The 1st International Student Conference on Economics and Business Excellence (ISCEBE) 2024
e-ISSN: xxxx-xxxx/Vol.1/SI-MSMEs (2024)

THE INFLUENCE OF OVERCLAIMS, PERCEPTIONS OF PRODUCT QUALITY, AND THE INFLUENCE OF INFLUENCERS ON CUSTOMER TRUST IN MARKETING SKINCARE PRODUCTS IN THE SOCIAL MEDIA ERA

Lulu Sabilla Rachma[1)], Tita Borshalina[2)]
[1,2)]Management Study Program, Universitas Terbuka, Indonesia
Corresponding author: lulusabillarahma@gmail.com

Abstract

The project is focused on examining why overestimation, perceptions of the product's value, and influencers affect consumer trust in beauty brand advertising in the digital age. The overclaim phenomenon that occurs in skincare product promotions can influence consumers' perceptions of product quality and impact their level of trust. Apart from that, product quality and the role of influencers in introducing products via social media have a significant contribution to consumer decisions. This study, which used a quantitative methodology and multiplies regression-type techniques, discovered that influencers, product quality, and overclaim all positively impact consumer trust. The regression test's findings demonstrate the strong correlation between these three factors and fostering consumer confidence in skincare products. This examination is intended to offer insight for the anyone involved in the beauty sector designing more effective marketing strategies on social media, as well as avoiding excessive claims that can harm brand reputation and consumer trust.

Keywords: overclaim, perceived product quality, influence of influencers, consumer trust, social media

Introduction

Digital marketing is a branding or brand recognition campaign that typically employs a variety of media, including web pages, blogs, email, Adwords, for and social media platforms. Digital marketing covers more than only internet marketing (Sjukun et al., 2024). All of these forms of media play a vital part in establishing and enhancing a brand's exposure in the minds of consumers. According to (Dwiarta & Alam, 2024), promotions in internet marketing take many forms and can be carried out at any time and from any location. With the affordability of access, someone can access marketing content at any time without barriers of place or country. Thus, digital marketing is more than just using the internet to promote; it is also in leveraging technology to provide customers with a more personalized, relevant, and interactive experience. Indrasari (2019) also emphasizes the importance of marketing in business.

The cosmetics industry in Indonesia is showing rapid development, distinguished by a rise in the total quantity of businesses for 913 at 2022 and 1,010 in the middle of 2023, reflecting significant growth of 21.9 percent (Inang Sh, 2024). However, behind the rapid development of skincare products, there are risks that cannot be ignored, one of which is the emergence of excessive claims or overclaims in the promotion of skincare products. When these excessive claims do not match consumers' experiences, this can influence their negative perception of a skincare brand. The role of influencers is very important in building relationships between brands and consumers. Hariyanti et al. (2018) companies can create loyalty towards influencers by establishing closer relationships, such as providing exclusive information, giving access to try new products, and involving them in the creative process. This strategy can improve the quality of promotions and strengthen cooperation. In addition, quality of goods is crucial in building brand confidence among consumers, so business actors must ensure that the products they sell are of good quality.

Prior studies carried out by Anggun et al., (2024) with the title "The Influence of Product Overclaim, Brand Awareness, Consumer Satisfaction, Consumer Loyalty, on Repurchase Intentions for Skintific Skincare Products in Active Students at the University of the Riau Islands" discussed the influence of overclaim, brand awareness , consumer satisfaction, and loyalty to Skintific skincare products, but have not studied the direct influence of overclaims on perceived product quality and confidence in customers, especially with relation to social networking promotional campaigns. Therefore, The current investigation attempts to examine the impact of overclaim, perceived Great products, and influencers on the buyer trust in marketing skincare products on social media.

Literature Review

Digital Marketing

Digital marketing has developed with the use of the internet and interactive technology, allowing companies to build closer relationships with consumers, as explained by Coviello et al. (in Sjukun et al., 2024). This marketing not only disseminates information, but also creates dialogue that can be tailored to consumer needs. Tunjungsari & Ginting (2020) added that information technology connected to the internet makes it easier to market products and services, providing wider and more efficient access for companies to reach consumers. Social media includes profound effects on digital marketing By presenting a forum for direct interaction between companies and consumers. Through customized content, influencers, and advertising, companies can influence consumer behavior, increase loyalty, and drive sales. Social media has a huge influence in influencing purchasing decisions and strengthening a company's relationship with its audience.

