The Influence of Influencers Popularity, Online Customer Review and Advertising Exposure on Npure Purchase Interest on E-Commerce Shopee

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Beauty and cosmetics products are the best-selling products right now. It is known that the cosmetics and beauty industry in Indonesia has increased from year to year and contributed 1.92% to gross domestic product (GDP) (Bisnis Indonesia, 2022. Skincare is one of the beauty products needed to keep skin healthy. Not only for women, now many men also use it. Until 2022, recorded skincare sales in Indonesia reached IDR 292.4 billion in the second quarter (Compas, 2022). NPure is a local skincare brand that was founded in 2017 with a campaign in the form of skincare products with natural ingredients. NPure also revealed that its products come from raw materials taken from farmers in Indonesia, which also supports the welfare of farmers in Indonesia. The existence of many skincare brands in the beauty and cosmetics category makes it necessary for NPure to implement strategies to attract more consumer purchase interest in skincare. This study aims to evaluate the marketing communication tools used by NPure and to find out is there any influence of influencers popularity, online customer review, and advertising exposure on NPure purchase interest. The hypotheses in this study are derived from theory used in this study is the Source of Attractiveness Model, Cognitive Response Approach theory and Advertising Exposure theory, with the sampling technique of non-probability sampling. The sample consists of 100 people with female and male characteristics that already know about NPure influencers popularity, NPure online customer review and NPure advertising. The results showed that the hypothesis about influencers popularity on purchase interest, online customer review on purchase interest and advertising exposure on purchase interest is accepted with a significance value of 0.000, indicating there is a significant influence on purchase intention.

Introduction

The internet has transformed traditional shopping methods, with e-commerce platforms like Shopee accelerating its expansion in Indonesia. Skincare, a popular beauty product, has become increasingly popular among men and women. NPure, a local skincare brand, focuses on natural ingredients and supports local farmers. Their products are Halal, dermatologically tested, and non-toxic, with no harmful substances. NPure collaborates with Brand Ambassadors like Brisia Jodie to reach the youth market and has won awards such as Brand Choice Awards and a Muri Record. NPure, a skincare brand, has received a high rating on Shopee with a score of 4.9 out of 5. The company has been with Shopee for six years and has a response chat performance of 100% in minutes. NPure prioritizes natural ingredients in its products, which have received halal certificates and are dermatologologically tested and non-toxic. The brand uses advertising on Instagram and Tik Tok, with 1.2 million followers and 2,723 posts. The Tik Tok account has 2.9 million followers and 22.0 million likes, with the highest number of viewers for each video. NPure uses influencers like singers Isyana Sarasvati, Afgan, and Vidi Aldiano to increase awareness and traffic. NPure Brand Ambassadors include Brisia Jodie, Afgan, and Isyana, who represent the company's products and have gained worldwide recognition. The figure from Compas lists the top 10 best-selling skincare brands in E-commerce, but NPure is not included. Researchers are exploring suitable marketing tools for NPure skincare brands due to significant expenses.

RESEARCH PROBLEM

NPure, a skincare brand, faces competition from other local brands in the beauty and cosmetics category. Despite intensive advertising, collaborations with influencers, and promotions, the company struggles to become the best-selling skincare brand in e-commerce in 2022. This research aims to evaluate NPure's marketing communication tools and determine the influence of influencer popularity, online customer review exposure, and advertising exposure on purchase interest.

RESEARCH OBJECTIVE

The purpose of the research is to find out the influence between influencers Popularity, Online Customer Review and Advertising Exposure on Npure Purchase Interest on E-Commerce Shopee.

THEORITICAL FRAMEWORK

Influencers Popularity

Social media as a means of sharing information through content in the form of images, video and audio is an effective means of promotional media in the modern era.

Choosing the right influencer who has high credibility is an important key in attracting high engagement with consumers. The popularity of the influencer itself is the attitude of the influencer who presents honestly, reliably, and in accordance with what is accepted by consumers (Hamouda, 2018: 5). There are three dimensions to influencer popularity in the opinion of Osei-Frimpong, et al., (2019:9-13), including:

1. *Familiarity*

Familiarity is how influencers have familiarity with the hearts and minds of consumers, which makes consumers more accepting of the products offered.

