of 0.107 or 10.7% influence the independent variable on the dependent variable. The next column in the Model Summary table shows the accuracy of the regression model can be seen in the Standard Error of The Estimate column, there is a number 2.54909. This value is getting closer to the number 0 (zero) the more accurate, with a figure of that size it can be said that the model formed is accurate.

### 4.4 Hypothesis Result

Table 5. Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	Sig.
	B	Std. Error	Beta	
1 (Constant)	22,740	3,038		,000
Online Consumer Review	-,111	,108	-,132	,306
Beauty Influencer	,345	,104	,428	,001

a. Dependent Variable: Purchase Intention

From the Coefficient table we get the regression equation:

$$Y = 22,740 + 0,345 X2$$

Where :

Y = Purchase Intention (buying interest);

X2 = Beauty Influencer

In the coefficient table, we present various important and unimportant information, the important information consisting of variable names, constant values, t values and significance values. Ineffective information is the standard error and beta values in the standardized coefficient column. It doesn't matter because

the standard error here is the standard error per variable, we don't need it because we only need the standard error estimation problem. while the beta value on the standardized coefficient does not need to be discussed here because the value will be useful if you do the analysis of this research path do not use it. The results of this calculation analysis to see the effect per variable. In two ways, first by looking at the value of sig. for each variable, if the value of sig. its smaller than 0.05, the conclusion is smaller effect sig. the more influential. The second way is by comparing the value of t-count with t-table, t arithmetic is the value in column t generated by SPSS in the coefficient table while the value of t-table is what we still have to look for. How to find the value of t-table is to first calculate the value of df, the formula used is different from the ANOVA table that is  $df = n - k - 1$  which is thus counted  $df = 100 - 3 - 1 = 96$ . After getting the df value then open the statistics book to find out the distribution table t (see attachment).

Based on the regression equations obtained, the regression model can be interpreted as follows:

1. Constant coefficient value = 22,740. This means that, if the value of  $X_1$  equals zero (0), then the level or magnitude of the dependent variable Y (Purchase Intention) will be 22,740 units.
2. The coefficient value  $b_1 = 0.345$ , means that if the value of  $X_2$  (Beauty Influencer) increases by one unit, the level of variable Y (Purchase Intention) will increase by 0.345 units. And the sig value of 0.001 < 0.05 indicates that the independent variable  $X_2$  has a significant effect on the dependent variable.

In this study the hypothesis testing of the independent variables (endorsement) does have an influence on the dependent variable (consumer behavior). Proof of hypothesis:

*Hypothesis 1:  $H_0$  was accepted and  $H_1$  was refused There is no significant effect between online customer review on purchase intention*

*Hypothesis 2:  $H_0$  is rejected and  $H_1$  is accepted There is a positive and significant influence between beauty influencers on purchase intention (buying interest)*

*Hypothesis 3:  $H_0$  is rejected and  $H_1$  is accepted There is a significant simultaneous effect between online consumer review and beauty influencer on purchase intention (buying interest)*

## 4.5 Discussion

### The Effect of Online Consumer Review on Purchase Interest (H1)

The results of this study inform us that online consumer review has a negative or opposite effect on buying interest and is not significant. We can see this in the online consumer review coefficient table which has a negative Beta value of B -0.111 and a significance value above 0.05 namely Sig 0.306 so it can be said that online consumer review has no significant effect, this reveals that every increase in variable online consumer review then there is a decrease in the variable buying interest there are various reasons as a cause of these negative factors one of them is because online consumer review is not an effective media for marketing Maybelline products in Jakarta, because in reviews conducted by online customers not only discuss something only the positive ones will discuss the negative things because there is no work relationship or contract between the reviewer and the company.

This is not in accordance with previous research conducted by Febriana & Yulianto (2016) regarding online customer reviews because their previous research was not directed at certain products so that there is a research bias that is too broad, but this research supports several previous studies that have the same theme and the object of research it influences is a certain cosmetic product but this research is based on research conducted in other countries.

### Effect of Beauty Influencers on Purchase Interest (H2)

The results of this study provide us with information that beauty influencers have a positive or direct and significant influence or have a strong influence on Maybelline buying interest in Jakarta. This is indicated by the positive value in the Beta table of B 0.345 and the significance level of Sig 0.001 which is below 0.05 and it can

be concluded that the beauty influencer variable has a positive influence. This means that any increase in the beauty influencer variable may interest in buying cosmetics maybelline at Jakarta is increasing significantly. This research result is in accordance with previous research conducted by Farki, Baihaqi, and authority (2016) because beauty influencers are paid to review products with specific marketing objectives so that objectivity is always questioned because it has commercial objectives that will explain the positive side of a product is therefore very influential and has a strong influence on Maybelline's buying interest in Jakarta.

### **The Effect of Online Customer Review and Beauty Influencers on Simultaneous Purchase Interest (H3)**

The results of this study provide information to us that there is a significant or simultaneous influence of the independent variable online customer review and beauty influencers on the dependent variable, namely buying interest. We can see in the ANOVA table that these two independent variables have a significance level of Sig 0.002, in this case less than 0.05, it can be concluded that the influence of online consumer review and beauty influencers simultaneously on Maybelline buying interest in Jakarta has a significant influence. This supports previous studies conducted both by Febriana & Yulia (2016) and Farki, Baihaqi, and authority (2016) which states that the two independent variables have significant simultaneous influence or strong influence on buying interest Maybelline cosmetic products in Jakarta

## **5 CONCLUSION**

Social media as a means of marketing media is a new thing, especially marketing on social media used by celebrity that arises from social media, one of which is Tasya Farasya, previous research has been done, but does not focus on one particular figure only in the form of the influence of online customers reviews and regarding other product ratings. This study found that online customer reviews did not have a significant effect on maybelline buying interest in Jakarta. This is different from previous research conducted by Febriana & Yulianto (2016) because this previous research did not lead to certain products and certain figures as the object of research so that there may be different results due to different conditions, regions and respondents. The results of an analysis of the influence of Tasya Farasya on Maybelline cosmetics purchase interest in Jakarta showed that the effect was positive and significant so that this is in accordance with previous research conducted by Farki, Baihaqi, and authority (2016). In this study also obtained research results that provide information that there is a simultaneous and significant influence between online customer reviews and Tasya Farasya on Maybelline cosmetics buying interest in Jakarta.

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