The effect of influencer's credibility and product prices on the purchase intention of Maybelline products in the Tiktok Shop application

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ARTICLE INFO	ABSTRACT
	The Covid-19 pandemic has forced everyone to stay and spend more time at home. It had makes the trend for beauty and health care became increased, so the product transactions were also high. This condition supported by the presence of influencers who often to review the beauty products in the Tiktok application, one of them was Tasya Farasya. This study aims to determined and analyzed whether the influencer's credibility and product prices variables had an effect on the purchase intention of Maybelline products in the Tiktok Shop application. This research used a quantitative approach with the sample of 100 respondent with the criteria being women users of the Tiktok social media who have seen or accessed Tasya Farasya Tiktok account and are currently using Maybelline brand cosmetics. Purposive sampling was used to gather samples using a non-probability sampling strategy. The method for analyzing the data used multiple linear regressions with IBM Statistics 24. The result of data analysis revealed that, partially each of independent variables, which is influencer's credibility and product prices, had a positive and significant effect on the purchase intention of Maybelline products in the Tiktok Shop application. And simultaneously the two of independent variables also had a positive and significant effect on the purchase intention of Maybelline products in the Tiktok Shop application, so it can be inferred that all of the hypotheses were accepted.

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1.Introduction

The Covid-19 pandemic has made many businesses going through hard times. Even though, not all the industries affected the negative impact. There are several business sectors that have growth positively between 2021−2022. One of the industry that continues to increased and always follows the trends and lifestyles from year to year is the beauty product industry or the cosmetic industry (Haasiani, 2022).

Based on attachment figure 1. shows the data research that have been done by Katadata Insight Center (KIC) on 4,590 respondents throughout Indonesia, at aged 17 and over who have internet access (Lou, 2019). The graph shows that there was an increase of 40.1% in the category of health and beauty products that were most liked by the consumers when shopping online during the Covid-19 pandemic (Tran, 2020). This value has increased compared to the previous year which was only 29.1% (Jayani, 2021). One of them was the sale of the Maybelline Indonesia cosmetics on the Tiktok Shop application, which was increased by 223% during the 10.10 shopping program compared to the previous week (Sugandi, 2021).

Maybelline keep innovating both in terms of product quality and in terms of how to promote its

products (Sonata & Burning, 2019), so all of these sales increases certainly cannot be separated from all the efforts that have been done by Maybelline (Damanik, 2020). Even though its products are widely known by the public, but Maybelline still needs to update their marketing strategy in order to survive and compete with other brands (Nurhandayani et al., 2019). One way for this company to express their persuasive communication to its consumers is by choosing Tasya Farasya as its marketing influencer to work together to improve the performance of their products (Wardani, 2020).

Tasya Farasya is one of the influencers who is quite popular and has many followers on her social media. Tasya Farasya's expression that looks convincing and full of confidence when reviewing various kinds of cosmetic products has earned her the nickname 'poison' by her followers (Sinaga, 2018). So, because of that Tasya Farasya's followers became interested and have the desire and confidence to buy these cosmetic products (Chairunnisa, 2020)

Besides from the presence of influencers, product prices are also the main factor that influencing online purchases through e-commerce (Nurhandayani et al., 2019), so the more affordable the price of an item, the more consumers' interest in buying (Supartono, 2022). Prices for Maybelline products that are sold in offline stores, aka on the market, are usually a little bit unaffordable, this causes the selectivity of Maybelline consumers become more increase, so consumers try to find other alternatives by doing online shopping through e-commerce such as the Tiktok Shop, which sells Maybelline products at low prices that are much cheaper than prices in offline stores (Oktafani, 2021). Therefore, the development of technology and communication globally today makes it easy to access information and has an influence on the world of marketing (Reniati et al., 2022). Moreover, the developments of technology and communication can be used as a means to supports trading activities, namely as a transaction medium (Reniati et al., 2022).

Nonetheless, the increased rivalry forces each company unit to discover ways to cut costs as cheaply as possible, stand out, or even concentrate on plans to cater to future market sectors (Azizah et al., 2021). Tiktok Shop is here and its a new marketing innovation from the Tiktok application (Sukmawati, 2022), which can make it easier for users to be able to purchase anything through social media without need to switch to other applications for shopping (Evelina, 2018). Another advantage of the Tiktok Shop is that its users can get lots of promos such as free shipping and various price discounts (Rania, 2021).