Overclaim in Marketing

Product overclaims are a serious problem in marketing that can harm consumers. (Anggun et al., 2024) explained that overclaim refers to excessive claims about the benefits and effectiveness of a product that often do not correspond to reality, which can disappoint consumers and damage the relationship of trust with the brand. (Ayu et al., 2024) added that overclaim occurs when business actors provide false or misleading information about products to gain more profits, even though they violate laws or regulations. This practice can harm consumers financially and psychologically, and legal protection for consumers who suffer losses is still limited.

Examples of overclaiming practices can be seen in local sunscreen products, as explained by (Arumbi et al., 2024). Several sunscreen brands claim to have a high SPF content, such as SPF 50 PA+++, even though laboratory test results show a much lower SPF content. even only around 2 SPF. This is a form of overclaim that misleads consumers. An influencer on TikTok also revealed the discrepancy between claims on labels and actual test results, showing how false claims can influence less critical consumers.

(Suci et al., 2024) explained that false claims are often used by business actors to give the impression that their products are extraordinary, such as claiming that they are the best products on the market or have extraordinary benefits, even though these claims are not supported by strong evidence. This practice can be considered manipulation to encourage consumers to buy products that do not meet these claims. Excessive claims can reduce consumer confidence, give rise to negative assessments of products, and make consumers confused about distinguishing honest products from their ingredients.

Perception of Brand Excellence

In line with (Akbar et al., 2023) perceived quality refers to the way a person assesses or evaluates the level of quality or superiority of a product, which is based on experience, expectations and knowledge about a brand that they know. According to Yoo et al. (2000, in Firmansyah, 2019, p. 102), quoted by (Akbar et al., 2023), several indicators that can be used to measure perceived quality include: the perception that a brand is considered to be of high quality, the possibility that the quality of the brand is very high, the likelihood that the brand has excellent functionality, as well as the likelihood that the brand has a high level of reliability.

Influencer Influence

Hariyanti et al., (2018) one of the important factors in marketing via social media is the use of Influencer marketing. This method involves figures or people who have influence among society or certain target consumer segments to promote a product. These influencers usually act as users or buyers of products who explain the positive sides of the product, so that they can increase sales of a product.

Consumer Confidence

Consumer trust greatly influences their purchasing decisions. According to (Nur et al., 2024) trust is confidence in a company that is considered to have knowledge and ability, even though there are feelings of worry or uncertainty. The higher the trust, the smaller the worry, so consumers are more confident to buy. (Purwaningrum et al., 2024) explains that trust is important for building long-term relationships between businesses and consumers. If consumers believe in an excellent or brand, they have a higher chance of purchase and become loyal customers. Conversely, low trust can lead to doubt and a decision not to buy. In online transactions, consumer trust is very important because they cannot check the product directly. (Tirtayasa et al., 2021) said that trust can turn site visitors into buyers, especially amidst the increase in fraud or counterfeit products. Businesses must ensure transactions are safe and products arrive well. (Febriani & Dewi, 2019) added that building trust through social media is more difficult than traditional media, because there is a risk of misinformation or fraud. Therefore, business actors need to build and maintain trust in a clear and safe way, such as providing guaranteed transaction security and good customer service, to make consumers more confident in buying and returning in the future.

Related Studies

Previous researchers have provided various views related to the factors that influence consumer trust, according to research (Anggun et al., 2024) that overclaims in product marketing can influence consumer perceptions of the quality of a product. According to (Akbar et al., 2023) perceived product quality that meets or exceeds consumer expectations can strengthen their trust in a product. And according to Hariyanti et al. (2018), the use of influencers has a significant influence on their audience, thereby strengthening the relationship between consumers and the brand of a product.

Methods

Types of research

Quantitative strategies define the types of research being used with a descriptive approach. This research aims to measure the direct influence of the independent variables (overclaim, perceived product quality, and influence of influencers) on the dependent variable (consumer trust). A descriptive approach is used to measure the relationship between variables numerically and test the proposed hypothesis.

