

DO BRAND EXPERIENCE AND ELECTRONIC WORD OF MOUTH LEVERAGE THE SKINCARE BRAND TRUST? AN IVESTIGATION FROM INDONESIA

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ABSTRACT

This skincare industry has massively changed into the new digital era. The study aims to investigate the impact of electronic word of mouth (E-WOM) and brand experience on brand trust for skincare business. The study used a quantitative descriptive research methodology through a survey. The 107-respondent obtained and analyzed using multiple linear regression analysis. The results proved that electronic word of mouth and brand experience provided by skincare products critically leverage building brand trust in cosmetic business. In other words, consumers a brand trust obtained significant leverage in current trends. The study recommends elaborating the observation of skincare business for future research.

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1. INTRODUCTION

The existence of the Covid-19 pandemic shocked the public because of its status as a deadly virus. This has had an impact on the sales and income of several cosmetic and skincare industry sectors, which have continued to show their existence amid the COVID-19 pandemic. The growth of the cosmetics and skincare industry is increasing (idxchannel.com, 2021). The attractiveness of the beauty cosmetics and skincare market in Indonesia must be balanced with the large population of Indonesia. Several multinational cosmetic brands are flocking to this market. Besides that, the number of women in Indonesia has reached 130 million people or half of the total population of 268 million people, and 68% of them are of a reasonably productive age. The growth trend of the beauty cosmetics market in the country has been seen since two years ago. This is based on data from the Ministry of Industry. The domestic cosmetics market 2018 rose 20% or four times the national economic growth in 2017. The growth trend of the cosmetics market continues today, which grew to 9% last year compared to the same period. In the previous year, local producers only partially enjoyed the increase (Aqillah Ramadhanti & Kusuma Dewi, 2022).

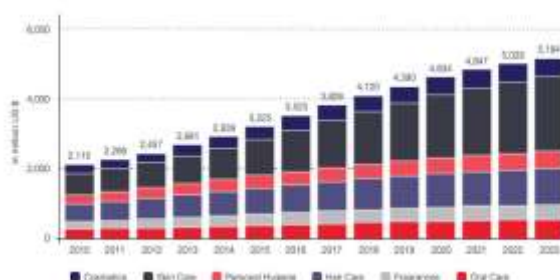


Figure 1. Graph of Cosmetic Growth in Indonesia

Source: Google Image, 2022

Based on Figure 1, the development of the cosmetic and skincare industry continues to increase every year. In 2010, cosmetics sales were recorded at 2,115 million, increasing to 5,029 in 2022. The increase that has occurred in the cosmetics industry is being able to adapt quickly in taking advantage of developments in the use of social media. The more popular social media, the more active users are on social media—an example of the use of social media in beauty and skincare brands, namely the TikTok application. TikTok is a social media platform that presents short creative videos with various editing tools, making it easier for creators to make videos. The short duration of around 15 seconds to 1 minute

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requires beauty brands to be able to create quality content to make it attractive to the eyes of TikTok users and consumers. Using songs and hashtags currently viral on TikTok helps so that your own TikTok videos can enter other people's TikTok home pages. In addition, Twitter is also one of the social media used by beauty and skincare brands.

Twitter is a social media platform where users can write a status, share and comment on the status of other users. We can also share pictures, videos, and the most popular threads on Twitter. A beauty and skincare brand usually uploads photos and makes short and exciting descriptions of its products in the form of threads. The thread provided complete information about the product. The brand's official account will also retweet several threads from Twitter members. Many Twitter users prefer to read threads because the reviews are presented using slang/contemporary language, making them easy to understand. In a thread, there will also be comments and reviews from other consumers. This will be an individual consideration if interested in trying the product (Pertiwi et al., 2017) Skincare refers to a range of activities aimed at promoting and maintaining healthy skin, improving its appearance, and enhancing its overall condition. Some common types of skincare products include facial cleansers, toners, moisturizers, sunscreens, facial serums, essences, and eye creams, among others (Pratiwi et al., 2016) on (Sabita & Mardalis, 2023).