2. *Trustworthiness*

Trustworthiness is an influencer's honesty that consumers can trust. Thrustworthy will be able to direct trust among followers and be able to convince other people to have an interest in buying a product.

3. *Attractiveness*

Attractiveness is the attractiveness that an influencer has to attract consumers. The attractiveness of an influencer can be based on

the physical condition and face of the influencer as well as the personal branding displayed.

Online Customer Review

Online customer reviews is a form of electronic word of mouth (eWOM). Online customer reviews can be thought of as a way for consumers to see feedback from other customers about a company's products, services, and production methods, (Khammash, 2008:79). Online customer reviews are a type of word-of-mouth communication in online sales (Filieri, 2014), in which potential customers learn about items and consumers who have profited from them. Another theory is that Online Customer Review Exposure is a condition in which prospective buyers read or receive information, specifically in the form of reviews from consumers, which can be positive or negative, according to what they experienced when using a product/service on an online platform so that it is accessible by many people (Filieri & McLeay, 2013: 44).

The indicators for online customer reviews in this research were developed from research conducted by (Ramadan et al., 2021). The following is an explanation of the online customer review indicators used in this research:

a. General persuasiveness: The degree to which consumers are influenced by review content on social commerce sites.

1. Look at online reviews before buying a product.

2. Review feature that consumers can use to provide reviews products that have been purchased.

b. General credibility: Trust in reviews on social trading media.

1. Online product reviews are trustworthy.

2. Trust the product ratings given by other consumers.

c. Susceptibility to online product reviews: The tendency of consumers to utilize product-related information in the form of reviews on social commerce sites.

1. Read online product reviews from other consumers to find out whether a product or brand is good or not.

2. Collect information from online product reviews before purchasing a particular product or brand.

Advertising Exposure

The display of non-personal information about a product, brand, company, or store for a certain cost is known as advertising. It can be concluded that advertising exposure is a condition where someone is exposed by the media, and how the media hits the audience, which contains information about a product, brand, store company that can affect consumer affection and cognition. Exposure occurs when an advertising is placed so that prospective buyers can see, hear or read the advertising. Or in other words the media exposure is determined based on communication behavior intended by the audience using the media (Shimp, 2003: 182).

According to Peter and Olson (2009), advertising exposure occurs when a target customer is exposed to a message or information about a marketer's goods or services through media and is able to retain and comprehend the message's content. Self-report questionnaires, according to Vreese and Neijens (2016: 71), can quantify media exposure. To measure exposure, these questionnaires generally ask respondents to recall or recognize some message. The ability of respondents to recognize or recall specifics of a message or campaign is commonly used to quantify exposure in self-reports.

Purchase Interest

Psychologically, purchase interest is created from motivation that originates from within a person, which acts to direct a person to do something. according to Kotler and Keller (2009), Purchase interest is the desire to own a product that arises after receiving stimulus from an object. Meanwhile according to Peter and Olson (2014), define buying interest as a plan that a person has to engage in a specific behavior to achieve and own something.

Cognitive Response Approach Theory

To see the influence between online customer reviews and purchasing intention, a Cognitive Response Approach can be used. The cognitive response approach is one of the methods used to test the cognitive process of consumers in advertising, by testing their cognitive / thinking responses when reading, seeing, and / or hearing advertising messages. The assumptions is that the recipient's cognitive processes or reaction help shape rejections or acceptance of the message (Belch & Belch, 2003: 157).

Cognitive Response Theory is used to determine audience response due to information obtained from online customer reviews on NPure which shows an influence with purchase interest as a form of response after reading or seeing online customer reviews.

The cognitive response approach, according to this method, has been widely used in various research undertaken by both academics and advertising practitioners. The purpose of this theory is to discover the sort of response produced by the advertising message and how this response is connected to attitudes regarding what is seen, read, or heard, which leads to purchase intention (Belch & Belch, 2003).

Source Attractiveness model Theory

The Influence of influencers popularity on purchase interest can be explained using the Applying the likeability aspect, the source attractiveness model theory is derived. Likability, as defined by the source attractiveness model, is a fondness for the source based on their conduct, physical attributes, or other characteristics. The process of identification—in which the recipient is compelled to seek a relationship of some kind with the source and subsequently adopts similar views, attitudes, preferences, or behavior—is how source attractiveness results in persuasion. (Belch & Belch, 2003).