Population and Sample

In line with (Umar, 2019), population can be defined as a group of individuals who have special characteristics and traits that researchers have decided should be investigated, with the aim of drawing conclusions from the outcomes of the research. The traits of the population and sample used to distribute the questionnaire consisted of ages 18 years to 46 years and over. Because the population in this study is unknown, the Lemeshow formula was used to determine the sample size. According to Sugiyono in Quantitative, Qualitative and R&D Research Methods quoted by (Pasaribu et al., 2024), if the population size is unknown, the Lemeshow formula can be used to determine the number of samples in the research. In addition, in collecting data using this method, it is important to compile the list of questions carefully so that the responses obtained are accurate, although the validity and reliability of the questionnaire must still be tested.

$$n = \frac{z^2 \times p(1-p)}{d^2}$$

Information :
n = the number of samples.
Z = the average value = 1.96.
p = max estimation = fifty percent. = 0.5.
d = alpha (0.1), or else the sample error = 10%.
So the sample size in the present research is:

$$n = \frac{z^2 \times p(1-p)}{d^2} = \frac{1.96^2 \times 0.5\,(1-o.5)}{0{,}10^2} = 96.04$$

So, the sample in this study using the Lemeshow formula obtained 96 respondents which will be rounded up to 100 people.

Data collection technique

Data collected by researchers is through closed questionnaires which are distributed online to respondents. Each variable is measured using multiple choice with a certain assessment that explains the level of consumer agreement or perception of the statement given. Using a 5 point Likert scale (1 = strongly disagree to 5 = strongly agree) to measure respondents' perceptions of each variable.

Research Instrument

The researcher used a questionnaire as the main instrument which includes Overclaim (X1) which measures the extent to which consumers feel the claims of a product are excessive, Product Quality Perception (X2) which measures consumers' assessment of the quality of a product, Influencer Influence (X3) which measures how much the influencer has role in influencing consumer decisions, Consumer Trust (Y) Consumer trust which measures the level of consumer trust in a skincare product.

Data analysis

Data is analyzed to provide a general description of the characteristics of respondents and their perceptions of the research variables.Statistical Analysis: Validity and Reliability Tests To ensure research instruments are accurate and consistent.Classical Assumption Test: 1. Normality Test ; 2. Multicollinearity Test; and 3. Heteroscedasticity Test

1. **Multiple Linear Regression Test:** Multiple linear regression tests are carried out to see the relationship between one variable that you want to predict (dependent variable) and several other variables (independent variables). The purpose of this test is to find out how well the independent variables can help explain or predict the dependent variable.

2. **Testing Hypotheses:** Testing hypotheses is carried out to find out whether there is a significant influence or difference between the variables being studied.
   1. T Test: The t test determines the extent to which every variable that is independent has a substantial impact on the variable that is dependent. The test above determines whether the independent and dependent variables have a significant relationship.
   2. F Test: The F test determines if the total regression model yields meaningful findings. This test determines if all independent variables influences the dependent variable at the same time.
3. **Ratio of the determination test (R^2):** R^2 measures how well the independent variables account for variances or shifts in the variable that is dependent.

Result and Discussion

Data description

According to (Kussudyarsana & Rejeki, 2020), Based on the responses provided in the distributed questionnaire, the description of respondents seeks to determine the respondents' attributes, including gender, age, and faculty. Table 1 indicates that 95 respondents, or 95% of the sample, were between the ages of 18 and 25. Five respondents, or 5% of the sample, were between the ages of 26 and 35.

Table 1. Age Characteristics of Respondents

age	number of respondents	percentage(%)
18-25 years old	95	95%
26-35 years old	5	5%
total	100	

Sources: information the author processed in 2024

Table 2 shows that the majority of respondents—84, or 84%—have a working status, while 16 respondents, or 16%, are students.

Table 2. Respondents' status characteristics

status	number of respondents	percentage(%)
Student / Student	16	16%
Work	84	84%
total	100	

Sources: information the author processed in 2024

Table 3 indicates that 99 those surveyed, or 99% of the sample, use social media daily, whereas 1 respondent, or 1% of the sample, use social media infrequently.