Based on this explanation, social media is a digital marketing platform for marketing products. One of them is the social media TikTok. Many content creators join the social media TikTok. Beauty enthusiasts and beauty vloggers have all joined the social media TikTok. The beauty video content is diverse, ranging from skincare reviews, makeup reviews, makeup transitions and others. One of the TikTok content that has caught much attention is skincare reviews. Many skincare brands have become famous thanks to the social media TikTok. One of the skincare brands that has become famous thanks to the social media TikTok is the Skintific brand, which was only present in Indonesia in August 2021. Skintific uses various social media, one of which is TikTok, to increase consumer trust. Social media acts as a medium of communication and information between Skintific and the community. Below is the TikTok social media profile from Skintific.



Figure 2. Skintific's Profile on TikTok

Source: Platform TikTok, 2023

Based on Figure 2, the official account @skintific_id has a total of 1 million followers and a total of 5 million likes. Skintific has gone viral on TikTok because of its good products at affordable prices. The use of social media TikTok used by Skintific is to create quality content such as videos about procedures for using the correct skincare, invite people to take part in discount promos in e-commerce, use TikTok Ads with Brand Ambassadors, provide attractive promos, collaborate with beauty influencers at TikTok which aims to increase brand trust to consumers, and uses songs and hashtags that are currently viral so that the video can enter the home page of TikTok users. Even some beauty enthusiasts on TikTok also buy products and try them out for themselves out of curiosity and want to prove the quality of these products.



Figure 3. Skintific Product Recommendation

Source: Platform Tiktok, 2023

From Figure 3, it can be seen that several beauty enthusiasts and beauty influencers conduct product reviews and recommend these products to their audience. By conducting brief reviews based on analysis and facts beneficial to oneself, the owner of the goods or services, and the general public, there is widespread communication among consumers and increased brand trust. Even though Skintific products are viral on the internet, interest in buying Skintific can be categorized as low. The following graph from katadata.co.id evidence:

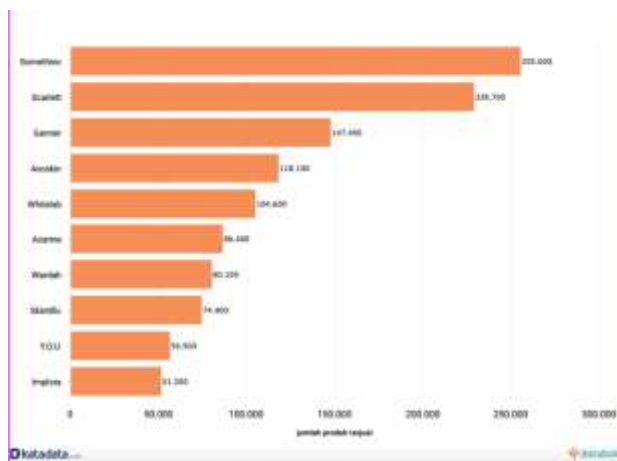


Figure 4. The Best-Selling Skincare Brand in E-Commerce

Source: Katadata.co.id, 2023

The graph in Figure 4 shows that Skintific is included in the ten best-selling brands in E-commerce. Even though it is in eighth place with the number of products sold, namely 74,400 products in the June-August 2022 period, Skintific still has the opportunity to develop its products further. (Ahdiat, 2022).

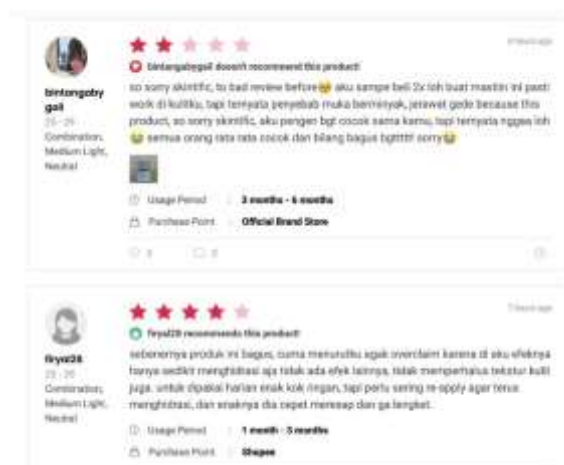


Figure 5. Skintific Product Ratings and Reviews

Source: Website Female Daily, 2023

On the www.femaledaily.com website, there are features developed to help provide additional assessments and information to prospective buyers, namely reviews and ratings. Both of these features can reduce risks that can harm potential buyers by reading reviews and ratings of these products so that potential consumers can assess and choose the product they want to buy or not.

