MEDIATION OF CUSTOMER TRUST IN THE INFLUENCE OF ADVERTISING ON INSTAGRAM SOCIAL MEDIA AND INNOVATION OF SCARLETT WHITENING PRODUCTS ON THE REPURCHASE INTENTIONOF ONLINE SHOPPING IN YOGYAKARTA CITY

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Abstract
This study aims to explain the mediation of customer trust in the influence of Instagram social media advertising and Scarlett Whitening product innovation on online shopping purchase intentions in Yogyakarta City. This research is a quantitative research with a survey method. The population in this study were women who had used Scarlett Whitening products more than once. The sampling technique in this study was purposive sampling with a total sample of 165 people. The data collection technique uses an online questionnaire which has been tested for validity using Confirmatory Factor Analysis and reliability using Cronbach Alpha. The data analysis technique used is multiple regression. The results of the study are as follows (1) There is a positive and significant effect of social media on purchase intention with a beta coefficient of 0.284 ($p < 0.001$). (2) There is a positive and significant effect of product innovation on purchase intention with a beta coefficient of 0.451 ($p < 0.001$). (3) There is a positive and significant influence of customer trust on purchase intention with a beta coefficient of 0.374 ($p < 0.001$). (4) Customer trust mediates the effect of social media on purchase intention with a beta coefficient value of 0.284 ($p < 0.001$) decreasing to 0.156 ($p < 0.05$) (5) Customer trust mediates the effect of product innovation on purchase intention with a beta coefficient value the resulting 0.451 ($p < 0.001$) decreased to 0.355 ($p < 0.05$). From these results, it can be concluded that social media, product innovation, and customer trust can increase the intention to buy Scarlett Whitening products. Therefore, it is hoped that the Scarlett Whitening Company can become a reference in business management by optimizing product variations and brand utilization in the cosmetic and skin care industry.
Keywords: Social Media, Product Innovation, Repurchase Intention, Customer Trust.

INTRODUCTION

Purchase intention can be classified as one of the components of consumer cognitive behavior regarding how someone intends to buy a particular brand. Pavlou (2003) states that online purchase intention is a situation where customers are willing and intend to engage in online transactions. Online transactions can be

considered as activities in which the process of information search, information transfer, and product purchase takes place (Pavlou, 2003). Purchase intention itself is something related to the customer's plan to buy a particular product and how many units of the product are needed in a specific period (Howard in Adriansyah & Aryanto, 2011). Individuals who have an intention towards an object will have the strength or drive to perform a series of behaviors to approach or obtain that object (Purba, 2012). There are many forces or drives that can create purchase intention, one of which is customer trust.

Customer trust is something that every company desires to have from its consumers. Trust plays a crucial role in the long-term relationship between customers and a company, especially concerning customer trust in the quality, reliability, and integrity of the services provided by the company (Asakdiyah, 2010). Trust is an awareness and feeling that customers possess to rely on a product, and service providers use it as a tool to establish long-term relationships with customers (Diza et al., 2016).

In conducting online transactions, trust is a strong factor that positively influences the intention to make online purchases. However, trust may not be the only factor predicting consumer behavior in online transactions. Consumers may engage in online transactions with low levels of trust (Kim et al., 2008). The perceived risks associated with online transactions make consumers hesitant or reluctant to engage in them. The inability of online shopping sites to allow consumers to touch, feel, or even try products before purchasing increases consumers' perceived risk. The increasing level of perceived risk among online consumers can diminish purchase intentions. This was demonstrated in a field survey conducted by researchers involving 42 individuals in the city of Yogyakarta regarding customer trust in online shopping.

Table 1. Customer Trust in Online Shopping

No	Statement	Respondents answers			
	Customer Trust	SS	S	TS	STS
1.	Delivery Time Accuracy on the online site	6	20	10	0
2.	The quality of products on the online purchasing site	4	25	8	0
3.	Able to provide detailed information on the online purchasing site	7	29	1	0
4.	Having security in online purchases	10	20	6	0
5.	Honesty in the online site	10	15	11	0
6.	Security in the online site	8	16	12	1

7.	Trust in the brand in online shopping	11	19	6	1
	Amount	56	144	54	2
	Percentage	19%	55%	26%	0%

Based on table 2, it can be concluded that 74% of people believe that online shopping can be trusted, while the remaining 26% do not trust online shopping. This means that consumer trust in online shopping has rapidly developed in the city of Yogyakarta. The findings of this empirical study are supported by Eatlick et al. (2006), who state that there is an influence of trust on consumer risk in online shopping. High levels of trust in online shopping sites that exceed the perceived risks by consumers will continue to encourage them to shop online.

Consumer trust in a product can be created by delivering products in line with the information provided through social media. Therefore, companies must be able to build customer trust through products offered via social media. The empirical findings are supported by the statement of Khoa and Huynh (2023), who say that social media significantly influences consumer trust and commitment to business through digital channels.