All of these conditions reflect a phenomenon that is happening right now, that people are becoming increasingly critical in choosing a cosmetic/beauty product (Meifitri, 2020). This critical people is characterized by people who want products at lower prices, but with a good quality of course (Angelica et al., 2020). Marketing activities involving social media, along with the role of influencers in it when promoting a product properly and appropriately can take an essential role in influencing the purchase intention of product, so it also have an impact on business continuity and the development of a company (Andarini, 2017).

Based on the phenomena and theories that have been described previously, so it is important to do the further research. Researchers are also interested in studying and analyzing research with the title "The Effect of Influencer's Credibility and Product Prices on The Purchase Intention of Maybelline Products in the Tiktok Shop Application".

2. Research Method

This research uses a quantitative descriptive study approach consisting of 2 independent variables, that is influencer's credibility and product price, with 1 dependent variable, namely purchase intention. The location of this study is in Pangkalpinang city through Google Form platform. The time of conducting this research starts from February 2022 until it is finished. The population of this study is the Tiktok users who have an interest in the cosmetics or beauty products. Meanwhile, the calculation of the total samples was determined using the Lemeshow formula with an error tolerance level of 10%, so that 100 respondents were used as a sample. Purposive sampling was used to collect samples using the non-probability sampling method with the criteria of women who use Tiktok and ever seen or accessed Tasya Farasya's Tiktok account and are currently using Maybelline cosmetics. Then, the respondent will be given a questionnaire about the variables that related to this study. After that, the researcher measured the respondents' answers through the questionnaire using a Likert scale.

3. Results and Discussions

The data analysis technique used multiple linear regression analysis with IBM Statistics 24 to determine how

much the impact of the independent variables, namely the variables of influencer's credibility (X1) and product price (X2) on the dependent variable, namely purchase intention (Y). And then, after successfully analyzing data within the planned time span, the researchers obtained the following research results:

Validity Test

Table 1. Validity test results

Variable	Item	r count	r table	Information
Influencer's Credibility	X1.1	0,656	0,196	Valid
	X1.2	0,764	0,196	Valid
	X1.3	0,672	0,196	Valid
	X1.4	0,802	0,196	Valid
	X1.5	0,771	0,196	Valid
	X1.6	0,766	0,196	Valid
	X1.7	0,708	0,196	Valid
	X1.8	0,751	0,196	Valid
	X1.9	0,723	0,196	Valid
	X1.10	0,752	0,196	Valid
	X1.11	0,739	0,196	Valid
	X1.12	0,718	0,196	Valid
	X1.13	0,743	0,196	Valid
	X1.14	0,763	0,196	Valid
	X1.15	0,796	0,196	Valid
Product Prices	X2.1	0,766	0,196	Valid
	X2.2	0,644	0,196	Valid
	X2.3	0,732	0,196	Valid
	X2.4	0,662	0,196	Valid
	X2.5	0,795	0,196	Valid
	X2.6	0,759	0,196	Valid
	X2.7	0,710	0,196	Valid
	X2.8	0,693	0,196	Valid
Purchase Intention	Y.1	0,818	0,196	Valid
	Y.2	0,768	0,196	Valid
	Y.3	0,689	0,196	Valid
	Y.4	0,683	0,196	Valid
	Y.5	0,577	0,196	Valid
	Y.6	0,753	0,196	Valid
	Y.7	0,723	0,196	Valid
	Y.8	0,737	0,196	Valid

Source: Research results, data processed by researcher, 2023

Table 3.1 shows that the validity test of the research instrument on all variables with each statement item submitted to the respondent get a value of r count > from r table, namely 0.196. So that, the entire research questionnaire can be declared valid.

Reliability Test

Table 2. Reliability test results

Variable	Item	*Cronbach's alpha*	Information
Influencer's Credibility	X1	0,941	Reliable
Product Prices	X2	0,867	Reliable
Purchase Intention	Y	0,865	Reliable

Source: Research results, data processed by researcher, 2023

Table 3.2 shows that all variables have a Cronbach's alpha value > 0.60, so, it can be inferred that each variable of the questionnaire instrument that researcher used in this study is reliable.