Literature Review

Electronic Word of Mouth

According to (Kotler & Keller, 2019) Word of Mouth can substantially impact consumer buying behaviour. Word of mouth marketing finds ways to engage customers so that they can speak positively with others about products, services, and brands. Viral marketing encourages people to exchange information about an electronic product or service online. According to Rui et al. (2010) in (Ismailova et al., 2017), WOM or Word of Mouth is a transmission or expression by word of mouth. Moreover, Electronic Word of Mouth (E-WOM), according to Litvin et al., (2008) cited by (Ismailova et al., 2017), explains that Electronic Word of Mouth is informal communication addressed to consumers through internet-based technology related to the use of or characteristics of goods and services. (Kaplan & Haenlein, 2010) argues that social media makes it easy for business people to promote their products and form online communities or groups presented to customers who like the brand being used. Forming these online communities or groups will enable social interaction and encourage electronic word of mouth communication. According to (Dewi, 2023), electronic word of mouth is considered more effective than word of mouth. This is because electronic word of mouth has a higher reach and greater accessibility. The difference between electronic word of mouth and traditional word of mouth is usually made face to face, while electronic word of mouth is done through the natural world.

Brand Experience

Harris et al., (2018) stated that brand experience goes beyond the benefits provided by products and services, something unexpected, and leads to positive memories. In addition, brand experience allows brands to avoid consumer rejection because brand experience is not considered an overt marketing activity. Therefore, brand experience can provide value indirectly for products or services. (Brakus et al., 2009) In (Damayanti, 2021), brand experience or brand experience as subjective, consumer responses (sensations, feelings, and cognitions) and behavioural responses caused by brand-related stimuli which are part of design and identity, packaging, communications, and the environment.

Brand Trust

Brand Trust, according to (Gurvies & Korschia, 2019) on (Firmansyah, 2019) , is a psychological variable that describes some initial assumptions, which include integrity, credibility and benevolence attached to a brand. In addition, Delgado (2019: 141) argues that brand trust is a desire for a brand's reliability and good intentions. (Tumbuan, 2019) argues that brand trust is the willingness of consumers to rely on the ability of a brand to perform all its uses or functions. The above opinion is also supported by (Claranita, 2020), who defines brand trust as a customer's willingness to trust a brand regardless of the risks. Because in the minds of consumers, there is hope that the brand will bring positive results to consumer loyalty. (Hansopahulewakan et al., 2020) Brand trust is built when there is good interaction between parties who carry out transactional relationships.

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Frame of Mind

This research has dual variables, namely the independent and dependent variables. Electronic Word of Mouth and Brand Experience are independent variables, while Brand Trust is the dependent variable. There are three dimensions in electronic word of mouth, four dimensions in brand experience, and two dimensions in brand trust, so the following framework is created:

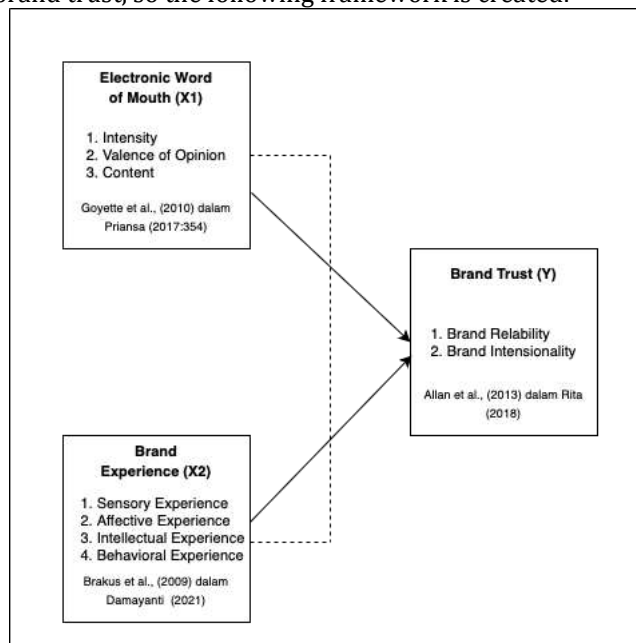


Figure 6. Frame of Mind

Source: Author's Preparation, 2023

Hypothesis

H1: Electronic Word of Mouth has a partial positive and significant effect on Brand Trust

H2: Brand Experience has a positive and significant effect on Brand Trust partially

H3: Electronic Word of Mouth and Brand Experience simultaneously positively and significantly affect Brand Trust.