Table 3. Aspects of using social networks

use of social media	number of respondents	percentage(%)
Every day	99	99%
Seldom	1	1%
Total	100	

Sources: information the author processed in 2024

Data Instrument Results

Validity Test

The validity of the survey is assessed using a validity test. If the questions in a questionnaire can provide insight into a subject that a survey we have designed will assess by accurately measuring what we wish to measure, then the questionnaire is considered legitimate. (Ghozali, 2018). An item is considered valid if the item score is significantly correlated with the total score, namely if the correlation value $r > 0.05$. If $r < 0.05$, the item is considered invalid and needs to be corrected or deleted. This research uses IBM SPSS version 25 for validity testing.

In this research, it is known that the questions have an N value of 100. Determining the R table by looking at the probability is a two-way test with a significance level of 0.05. Next, calculate the value of the degrees of freedom (df), namely df=n-2. So it can be seen that the value of df = 100–2= 98. Thus, the R table for the validity test in this analysis is 0.196. The following table displays the results of full validity evaluation:

1. Validity of the Overclaim Variable (X1)

Table 4.The Overclaim Variable's Validity

Variable	R_{count}	R_{table}	Description
Overclaim (X1)			
X1.1	0,792	0,196	Valid
X1.2	0,854	0,196	Valid
X1.3	0,697	0,196	Valid

Data processed: 2024

Based on the results of the validity test in the table above, it shows that all questions on variable X1, namely overclaim, have valid values. This is because the correlation value R_{count} is greater than R_{table}, namely 0.196.

2. Validity of Product Quality Variables (X2)

Table 5. Validity of Product Quality Variables

Variable	R_{count}	R_{table}	Description
Product Quality (X2)			
X2.1	0,661	0,196	Valid
X2.2	0,827	0,196	Valid
X2.3	0,867	0,196	Valid

Data processed: 2024

Based on the results of the validity test in the table above, it shows that all the questions in variable X2, namely product quality, have valid value. This is because the correlation value R_{count} is greater than R_{table}, namely 0.196.

3. Validity of the Influencer Variable (X3)

Table 6. Validity of Influencer Variables

Variable	R_{count}	R_{table}	Description
Influencer (X3)			
X3.1	0,644	0,196	Valid
X3.2	0,874	0,196	Valid
X3.3	0,776	0,196	Valid

Data processed: 2024

Based on the validity test results in the table above, it shows that all the questions in variable X3, namely influencer, have valid values. This is because the correlation value R_{count} is greater than R_{table}, namely 0.196.

4. Validity of the Consumer Trust Variable (Y)

Table 7. Validity of Consumer Trust Variables

Variable	R_{count}	R_{table}	Description
Consumer Confidence (Y)			
Y1	0,817	0,196	Valid
Y2	0,777	0,196	Valid
Y3	0,742	0,196	Valid

Data processed: 2024

Based on the results of the validity test in the table above, it shows that all the questions in variable Y, namely consumer trust, are valid. This is because the correlation value Rcount is greater than Rtable, namely 0.196.

Reliability Test

Reliability testing is used to ensure that the data instrument can be trusted as a data collection tool because it is good (Sugiyono, 2016). The alpha coefficient can be said to be reliable when the Cronbach Alpha value is > 0.6. Calculations were carried out using the IBM SPSS version 25 program. The results of reliability testing for each variable can be seen in the following table:

Table 8. X1's Dependability

Data on Reliability

The Cronbach's Alpha	N of Items
.684	3

According to the previous table, this is known that the reliability test's findings analysis on the overclaim variable (X1) obtained a reliable value with a Cronbach Alpha result of 0.684.

If a variable's Cronbach Alpha value is high, it is considered dependable >0.6, so that the resulting data shows that the entire question is reliable.

Table 9.Reliability of X2
Data on Reliability

Cronbach's Alpha	N of Items
.696	3

According to the previous table, this is known that the results of the reliability test analysis on the product quality variable (X2) obtained a reliable value with a Cronbach Alpha result of 0.696. If a variable's Cronbach Alpha value is high, it is considered dependable >0.6, so that the resulting data shows that the entire question is reliable.

Table 10 Reliability of X3
Data on Reliability

Cronbach's Alpha	N of Items
.648	3

Based on It turns out from the above table that the results of the reliability test analysis on the influencer variable (X3) obtained a reliable value with a Cronbach Alpha result of 0.648. If a variable's Cronbach Alpha value is high, it is considered dependable >0.6, so that the resulting data shows that the entire question is reliable.