One of the social media platforms used in this study is Instagram. Instagram is a social media platform whose main function is to upload and share photos or videos online (Kurniawati, 2013). Instagram is a social media platform that includes online shops (online buying and selling) which have emerged as profitable businesses. This is because, through features in the Instagram application, the displayed photos become very attractive to consumers. This leads to consumers having the desire and interest to purchase a product through social media.

According to Ragupathi and Fogel (2015), positive responses from social media leaders to product advertisements have an impact on increasing consumer purchase intention. According to Kotler (2007), advertising is a non-personal presentation consisting of promoting ideas, promoting goods, promoting services by specific sponsors, and being paid for. Effective advertising can be utilized in efforts to create a company's long-term image. Advertising is also created as a means of educating and building brand preferences. Advertising a brand is one of the promotional efforts consciously recognized by many companies as an essential tool for communicating with customers about the products and services offered. The empirical study's findings are supported by Dwianto et al. (2018), who state that social media has a positive and significant impact on consumer purchase intention. Meanwhile, research conducted by Handoko et al. (2019) yields results that there is no significant influence of social media on purchase intention.

With the current growth in the skincare industry in Indonesia, Scarlett Whitening is expected to continue generating creative ideas to attract consumer

purchase intentions to compete with competitors (Ekarina, 2019). The company's efforts to attract consumer purchase intentions involve product innovation, hoping that product innovation will enable them to endure and continue to thrive (Tjiptono, 2008). Hwang & Jung (2018) state that innovation is the key for companies to maintain sustainability and success in the modern and fast-paced business environment. The empirical study's results align with the research by Yildiz (2018) and Choshaly (2019), stating that product innovation significantly influences purchase intention but contradicting the findings of Kusuma et al. (2020), which indicate no influence of product innovation on purchase intention.

In the current competition, customer trust is crucial for the sustainability of a company, especially in maintaining relationships with customers (Suhartanto et al., 2021). If customers do not trust a company's products, those products will struggle to thrive in the market (Nora, 2019). Therefore, trust is a crucial factor in increasing online purchase intentions. The higher the consumer's purchase intention, the higher the level of consumer trust (Gefen & Straub, 2003).

The empirical study's findings on the mediating effect are confirmed by the "trust commitment" theory proposed by Morgan and Hunt (1994), stating that trust is essential for long-term relationships. This is also supported by the research conducted by Lăzăroiu et al. (2020), stating that consumer intention to shop online is influenced by consumer trust in web retailers. It is consistent with the research by Kooli et al. (2016), stating that purchase intention is significantly influenced by online trust. However, a different empirical study conducted by Farki (2016) states that both reviews and ratings are proven to have a relationship with customer purchase intention and are crucial features but not factors causing an increase in customer trust.

Based on the research gap mentioned above, observing inconsistencies in some previous studies, customer trust plays a role in influencing purchase intention. Therefore, a research study with the title "Mediation of Customer Trust on the Influence of Advertising on Instagram Social Media and Scarlett Whitening Product Innovation on Repeat Online Shopping Purchase Intentions in the City of Yogyakarta" was formulated.

RESEARCH METHOD

The type of research used in this study is survey research, which involves collecting data and information from respondents using questionnaires. According to Jogianto (2010), survey research is used to obtain individual opinions. The approach employed is a quantitative approach. This approach is used to investigate a specific population or sample, with data collection using research instruments, and data analysis is quantitative/statistical with the aim of testing predetermined hypotheses (Sugiono, 2009). The population is the entirety of objects or subjects in a specific area that possesses certain qualities and characteristics relevant to the

research problem defined by the researcher for study (Martono, 2011: 116). The population in this study consists of consumers who have used Scarlett Whitening products more than once. The sampling method used in this study is nonprobability sampling, specifically using purposive sampling. Purposive sampling is a technique for selecting samples based on specific considerations (Sugiyono, 2016: 85). The criteria for respondents to be sampled in this study are:

1. Women who have used Scarlett Whitening products more than once because if consumers trust Scarlett Whitening products, they are likely to repurchase the same product.
2. Those who have an Instagram account and follow Scarlett Whitening's social media account because, according to the 2023 Zap Beauty Index survey, 32.5% of Indonesian women choose Instagram as their main source of information on skincare products. Hair et al. (2010) suggest that the ideal sample size is the total number of variable indicators multiplied by 5–10. In this study, there are 33 questionnaire items, so the minimum sample size is 5 times the number of items, which equals 5 x 33 = 165. Therefore, the selected respondents for the study will be 165 individuals.

RESEARCH RESULTS AND DISCUSSION

The validity test in this study, conducted based on statement items, indicates that all items are declared valid and can be used as measurement tools in this research. The validity test in this study was performed using Confirmatory Factor Analysis (CFA). According to Ghozali (2011), if the index value is high, ranging from 0.5 to 1.0, factor analysis is deemed appropriate, and conversely, if it is less than 0.5, factor analysis is considered inappropriate. The Kaiser-Meyer-Olkin (KMO) result of 0.873 is greater than 0.5, indicating that factor analysis is appropriate. Meanwhile, in this study, the reliability test shows that the Cronbach Alpha values for social media variables are 0.923, product innovation variables are 0.859, customer trust variables are 0.806, and repeat purchase intention variables are 0.908. According to Ghazali (2016), if each variable has a Cronbach Alpha value > 0.70, the calculations are considered reliable.