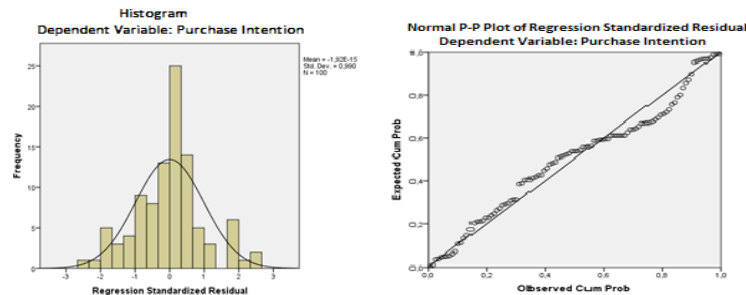**Classical Assumption Test**
  a. Normality Test

Figure 1. Normality Test Results
Source: Research results, data processed by researcher, 2023

Based on figure 3.3, it is obvious that the histogram graphic display forms a normal distribution pattern, the graph is not inclined to the right or to the left. In addition, the Normal P-P Plot of Regression Standardized Residual graphic also gives a normal distribution pattern, because the dots seem to be close to the diagonal line and their distribution follows the direction of the diagonal line. So, it can be inferred that these two graphs represent the output of a regression model that can be applied because it satisfies the requirement of normality.

Multicollinearity Test

Table 3. Multicollinearity test result

Variable	Tolerance	VIF	Information
Influencer's Credibility	0,380	2,630	Multicollinearity does not occur
Product Prices	0,380	2,630	Multicollinearity does not occur

Source: Research results, data processed by researcher, 2023

Table 3.4 represent the output that all independent variables have a tolerance value of > 0.10, it means the multicollinearity test in this research was successful. Likewise with the VIF calculation output, it may be inferred that there is no multicollinearity between the independent variables in the regression model because both of the independent variables evaluated had a VIF score < 10.

Heteroscedasticity Test (Glejser Test)

Table 4. Heteroscedasticity test results (Glejser Test)

Model		T	Sig.
1	(Constant)	2,603	,011
	Kredibilitas Influencer	,003	,998
	Harga Produk	-,627	,532

Source: Research results, data processed by researcher, 2023

Table 3.5 represent the output of heteroscedasticity test with a significance value (Sig.) for the influencer credibility variable (X1) is 0.998 and product price variable (X2) is 0.532. Because both of independent variables have significance levels above 0.05, according to the Glejser test decision-making basis, it may be inferred that the regression model has no issues with heteroscedasticity.

Multiple Linear Regression Analysis

Tabel 5. Multiple linear regression analysis result
Coefficients[a]

Model	Unstandardized Coefficients

		B	Std. Error
1	(Constant)	1,714	1,725
	Influencer's Credibility (X1)	,226	,041
	Product Prices (X2)	,516	,081

Source: Research results, data processed by researcher, 2023

Table 3.6 is the result of multiple linear regression analysis, it is obtained as follows:
$$Y = 1,714 + 0,226\, X_1 + 0,516\, X_2$$

According to the calculations above, it can be interpreted as follows: a) Constant 1.714, the a value of 1.714 is a constant or a condition when the purchase intention variable has not been influenced by other variables, which is the influencer credibility variable (X1) and the product price variable (X2). It means, if the independent variable score is considered non-existent or equal to zero, then the score on the purchase intention variable is positive or still has positive interest, even without the influencer's credibility variable (X1) and the product price variable (X2). b) The influencer's credibility regression coefficient (X1) = 0.226, it shows that the influencer's credibility variable affects purchase intention by 0.226 or has a positive effect on purchase intention. It means that if each value of influencer credibility increases by 1 point while other variables remain the same, it will affect purchase intention with an increase of 0.226. Otherwise, if the influencer's credibility decreases, then purchase intention will also decrease. c) Product prices regression coefficient (X2) = 0.516, it shows that the product prices variable affects purchase intention by 0.516. So, the value of the purchase intention variable will increase by 0.516 if the value of the product pricing variable increases by 1 unit while the value of the other variables stays the same. Conversely, if the product price variable declines, the intention to buy will likewise decline. The regression coefficient value indicates a positive relation between product prices on purchase intention.