2. METHOD

In this study, the researcher used quantitative methods. According to Sugiyono (2017), The quantitative method is based on the philosophy of positivism, used to examine specific populations or samples, collect data using research instruments, and analyze data quantitative or statistical to test established hypotheses. Based on research objectives, researchers used descriptive analysis. According to (Sugiyono, 2019), Descriptive analysis is carried out to explain or give an overview of the research object using the population and research sample data without conducting analysis and making general conclusions.

To collect data, the researcher used a questionnaire. The questionnaire has several statements for each indicator related to the variable under study. In this study, the independent variable (X) is Electronic Word of Mouth and Brand Experience, and the dependent variable (Y) is Brand Trust. Researchers use a Likert scale ranging from 1 to 5 to get error-free data from the questionnaire because respondents can choose a neutral option. This study includes two independent variables, electronic word of mouth and brand experience, and the dependent variable, brand trust. The number of respondents needed in this study was 107 people for testing. The data analysis technique used in this study is a hypothesis test using the analysis of the T-test, F-test, and R-test with the help of the SPSS application.

Hypotheses Development

Electronic word of mouth and brand trust

The statement by Purnamasari and Yulianto (2018) indicates that electronic word of mouth is a marketing activity through electronic media without face-to-face interaction. Meanwhile, Jalilvand and Samiel, who were quoted in Priansa's study (2017), define electronic word of mouth as a necessary and proper means for consumers to share opinions, with higher effectiveness compared to conventional word of mouth because electronic word of mouth uses internet media that can reach a wider audience (Charvia

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& Erdiansyah, 2020). In the current digital era, consumers are increasingly relying on word of mouth communication through online platforms to shape their perceptions of a brand (Trigani & Tobing, 2022).

H1: Electronic Word of Mouth positively affects brand trust in skintific products.

Brand Experience and Brand Trust.

Brakus, Schmitt and Zarantonello (2009) stated that brand experience is a concept intended as an internal response which includes sensations, cognitions, feelings and consumer responses caused by brands (Kusdianto, 2018). Researchers (Luk & Yip, 2018) found that reliability, goodwill, credibility, and honesty are some of the crucial factors that are positively related to the consumer brand experience of brands. In this context, Koufaris and Hampton-Sosa (2002) argue that sellers or companies have an essential role in creating a brand experience that can build consumer trust. To achieve this, sellers or companies must have strong expertise in their field and are committed to always assisting consumers in all situations they face (Kusdianto, 2018). Brand Experience has the potential to create consumer satisfaction with the brand and generate relationships that go beyond the usual level of satisfaction. When consumer satisfaction exceeds their expectations, this can form a stronger affective relationship between the consumer and the brand, known as brand trust (Charvia & Erdiansyah, 2020).

H2: Brand Experience positively affects brand trust in skintific products.

Electronic Word of Mouth and Brand Experience

Chi, Yeh, and Chiou argue that brand trust is consumer trust in brands, namely the belief that products can be trusted in the completeness of functions, guaranteed quality, and services provided after purchase to consumers. (Tarigan & Siregar, 2019) also argue that brand trust is essential for companies to compete and maintain their existence in an increasingly competitive environment. A company's success can be measured by its ability to build positive consumer perceptions and memories of the brand by implementing an effective marketing strategy (Charvia & Erdiansyah, 2020). In other words, a company will succeed if it can influence the minds and memories of consumers in the right way through the right marketing strategy. Electronic word of mouth and brand experience affect brand trust in skintific skincare products.

H3: Electronic word of mouth and Brand Experience positively affect Brand Trust in scientific products.