Table 11 Reliability of Y
Data on Reliability

Cronbach's Alpha	N of Items
.676	3

Based on the table above, it is known that the results of the reliability test analysis on the consumer trust variable (Y) obtained a reliable value with a Cronbach Alpha result of 0.676. If a variable's Cronbach Alpha value is high, it is considered dependable >0.6, so that the resulting data shows that the entire question is reliable.

Classic Assumption Test Results

Normality Test

The purpose of the normality test is to determine if the regression model's residual or confounding variables are regularly distributed. If the dependent and independent variables are regularly distributed, then regression is considered to be good (Ghozali, 2018). A normal probabilities plot was used to perform the normalization test with IBM SPSS version 25. This study employed the Kolmogorov-Smirnov One Sample method test with a significant value of 0.05 with the following decision making:

1. If the sig value is > 0.05 then the data is normally distributed
2. If the sig value <0.05 then the data is not normally distributed

Table 12 Test of Normality Results
Kolmogorov-Smirnov One-Sample Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.66535716
Most Extreme Differences	Absolute	.049
	Positive	.043
	Negative	-.049
Test Statistic		.049
Asymp. Sig. (2-tailed)		.200[c,d]

a. The overall distribution of the test is standard.
b. Determined using data.
c. The Relevant Adjustment of Lilliefors.
d. This represents the genuine significance's lowest range.

Source: Data processed in 2024

Based on Table 4.9 above, it is known that the results of the normality test show that the Asymp Sig. (2-tailed) which is 0.200, this value is greater than 0.05. Thus, in this analysis the data is normally distributed.

Multicollinearity Test

The purpose of the test for multicollinearity is to determine whether the factors that are independent in the model of regression are correlated. A regression model is deemed good if there is no correlation with the variables that are independent. By monitoring the Variance Inflation Factor (VIF) and tolerance values, one can determine whether multicollinearity exists. Multicollinearity is absent from the regression model if the tolerance value is greater than 0.1 or 10% and the VIF value is less than 10 (Ghozali, 2013).

Table 13. Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Exaggerate	.859	1.164
	quality of product	.865	1.155
	Influenced	.986	1.014

a. Dependent Variable: Consumer Confidence

Processed information: 2024

Table 4.10 above indicates that the overclaim variable (X1) has a tolerance value of 0.859, the final product standard value (X2) has a tolerance value of 0.865, and the influencer factor (X3) has a tolerance value of 0.986, all of which are greater than 0.10. In the meantime, every variable that is independent has a VIF value of less than 10.00, with overclaim (X1) being 1.164, quality of product (X2) being 1.155, and influencing (X3) being 1.014. Therefore, it may be said that there are no signs of multicollinearity within the factors that are independent for the model of regression in this research.

Heteroscedasticity Test

To ascertain whether there are variations in the magnitude of the resultant variance in the model of linear regression, the heteroscedasticity test is used. Heteroscedasticity occurs when the error variance is not consistent for each observation on the independent variable. This test is intended to make sure that there are no issues with unequal variances of errors in the model of regression that is being utilised. A decent regression model is one that does not exhibit heteroscedasticity, according to Ghozali (2018). The test known as Glejser is used in this study's heteroscedasticity test. The next table displays the tests results.

Table 14. Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Continuous)	3.201	.813		3.939	.000
	Exaggerate	-.040	.048	-.089	-.835	.406
	quality of product	-.047	.051	-.097	-.912	.364
	Influenced	-.083	.046	-.178	-1.780	.078

a. Dependent Variable: HETERO

Source: Data processed in 2024

The overclaim indicator (X1), the resultant value indicator (X2), and the influencer indicator (X3) all have sig. values of 0.406, 0.364, and 0.078, respectively, according to the findings of the heteroscedasticity evaluation using the Glejser test in the above table. The resultant value exceeds 0.05. Therefore, it can be concluded that this analysis demonstrates that the regression model does not exhibit heteroscedasticity.