Partial Test (T Test)

Table 6. Significance test analysis result

Model		T	Sig.
1	(Constant)	,993	,323
	Influencer's Credibility (X1)	5,495	,000
	Product Prices (X2)	6,383	,000

Source: Research results, data processed by researcher, 2023

Table 3.7 shows the output of the coefficients through hypothesis test in comparison to the t table of 1.984, then from these results there is an evident that purchase intention variables has an effect with the following analysis: H_1: The hypothesis test of the effect of influencer's credibility on purchase intention. According to the output of the computation, the t value for X_1 is 5.495 > from the t table, which is 1.984. In addition, a significance value of 0.000 was obtained < from a significance level of 0.05, indicating that H_1 is accepted and H_0 is rejected. Therefore, purchase intention is partially positively and significantly impacted by the influencer credibility variable. H_2: Test the hypothesis of the effect of product prices on purchase intention According to the output of the computation, the t count for X_2 is 6.383 > from the t table, which is 1.984. In addition, a significance value of 0.000 was obtained < from a significance level of 0.05, indicating that H_2 is accepted and H_0 is rejected. Because of that, purchase intention is partially positively and significantly impacted by the product price variable.

Simultaneous Test (F Test)

Table 7. Significance test analysis result

ANOVAa

Model		F	Sig.
1	Regression	165,864	,000b
	Residual		
	Total		

Source: Research results, data processed by researcher, 2023

Table 3.8 shows that *f* value of 165.864 > *f* table, namely 3.09 with a significance value of 0.000 < the significance level of 0.05, then H_3 is accepted and H_0 is rejected. Hence, it can be inferred that purchase intention is positively and significantly influenced by both product price and influencer's credibility at the same time.

Analysis of The Coefficient Determination (R²)

Table 3.9 Analysis of R²

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,880ᵃ	,774	,769	2,582

Source: Research results, data processed by researcher, 2023

Table 3.9 which represent the coefficient determination (R²) score of 0.769 or 76.9%. Therefore, it means purchase intention variable can be accounted for by the influencer's credibility and product prices variable of 76.9%. While the rest of it 23.1% is influenced by variables which is not included in this regression equation or unknown variables.

Discussion

General Description of Influencer's Credibility, Product Prices, and Purchase Intention

It can be inferred that whole variables in this research, namely influencer's credibility, product prices, and purchase intention, included into the high scale. This can be seen through the average score contained in the influencer's credibility variable the average calculation result is 4.17 so that the average score range is in the interval 3.41 — 4.20 and included in the high classification, which means that Tasya Farasya's credibility as an influencer is good. Meanwhile, for the product prices variable, an average calculation result of 4.11 is obtained so that the average score range is in the interval 3.41 — 4.20 and it also included in the high classification, which indicates that the price of Maybelline products in the Tiktok Shop application already well. Then, based on the findings that the researcher got on the purchase intention variable, the average calculation result was 4.10. So, based on the scale that used, the average score range is in the interval 3.41 — 4.20 or belongs to the high category which indicates that the purchase intention of Maybelline products is also high.

The Effect of Influencer's Credibility on Purchase Intention

Output of T test research, the t value for the influencer's credibility variable (X_1) is 5.495, which is more than the t table, that is 1.984. In addition, a significance value got 0.000 which is lower than the significance level of 0.05. Therefore, the influencer's credibility variable partially has a positive and significant effect on purchase intention.

Then, through the output of multiple linear regression analysis, the influencer credibility regression coefficient was obtained at 0.226. This shows that the influencer credibility variable affects purchase intention by 0.226 or positively has an effect on purchase intention.

This output approved by the previous research that conducted by (Wilopo, 2021), (AlFarraj et al., 2021), (Jelita,2021) with the overall results declaring that influencer's credibility positively and significantly has an effect on purchase intention. According to the discussion above, it can be inferred that the first hypothesis (H_1) in this research is accepted, which means that influencer's credibility positively and significantly has an effect on purchase intention of Maybelline products in the Tiktok Shop application.

The Effect of Product Prices on Purchase Intention

Output of the partial test research, the t count for the product price variable (X_2) is 6.383, that was more than the t table, which is 1.984. In addition, the output of significance value got 0.000, that is less than the significance level of 0.05. So, the product price variable influences purchase intention in a positive and significant way.