3. RESULT AND DISCUSSION

The results of this study were obtained based on questionnaire data that the respondents had filled out. The results of the research are needed to carry out an analysis of the related variables, as well as answer the questions that have been presented in the problem formulation section. After the data is collected, the respondents will be identified based on specific categories discussed in the previous section; then, the data will be processed using descriptive analysis techniques and multiple linear regression analysis.

Hypotheses Testing (T-Test)

The T-test is used to determine whether there is a significant influence between the independent variables partially on the dependent variable. The hypothesis testing can be seen in the following table:

Table 1. T-Test Result

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	
1	(Constant)	4.024	1.096		3.671
	EWOM	.246	.053	.366	4.689
	Brand Experience	.202	.032	.494	6.325
a. Dependent Variable: Brand Trust					

Source: Author's Preparation, 2023

Based on Table 1 on the results of the T-test, it can be seen that:

a. Electronic Word of Mouth (X1)

The t-test results with SPSS for variable X1 obtained a value of t_{count} of 4.689 > t_{table} 1.66 with a significant value of 0.000 < 0.05. Therefore, it can be concluded that H_0 is rejected and H_a is

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accepted, which means that there is a partial and significant effect of Electronic Word of Mouth on brand trust in skintific.

b. Brand Experience (X2)

The t-test results with SPSS for the variable X2 obtained a value of t_{count} of 6.325 > t_{table} 1.66 with a significant value of 0.000 < 0.05. Therefore, it can be concluded that H_0 is rejected and H_a is accepted, which means there is a partial and significant influence of Brand Experience on brand trust in skintific.

Simultaneous Significance Test (F-Test)

The F test is used to evaluate whether the independent variables have a jointly significant effect on the dependent variable. In this test, the authors used a significance level of 5% (0.05). If the significance value is less than 0.05, it can be concluded that the independent variable significantly influences the dependent variable. However, if the significance value is more significant than 0.05, it can be concluded that the independent variable has no significant effect on the dependent variable.

Table 2. F-Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	430.279	2	215.139	138.687	.000 ^b
	Residual	150.471	97	1.551		
	Total	580.750	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Author's Preparation, 2023

Based on the results of the F test in Table 2, it can be seen that the value of F_{count} is 138.687 with a value of F_{table} is 3.08 so that the value of $F_{count} > F_{table}$ (138.687 > 3.08) and a significant level of 0.000 < 0.05. Therefore, it can be concluded that H_0 is rejected and H_a is accepted, which means that the Electronic Word of Mouth (X1) and Brand Experience (X2) variables simultaneously significantly affect Brand Trust in Skincare Skintific.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) measures the extent to which the model can explain the variation in the dependent variable. The coefficient of determination has a value between zero and one. There are criteria for analyzing the coefficient of determination, namely as follows: Criteria:

- If the coefficient of determination detects zero (0), then the influence of the independent variable on the dependent variable is weak.
- If the coefficient of determination is one (1), then the influence of the independent variable on the dependent variable is strong.

Table 3. Coefficient of Determination Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.861 ^a	.741	.736	1.245

a. Predictors: (Constant), X2, X1

Source: Author's Preparation, 2023

How to calculate R square using the Coefficient of Determination using the following formula:

$$\begin{aligned}
 KD &= R^2 \times 100\% \\
 &= (0.861)^2 \times 100\% \\
 &= 74\%
 \end{aligned}$$

Based on Table 3 above, the R-value is 0.861, and the R square (R^2) is 0.74. This lift shows that the influence of the independent variables, namely Electronic Word of Mouth (X1) and Brand Experience (X2), on the dependent variable, namely Brand Trust, is 74% while the remaining 26% is influenced by other factors not examined in this study.

Discussion

Hypothesis test (H1): Effect of electronic word of mouth on brand trust in skintific products

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The first hypothesis of this study aims to examine the effect of electronic word of mouth on brand trust in skintific products. These results show electronic word of mouth's positive and significant impact on brand trust. Based on the T-test of the electronic word-of-mouth variable, the value of Tcount (4.689) > Ttable (1.66) is obtained, and the significance level is $0.000 < 0.05$. from the acquisition of scores, it can be seen that H0 and Ha are accepted, so Electronic word of mouth significantly positively affects brand trust in skintific products. The results of this study can be explained by the fact that consumers who get information through electronic platforms feel confident and trust the reviews of various individuals who have tried the product. Therefore, the presence of positive electronic word of mouth will increase the level of trust in the brand (brand trust).

