

The Influence Of Trust To Digital Influencer, Social Media, Halal Brand Awareness On Purchase Intention On Azarine Sunscreen With Attitude Toward Digital Marketing As An Intervening Variable

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Article Info	Abstract
<p>Keywords: <i>Trust To Digital Influencer, Sosial Media, Halal Brand Awareness, Attitude Toward Digital Marketing, Purchase Intention.</i></p> <p>Paper type: <i>Research Paper</i></p> <p><i>Received: 25 Januari 2024</i> <i>Revised: 4 Februari 2024</i> <i>Accepted: 28 Maret 2024</i> <i>Available online: 1 April 2024</i></p> <p>*Corresponding author: saifudin@uinsalatiga.ac.id</p>	<p>To find out the involvement of attitudes towards digital marketing mediating trust in digital influencers, social media, halal product awareness towards purchase intention. The object of this study is Sunscreen Azarine with 382 respondents living in Klego Boyolali. This study uses a quantitative method with data obtained from the results of distributing questionnaires. The tool to complete this research is SPSS statistics version 25. The findings of the study indicate that trust to digital influencers, social media, halal brand awareness has a significant positive effect on purchase intention. Attitude toward digital marketing does not affect purchase intention but can mediate independent and dependent variables.</p>

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Abstrak

Untuk mengetahui keterlibatan sikap terhadap pemasaran digital memediasi kepercayaan kepada influencer digital, sosial media, kesadaran produk halal terhadap minat beli. Objek penelitian ini adalah Sunscreen Azarine dengan responden 382 orang yang tinggal di Klego Boyolali. Penelitian ini menggunakan metode kuantitatif dengan data yang diperoleh dari hasil penyebaran kuesioner. Alat bantu untuk menyelesaikan riset ini yaitu statistik SPSS versi 25. Temuan penelitian menunjukkan bahwa *trust to digital influencer, sosial media, halal brand awareness* berpengaruh positif signifikan terhadap *purchase intention*. *Attitude toward digital marketing* tidak berpengaruh terhadap *purchase intention* tetapi dapat memediasi variabel independen dan dependen.

Kata kunci: *Trust To Digital Influencer, Sosial Media, Halal Brand Awareness, Attitude Toward Digital Marketing, Purchase Intention.*

INTRODUCTION

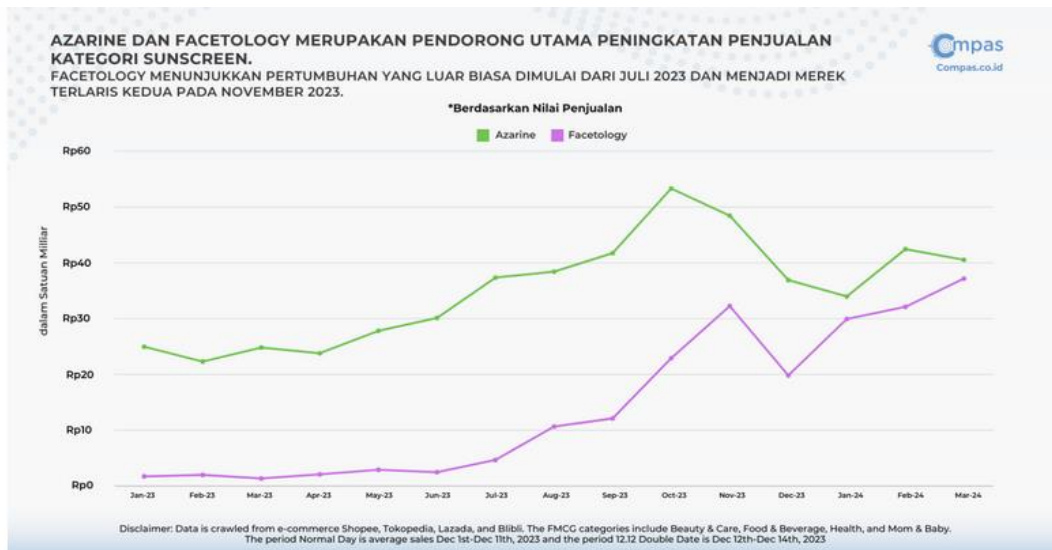
Skincare is a product used to care for healthy skin. In general, skincare products include cream, sunscreen, lotion, serum, toner, mask, moisturizer, cleanser, and others. The aim of using this product is to clean the skin, remove dirt, and improve skin conditions, including rejuvenating, moisturizing, or treating problems such as acne, hyperpigmentation, or premature aging. Usually, skincare products contain various active ingredients that are formulated to provide special benefits for the skin. Each skincare product has its own function, therefore choosing skincare is necessary because everyone's skin type is different.