According to this theory, advertisers find out the importance of hiring popular public figures as ambassadors and are prepared to spend hundreds or even millions of dollars for their services. Companies are prepared to spend a lot of money to have popular individuals appear in their products. Marketers think that popular public figures have stopping power. Marketers believe that popular public personalities will affect customer attitudes, moods, and purchasing behavior, which in this case is purchase interest, according to this aspect (Belch & Belch, 2003).

Advertising Exposure Theory

Based on advertising exposure theory according to Batra, et al., (2006), it is revealed that in the process of exposure to advertising, consumers will receive information about the benefits and advantages of products that can have a positive impact related to purchasing interest. The more often a person is exposed to advertising, the better the consumer will remember the brand and will show interest in buying when that person needs the advertised product. Similar things were also expressed in the findings of previous research which stated that advertising exposure had a positive effect on purchase intention in the research of Martins, et al., (2019) and Aziza & Astuti (2018).

Advertisements carried out by NPure function to reach audiences or audiences to provide influence through repeated or continuous communication messages through mass media. If consumers are exposed to advertising, there will be a process that occurs

related to feeling familiar with the brand, then consumers will receive information, benefits and advantages from the brand or product, and indirectly this can cause a response where consumers can take action and a stage occurs. interest in buying the product.

HYPOTHESIS

H1: There is a positive influence between influencer popularity on Purchase interest in NPure on Shopee e-commerce.

H2: There is a positive influence between online Customer reviews on purchase interest in NPure on Shopee e-commerce.

H3: There is positive influence between advertising exposure on purchase interest in NPure on Shopee e-commerce

RESEARCH METHOD

Research Type

This study makes use of primary data, which is information obtained directly from respondents via previously distributed and completed surveys. A questionnaire is the research tool used in this study. A questionnaire is a set of multiple-choice questions organized in a methodical manner that the respondent is required to complete and submit. In this study, the method of gathering data involves providing the respondent with a questionnaire to complete.

Population

In this study, the population is e-commerce Shopee users who know the popularity of NPure influencers and have been exposed to online testimonials and advertising from NPure.

Sampling

The sampling technique utilized in this study is a nonprobability sampling strategy since the researcher selects a sample depending on

particular criteria. Walliman (2006: 78). The writer used accidental sampling from the nonprobability sampling technique, in which the sample is determined by chance or by anyone who can be uses as a sample by researchers. People who are considered suitable as data sources are Shopee users who know the popularity of NPure influencers and have been exposed to online testimonials and advertising from NPure.

Data Analysis

Regression analysis is used in this study to determine how two or more variables are related. as defined by Kumari and Yadav (2018: 33), regression analysis uses at least one dependent variable to forecast the significance of another dependent variable. Regression is used to determine the significance of the effect between the affected variable and the affected variable.

RESULTS AND DISCUSSION

Simple linear regression is a hypothesis testing method that uses the statistical programSPSS to calculate the influence of one independent variable on the dependent variable. The following hypotheses are examined in this study. This simple linear regression test aims to explain whether Influencer Popularity (X1), Online Customer Review (X2), and Advertising Exposure (X3) influence Purchase Intention (Y) on NPure. This study explores the following hypotheses:

H1: There is a positive influence between influencer popularity on Purchase interest in NPure on Shopee e-commerce.

H2: There is a positive influence between online customer reviews on purchase interest in NPure on Shopee e-commerce.

H3: There is positive influence between advertising exposure on purchase interest in NPure on Shopee e-commerce

The Influence of Influencers Popularity on NPure purchase interest

The results of the first hypothesis test show that Influencers popularity influences purchasing intention, whereas the influence of influencers popularity on purchase intention is significant, indicating that respondents are aware and familiar with NPure influencers popularity, which stimulates in Purchase intention on NPure.