Subsequently, to conduct hypothesis testing, classical assumption tests were performed, including normality tests, linearity tests, multicollinearity tests, and heteroskedasticity tests. Based on the results of the one-sample Kolmogorov-Smirnov test, which yielded 0.600, the VIF value is < 10, the linearity result has a significance value greater than 0.05, and the probability value is greater than 0.05. Therefore, the data used in this study is normally distributed, with no detected multicollinearity, no heteroskedasticity, and a linear relationship between both X and Y variables.

Subsequently, hypothesis testing was conducted, and the results of multiple linear regression can be shown in the following table:

Table 2. Results of Regression Analysis

Control Variabels, Independent and Mediating	Step 1	Step 2	Step 3	Step 4	Step 5
Age	0,209**	0,206**	0,119	0,185*	0,121
Job	-0,082	-0,084	-0,082	-0,104	-0,098
Scarlett Whitening User	-0,065	-0,088	-0,123	-0,022	-0,096
Social Media (X1)	-	0,284***	-	-	0,156*
Product Innovation (X2)	-		0,451***	-	0,355***
Customer Trust (M)	-	-	-	0,374***	0,242**
R^2	0,059*	0,139***	0,252***	,196***	0,344***
ΔR^2	0,059	0,080	0,193	0,137	0,285
Dependent Variable : Intention To Repurchase					

Based on Table 1, the explanation regarding the results of hypothesis testing is presented as follows:

1. **Influence of social media on repeat purchase intention**

   Based on Table 1 in the second step, the result shows that the coefficient beta value is 0.284 with a significance value of p<0.001. This indicates that social media advertising has a positive and significant impact on repeat purchase intention. The delta coefficient of determination ($\Delta R2$) from the social media advertising variable to repeat purchase intention obtained in the second step is 0.08. This shows that the first hypothesis in this study is accepted.

2. **Influence of product innovation on repeat purchase intention**

   Based on Table 1 in the third step, the result shows that the coefficient beta value is 0.451 with a significance value of p<0.001. This indicates that product

innovation has a positive and significant impact on repeat purchase intention. The delta coefficient of determination (Δ R2) from the product innovation variable to repeat purchase intention obtained in the third step is 0.193. This shows that the second hypothesis in this study is accepted.

3. **Influence of customer trust on repeat purchase intention**

   Based on Table 1 in the fourth step, the result shows that the coefficient beta value is 0.374 with a significance value of p<0.001. This indicates that customer trust has a positive and significant impact on repeat purchase intention. The delta coefficient of determination (Δ R2) from the customer trust variable to repeat purchase intention obtained in the fourth step is 0.137. This shows that the third hypothesis in this study is accepted.

4. **Influence of social media on repeat purchase intention mediated by customer trust**

   In Table 1 in the fifth step, the result shows that the influence of social media on repeat purchase intention mediated by customer trust has a positive and significant impact. This is indicated by the decrease in the social media beta coefficient value after including the customer trust variable, namely from 0.284 (p < 0.001) to 0.156 (p < 0.05), although the obtained result is still significant. This indicates that customer trust mediates the influence of social media on repeat purchase intention. Thus, the fourth hypothesis in this study is accepted.

5. **Influence of product innovation on repeat purchase intention mediated by customer trust**

   In Table 1 in the fifth step, the result shows that the influence of product innovation on repeat purchase intention mediated by customer trust has a positive and significant impact. This is indicated by the decrease in the product innovation beta coefficient value after including the customer trust variable, namely from 0.451 (p < 0.001) to 0.355 (p < 0.001), and thus the obtained result is still significant. This indicates that customer trust mediates the influence of product innovation on repeat purchase intention. Thus, the fifth hypothesis in this study is accepted.

CONCLUSION

Based on the research results and discussions, the following conclusions can be drawn:

1. Social media has a positive and significant impact on repeat purchase intention. This means that the higher the Instagram social media advertising for Scarlett Whitening products, the higher the consumer's intention to repurchase.
2. Product innovation has a positive and significant impact on repeat purchase intention. This implies that the higher the level of innovation in Scarlett Whitening products, the higher the consumer's intention to repurchase.

3. Customer trust has a positive and significant impact on repeat purchase intention. This suggests that the higher the trust customers have in Scarlett Whitening products, the higher the intention to repurchase.
4. Customer trust mediates the influence of social media on repeat purchase intention. This indicates that the higher the customer trust in Instagram social media advertising, the higher the consumer's intention to repurchase Scarlett Whitening products. Therefore, the company can enhance customer trust through effective advertising strategies to increase repurchase intention.
5. Customer trust mediates the influence of product innovation on repeat purchase intention. This means that the higher the customer trust in product innovation, the higher the consumer's intention to repurchase. Thus, the company can boost customer trust through attractive product innovations to increase repurchase intention.

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