Multiple Linear Regression Analysis

The influence of the independent variables, namely overclaim, product quality, and influencers, on the dependent variable, namely consumer trust, can be analyzed using a multiple linear regression test. This test was carried out with the help of a computer using the SPSS (Statistical Program for Social Sciences) version 25. The results can be seen as follows:

Table 15. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Continuous)	1.214	1.349		.900	.371

	Exaggerate	.447	.080	.472	5.613	.000
	quality of product	.255	.085	.251	2.996	.003
	Influenced	.182	.077	.185	2.354	.021

a. Dependent Variable: Consumer Confidence

Source: Data processed in 2024

Based on table 4.12, a multiple linear regression equation model can be obtained as follows:

$$\mathbf{Y = 1{,}214 + 0{,}447\ X_1 + 0{,}255\ X_2 + 0{,}182\ X_3 + Ɛ}$$

Then the interpretation of this equation is as follows:

1. Based on the equation above, the constant value (a) is 1.214, which means that if the overclaim, product quality and influencer variables have a value = 0 then the consumer trust value is 1.214.
2. The coefficient value of the overclaim variable (X1) is 0.447, meaning that if overclaim increases by 1, consumer confidence will increase by 0.447. The regression coefficient is positive between overclaim and consumer confidence. This shows that if overclaims increase, consumer confidence will also increase.
3. The coefficient value of the product quality variable (X2) is 0.255, meaning that if product quality increases by 1, consumer confidence will increase by 0.255. The regression coefficient is positive between product quality and consumer trust. This shows that if product quality increases, consumer confidence Another rise.
4. In addition, the coefficient has a the values for the influencer variable (X3) is 0.182, indicating whether the influencer experiences an increase of 1, Client trust shall grow by 0.182. It has a positive this type of rate between influencers and consumer trust. This shows that if influencers increase, consumer trust will also increase.

Coefficient of Determination (R2)

Several linear regression analysis's findings tests also produce the coefficient of determination R2. These values is visible within following table.

Table 16. Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646[a]	.417	.399	1.69118

a. Predictors: (Constant), Influencers, Product Quality, Overclaim

b. Dependent Variable: Consumer Confidence

According to: Information analysed on 2024

Based on table 4.13, The R Square section shows the ratio of correlation (R2)., namely 0.417. This figure indicates that the overclaim, product quality, and influencer variables have a 0.417 (41.7) magnitude impact on the customer trust variable, whereas other factors outside the study model have an impact of 58.3%..

Hypothesis Testing

Hypothesis testing is a test carried out with the aim of finding out the proof of the hypotheses that have been made previously. Testing hypotheses includes two types, namely the T test (Partial) and the F test (Simultaneous).

1. F Test

The following table displays the outcomes of the F test or simultaneous testing,

Tabel 4.14 Uji F

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regress	196.592	3	65.531	22.912	.000[b]
	The remainder	274.568	96	2.860		
	The sum	471.160	99			

a. Dependent Variable: Consumer Confidence

b. Predictors: (Constant), Influencers, Product Quality, Overclaim

According to: Information analysed on 2024

Considering the table 4.14 previously, it is evident that with df (n1) = 2, df (n2) = 97, the F_{table} is 3.090. The F test results show F_{count}t of 22.912 and F_{table} value of 3.090. So this value shows $F_{count} > F_{table}$ with a significance level of 0.001 < α 0.05. Considering the assumption, it can be interpreted that H0 is rejected and H1 is accepted. This shows that are distinct factors (overclaim, product quality, and influencer) have an effect on consumer trust as the dependent variable.

2. T test

Hypothetical testing is carried out to measure the influence between dependent and independent variables individually. In this research, hypothesis testing is used to determine the influence for overclaim factors, the calibre of the product, plus influencers on consumer trust. The test criterion is if the The t-count exceeds the t-table, then There is a relationship between the independent and dependent variables. The subsequent table displays the findings of the hypothesis test.