The influence of influencers popularity on NPure purchse interest significant, indicating that respondents are aware of the NPure's influencer promotional marketing which stimulates intention in purchasing NPure product. This is attributable to respondents' awareness and knowledge of the influencers, as well as influencer's popularity, trustworthiness and attractiveness. According to Edufund in 2023, Influencer marketing is a marketing strategy that utilizes the power of influence and popularity of someone known as an influencer to promote products or services to a wider audience. According to Edufund, influencer popularity is a powerful marketing strategy for increasing brand awareness, increasing engagement with the target audience, increasing consumer trust, increasing sales and increasing the influence of a brand on social media.

the findings of Belch and Belch (2003), advertisers understand the importance of recruiting popular personalities as ambassadors and are willing to spend hundreds, if not millions, of dollars for their services. Companies are willing to spend a lot of money to have famous people appear in their products. Marketers assume that popular public figures have stopping power. Marketers believe that popular public people impact client attitudes, moods, and purchasing behavior, specifically purchase interest. In this regard, survey results from 100 participants demonstrated that Influencers' popularity influences the intention to purchase NPure.

The Influence of Online Customer Review on NPure Purchase Interest

In this study, the second hypothesis was tested using a simple linear regression with online customer review exposure as the independent variable and purchase intention as the dependent variable. According to the data from the hypothesis test above, the significance value is 0.000, showing that variable X2 has an influence on variable Y, and meaning the second hypothesis is accepted.

This suggests that NPure online customer review does have an influence on their purchase intention. This is in line with cognitive response approach theory by Belch & Belch (2003). Cognitive Response Theory is applied for assessing audience response based on information obtained from online customer reviews on NPure, which influences purchasing interest as a type of response after reading or seeing online customer reviews. Tran (2020) did research on online reviews and buying intention, and the findings revealed that online reviews, gender, age, and education have a significant positive effect on purchase intention.

The influence of online customer review exposure on NPure purchse interest significant, indicating that respondents are aware of the NPure's review message which stimulates intention in purchasing NPure product. This is attributable to respondents' awareness and knowledge of of the messages, as well as general persuasiveness, general credibility and susceptibility to online product reviews.

The Influence of Advertising Exposure on NPure Purchase Interest

The study's final hypothesis was examined using a simple linear regression model, with advertising exposure as the independent variable and purchase intention as the dependent variable. According to the results for the hypothesis tested, the

significant value is 0.000, implying that variable X3 advertisement exposure influences variable Y purchase intention, indicating that the third hypothesis is accepted.

This implies that respondents may recall and recognize the advertising message provided by NPure, influencing their purchasing propensity. This is consistent with Batra, Myers, and Aaker's advertising exposure theory, which states that when consumers are exposed to advertising, certain feelings and attitudes toward the brand are established, which then move and direct individuals to purchase a product.

The influence of advertising exposure on NPure purchse interest significant, indicating that respondents are aware of the NPure's advertising message which stimulates intention in purchasing NPure product. This is attributable to respondents' awareness and knowledge of of the messages, as well as can identify ongoing NPure advertisements and recognize the contents of NPure messages.

Conclusion

1. The hypothesis of influencers' popularity influencing NPure buying interest has a significant value of 0.000. As a result, the model forecast the influence of influencer popularity on NPure purchase interest has been accepted.

2. The hypothesis "The Influence of Online Customer Review Exposure on NPure Purchase Interest" is significant with a value = 0.000. As a result, the model predicting the influence of online customer reviews on NPure purchase interest has been accepted.

3. The hypothesis of the influence of advertising exposure on NPure purchase intentions had a significance level of 0.000, which qualifies as significant. As a result, it is proposed that the influence of advertising exposure on NPure purchases interest is accepted.

Recommendation

According to the findings of this study, influencers popularity, online customer review exposure and advertising exposure have an influence on purchasing interest in NPure products. In the future, NPure may strengthen these three aspects in an effort to increase product sales. For the first independent variable, influencer popularity, the future recommendation is that because many people prefer Tasya Farasya based on the questionnaire responses, Tasya Farasya should receive the majority of the influencer budget from NPure and also NPure should consider on getting international artist for example Kpop idols based on the distributed questionare.

For the second independent variable, online customer reviews, Npure can be more aggressive in reposting user reviews of its products on its social media pages, allowing them to be viewed by more people and more frequently on their social media. And for the final independent variable, advertising exposure, NPure can be more intensive in creating advertising content such as product ingredient reviews, comparisons, and usage tests because this is the most popular content based on the results of the distributed questionnaire.

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