In this study, it was found that electronic word of mouth provided by Skintific to consumers directly impacted brand trust; this was because the reviews given by Skintific matched the reality or experience felt by consumers.

Hypothesis Test (H2): Effect of Brand Experience on brand trust in skintific Products

The second hypothesis of this study aims to examine the effect of Brand Experience on brand trust in skintific products. These results show a positive and significant impact of brand experience on brand trust. Based on the T-test of the brand experience variable, the value of Tcount (6.325) > Ttable (1.66) is obtained, and the significance level is $0.000 < 0.05$. from the acquisition of scores, it can be seen that H0 and Ha are accepted, so brand experience significantly positively affects brand trust in skintific products.

In this study, it was found that the brand experience presented by Skintific products to consumers directly impacts brand trust. This is since the direct experience with Skintific products can influence consumer perceptions and beliefs about the quality and reliability of the brand. When consumers have a positive experience with a Skintific product, they trust the brand and strongly believe in the values promised. Therefore, a positive brand experience significantly contributes to increased brand trust.

Hypothesis test (H3): The effect of electronic word of mouth and brand experience positively affects brand trust in scientific products.

The third hypothesis of this study aims to examine the effect of electronic word of mouth and brand experience on brand trust in scientific products. These results indicate a positive and significant effect of Electronic word of mouth and Brand Experience on brand trust. Based on the F test (simultaneous) stated that Electronic word of mouth and Brand Experience have a significance value of $0.000 < 0.05$ and have Fcount (138.687) > Ftable (3.08). Based on the results of the F test, it can be concluded that in the hypothesis test, H1 is accepted and H0 is rejected, so Electronic word of mouth and Brand Experience have a significant positive effect on brand trust. In addition, it is supported by the results of the coefficient of determination (R^2) of 74.1%, which indicates that electronic word of mouth and brand experience affect brand trust in skintific products.

4. CONCLUSION

This study examines the effect of electronic word of mouth and brand experience on brand trust in Skintific skincare products. After data analysis and discussion, the researcher found that the two hypotheses, namely the effect of electronic word of mouth and brand experience on brand trust, proved positive. The results of this study indicate that electronic word of mouth and brand experience provided by Skintific skincare products significantly influence building trust in brands. In other words, consumers tend to trust Skintific brands more when they get positive reviews through interpersonal communication and have positive experiences with the product. The results of this study can provide insight for companies that sell skin care products to consumers. The results of this study indicate that electronic word of mouth and brand experience can play an essential role in shaping consumer trust in brands (brand trust). Companies can plan and evaluate their marketing strategies more effectively with a better understanding of the factors that influence electronic word of mouth and brand experience. This could increase sales and strengthen consumer confidence in the brand. T-test of the electronic word-of-mouth variable, the value of Tcount (4.689) > Ttable (1.66) is obtained, and the significance level is $0.000 < 0.05$. from the acquisition of scores, it can be seen that H0 and Ha are accepted, so Electronic word of mouth significantly positively affects brand trust in skintific products. T-test of the brand experience variable, the value of Tcount (6.325) > Ttable (1.66) is obtained, and the significance level is $0.000 < 0.05$. from the acquisition of scores, it can be seen that H0 and Ha are accepted, so brand experience significantly positively affects brand trust in skintific products. F-test (simultaneous) stated that Electronic word of mouth and Brand Experience have a significance value of $0.000 < 0.05$ and have Fcount (138.687) > Ftable (3.08). Based on the results of the F test, it can be concluded that in the hypothesis test, H1 is accepted

and H0 is rejected, so Electronic word of mouth and Brand Experience have a significant positive effect on brand trust. This research is expected to be an impetus for researchers to examine more deeply the influence of electronic word of mouth on various other variables to produce diverse and helpful research. The study recommend the future research to have an observation for further investigation.

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