Table 17 Results of T Test Analysis

Coefficients[a]

Model		Non-standard Coefficients B	Non-standard Coefficients Std. Error	Uniform Coefficients Beta	t	Sig.
1	(Continuous)	1.214	1.349		.900	.371
	Exaggerate	.447	.080	.472	5.613	.000
	quality of product	.255	.085	.251	2.996	.003
	Influenced	.182	.077	.185	2.354	.021

a. The factor that is dependent is: Consumer Confidence

Test results on the effect of overclaim on consumer confidence, according to the above table, the t_{count} value is 5.613 and t_{table} is 1.984, so it can be concluded that t_{count} > ttable and a significant value of 0.000 < 0.05 is obtained. Based on the hypothesis, it can be interpreted that H0 is rejected while H1 is approved. Thus, the overclaim variable partially has a positive and significant effect on consumer confidence. Test findings on how customer confidence is impacted by quality of product. Since the value of t_{count} is 2.996 and the value of t_{table} is 1.984 It is possible to conclude from the provided table which $t_{count} > t_{table}$ thus an important level of 0.003 < 0.05 is attained. It can be inferred from the recommendation that H0 is ruled out and H2 is given approval. Therefore, consumer confidence is significantly and favourably impacted by the product's quality variable.

Findings from examining how influencers affect customer trust that The aforementioned table indicates that $t_{count} > t_{table}$ and a important result of 0.021 < 0.05 is obtained since the t_{count} value is 2.354 and the tt_{able} value is 1.984. It can be inferred from the hypothesis that H0 is disregarded and H3 is approved. Thus, customer trust is significantly and somewhat positively impacted by the influencer variable.

Based on the test results, three variables, namely overclaim, product quality, and influencer, were validated and validated by reliability and validity tests. which ensured the research instrument was valid and reliable. That utilised data is regularly dispersed and devoid of multicollinearity, and does not experience heteroscedasticity. The model of multivariate linear regression is presented Y = 1.214 + 0.447X1 + 0.255X2 + 0.182X3 shows that 41.7% To the variance in customer confidence is elucidated via independent factors, with overclaim making the largest contribution. The T and F tests confirm the significant simultaneous or partial influence of the three variables on consumer trust. This study is consistent with earlier research from Anggun, et al (2024), it indicates that product overclaim (X1), brand awareness (X2), consumer satisfaction (X3), and consumer loyalty (X4) simultaneously possess a favorable influence and important for the intention to repurchase (Y). Thus, both this research and previous research confirm that factors such as overclaim, product quality, and emotional elements such as brand awareness and A satisfied client is crucial for creating consumer trust and loyalty, which ultimately influences repurchase decisions.

Conclusions and Suggestions

1. Consumer confidence is positively and significantly impacted by overclaim. This demonstrates how the overclaim approach can boost customer trust if the claims made are appropriate or give a convincing impression.
2. Perceived Customers are positively and significantly impacted by the quality of the item confidence, confirming that perceived product quality meets or exceeds consumer expectations and is capable of fortifying their trust.

3. The effect on of influencers is also significant in building consumer trust. The presence of influencers who are credible and have a good relationship with their audience is an effective marketing tool.
4. Simultaneously, it was found that the impact of Overclaim, Perception of Quality of the Product, and Influence of Influencers on consumer trust in marketing skincare products in the social media era.

Recommendation

1. For actors in business Steer clear of overly dramatic assertions that lack solid evidence to preserve customer confidence. Improve product quality to meet or exceed expectations, and use influencers with a positive image to strengthen promotions on social media. For Consumers Verify product claims before purchasing and choose products based on credible reviews and other users' experiences to avoid disappointment.
2. Business actors need to continue to improve product quality so that it meets consumer expectations. This can be done by maintaining quality, innovating and conducting market research. Apart from that, companies must provide clear information about product quality so that consumers will have more confidence.
3. Business actors must choose influencers who are trusted and have an audience that suits their product. Establishing long-term relationships with influencers and ensuring they actively interact with their followers can help build consumer trust in the brand.
4. For future researchers, research other factors such as post-purchase experience or consumer reviews, and conduct comparative studies on various types of products to understand the influence of variables in different contexts.

References

Akbar, T. S., Fitrah, Y., & Rafli, M. (2023). Pengaruh Persepsi Harga, Persepsi Kualitas, dan Loyalitas Merek Terhadap Minat Beli pada Toko Online Shopee *Neraca Manajemen, Ekonomi*, *3*. https://doi.org/10.8734/mnmae.v1i2.359

Anggun, R., Ramli, L. P., Hisyam, M., Amira, & Mahfuza, A. (2024). Pengaruh Ovrclaim Produk, Kesadaran Merek, Kepuasan Konsumen, Loyalitas Konsumen, Terhadap Intensi Membeli Ulan Produk Skincare Skintific pada Mahasiswa Aktif Universitas Riau Kepulauan *Bening*, *11*(1), 25–35.