Then, through the output of multiple linear regression analysis, the score of the product price regression coefficient is 0.516. This shows that the product price variable affects purchase intention by 0.516. The regression coefficient value indicates a positive relations between product prices on purchase intention.

This output also supported by the existence of earlier research that have been done by (Supartono, 2022), (Wibowo, 2020), and (Sumaa et al., 2021) with the overall results declaring that product prices positively and significantly has an effect on purchase intention. So, it can be inferred that the second hypothesis (H_2) in this study is accepted, which means product prices positively and significantly has an effect on purchase intention of Maybelline products in Tiktok Shop application.

The Effect of Influencer's Credibility and Product Prices on Purchase Intention

The output of the ƒ test calculation, the estimated ƒ value is known to be 165.864 > ƒ table which is 3.09, with a significance value of 0.000 < the significance level, which is 0.05. Because of that, it can be

inferred that purchase intention positively and significantly influenced by both product price and influencer's credibility at the same time.

Meanwhile, calculation of the coefficient determination results (R^2) shows coefficient determination value of 0.769 or 76.9%. Therefore, it means purchase intention variable can be explained by the influencer's credibility and product price variable of 76.9%. Moreover, the rest of it 23.1% is affected by unknown variables that not included the regression equation or other variables that not researched. So that, influencer's credibility and product prices are the factors that can influence purchase intention.

This output also approved by the earlier research that has been done by (Liana, 2021), (Tarmidi, 2022) and (Diansyah, 2019) with the overall results declaring that influencer's credibility and product prices positively and significantly has an effect on purchase intention. So, the third hypothesis (H_3) in this research is accepted, it means that purchase intention positively and significantly influenced by both product price and influencer's credibility at the same time of Maybelline products on the Tiktok Shop application or in other words, a credible influencers and an ideal product prices are able to increase purchase intention of Maybelline products in the Tiktok Shop application.

4.   Conclusion

The researcher limits the problem in this study to avoid the possibility of occured deviations related to the interpretation of the research title, so that the research is more focused and then the research purposes are achieved. Researchers will only focus on researching the scope of research regarding variables related to influencer credibility and product prices on purchase intention of Maybelline products in the Tiktok Shop application.

For future researchers, they should be able to deepen and develop the research instruments used to measure influencer credibility, product prices, and purchase intention so that the ability to measure them will be better. In addition, future researchers may also consider using or adding other variables outside of this research model which are benchmarks for purchase intention such as brand image, product quality, promotion, ease of transaction, and etc. The researcher also suggests making comparisons with other popular e-commerce applications such as Shopee, Tokopedia, Instagram Shop, and others so that in the future we can find out which applications are the most trusted and most in demand by the consumers.

So, it can be inferred that the first independent variable that is influencer's credibility which consists of 3 dimensions namely; attractiveness, trustworthiness, and expertise as well as the second independent variable that is product price which consists of 4 dimensions, that is; price affordability, price compatibility with product quality, price competitiveness, and price compatibility with benefits affect the dependent variable namely purchase intention which has 4 dimensions that is; transactional interest, referential interest, preferential interest, and explorative interest. The three hypotheses are accepted because t count and f count are greater than the score of t table and f table with a smaller significance value than alpha. So that, both influencer's credibility and product prices partially and positively also significantly influenced by purchase intention at the same time.

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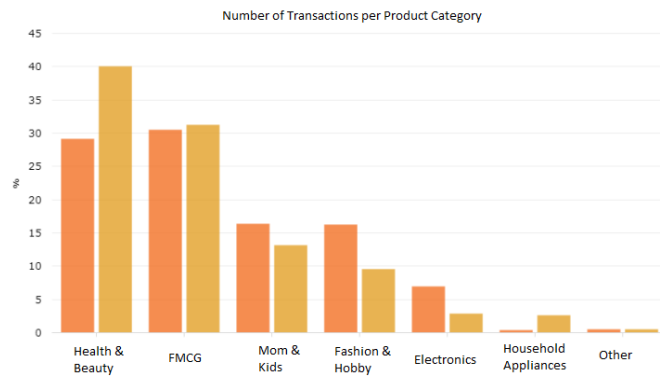
Attachment

Figure 2. Graph of The Most Selling Product Category Data During the Pandemic
Source: Katadata Insight Center (KIC). Lingkar Niaga Solusindo Corps. (Accessed April 3, 2022)