Arumbi, D. N., Hermawan, S., & Nugroho, A. (2024). Tanggung Jawab Pelaku Usaha Atas Overclaim Sun Protection Factor (SPF) Pada Produk Tabir Surya X. *Amandemen: Jurnal Ilmu Pertahanan, Politik Dan Hukum Indonesia*, *1*(2), 25–34. https://doi.org/10.62383/amandemen.v1i2.127

Ayu, A., Kuncoro, P., & Syamsudin, M. (2024). *Perlindungan Konsumen terhadap Overclaim Produk Skincare*. *2*(3), 73–84. https://www.sehatq.com/artikel/mengenal-fungsi-phenoxyethanol-pada-skincare-amankah-untuk-kulit

Dwiarta, B. M. I., & Alam, Y. W. (2024). *Digital Marketing* (Nurhaeni, Ed.).

Febriani, N., & Dewi, A. W. W. (2019). *Perilaku Konsumen di Era Digital*. UB Press.

Ghozali, I. (2018). *Aplikasi analisis multivariete dengan program IBM SPSS 23*. Universitas Diponegoro Press.

Hariyanti, N. T., & Wirapraja, A. (2018). Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital di Era Modern.. *Jurnal EKSEKUTIF*, *15*(1). https://www.researchgate.net/publication/339787291

Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan.* Unitomo Press.

Kussudyarsana, & Rejeki, L. (2020). Pengaruh Media Sosial Online dan Media Promosi Offline terhadap Pemilihan Merek Produk Skincare dan Klinik Kccantikan.*Jurnal Manajemen Dayasaing*, *22*(1), 1–11.

Nur, A., Wulandari, P. A., Azzahra, A. A., Nurjanah, H., & Prizy, R. A. (2024). Faktor yang Mempengaruhi Kepercayaan Konsumen terhadap Keamanan E-Commerce.*Jurnal Multidisiplin Saintek*, *5*(1).

Pasaribu, R. S., Naibaho, S. M., Lidyawati, L., Manurung, Y., Sitio, R., Tantular, U. M., Cipinang, J., No, B. 2, Timur, J., Artikel, J., Kunci, K., Kepuasan, H., Kualitas, K., & Abstrak, P. P. (2024). *Harga, Kualitas Produk, dan Promosi dikaitkan Kepuasan Pengguna Rokok Sampoerna di Jakarta*. *6*(2). https://doi.org/10.32877/ef.v6i2

Purwaningrum, E., Muchtar, M. A., & Mirati, E. (2024). *Meningkatkan Kepercayaan Pelanggan Terhadap Toko Online*. Deepublish Digital.

Sjukun, Sulfitri, V., Karya, D., Fauzar, S., & Risnawati. (2024). *Pemasaran Di Era Digital*. CV. AZKA PUSTAKA.

Suci, A. M., Azarine, I. G., Maulana, K. A., & Hasna, N. T. (2024). Analisis Penerapan Etika Bisnis pada Kasus Strategi Pemasaran dengan Iklan Palsu dan Klaim Produk yang Berlebihan. *Jurnal Ilmiah Wahana Pendidikan*, *10*(14), 37–45. https://doi.org/10.5281/zenodo.13280461

Sugiyono. (2016). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D*. cetakan ke 24. Bandung : Alfabeta.

Tirtayasa, S., Lubis, A. P., & Khair, H. (2021). Keputusan Pembelian: Sebagai Variabel Mediasi Hubungan Kualitas Produk dan Kepercayaan terhadap Kepuasan Konsumen. *Jurnal Inspirasi Bisnis Dan Manajemen*, *5*(1), 2579–9312. http://jurnal.unswagati.ac.id/index.php/jibm

Tunjungsari, H. K., & Ginting, G. (2020). *Perkembangan Dunia Usaha di Era Digital*. Pustaka. Ut. Ac. Id.

Umar, H. (2019). *Metode Riset Manajemen Perusahaan*. PT Gramedia Pustaka Utama.