Indonesia, as a tropical country, is known for its high exposure to sunlight throughout the year. Sunlight consists of ultraviolet (UV) light with a wavelength of 10-400 nm (Isfardiyana and Safitri, 2014). Boyolali is a city that has a tropical climate, so women in Boyolali need protection by using sunscreen to avoid free radicals. One of the sub-districts in Boyolali is Klego sub-district, where the average temperature reaches 30 degrees Celsius. It is estimated that around 50% of the damage caused by UV rays is caused by the formation of free radicals, or Reactive Oxygen Species (ROS) (Rabe et al., 2006; Rhein and Santiago, 2010).

ROS can cause damage to DNA, suppress the immune system, and activate chemicals in the body that can cause cancer, skin damage, sunburn, erythema, and the appearance of brown spots, as well as causing the skin to become thick and dry. Excessive and continuous exposure to UV rays can cause skin changes and generation and increase the risk of skin cancer (Oroh and Ekowati, 2001). Kompas.id explained that an independent laboratory, Valisure, found a large content of benzene, which is a carcinogenic chemical compound. Benzene has, since 1977, been linked to an increased risk of cancer. This was revealed when a study found that workers exposed to benzene for nine years had a five times higher risk of leukemia. Currently, the chemical is most commonly found in cigarette smoke and gasoline vapor. Although the small amounts found in sunscreen products are far less toxic, experts say any exposure to benzene can pose health risks. (<https://lifestyle.kompas.com>).

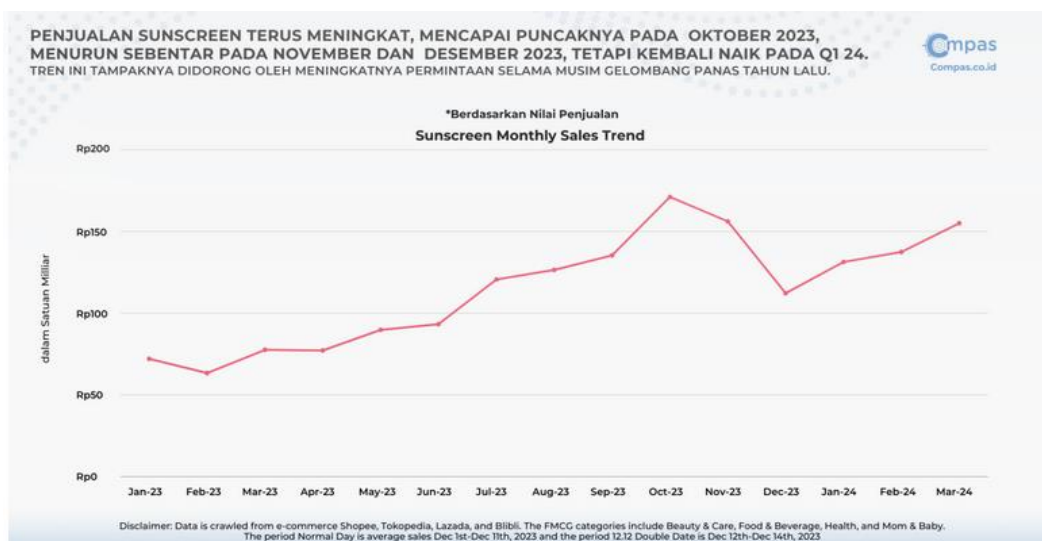
Azarine's product that is currently in demand is Hydrasoothe Sunscreen Gel, a sunscreen with SPF 45 PA++++ which has won various awards from various platforms in 2021 and 2022. Apart from sunscreen, serum is also a superior product, such as Acne Spot Serum, Retinol Smooth Glowing Serum, and Brightening C Glow Serum. Azarine Cosmetics also announced a collaboration with Lee Min-Ho, a famous actor from South Korea, as an international brand ambassador, as well as collaborating with BT21 on body sunscreen products. Below is a sales graph for Azarine sunscreen with a facetology comparison.

Figure 1.1 comparison of Azarine with Facetology



(Source :<https://compas.co.id>)

Figure 1.2 Azarine sunscreen sales have decreased



This graph explains that sunscreen sales from the 2 brands Azarine and Facetology are experiencing tight competition. This graph shows a decline in sales of Azarine sunscreen in December 2023. This decline is thought to be due to seasonal factors or changes in consumer behavior. Azarine is an old product compared to facetology where facetology achieved extraordinary growth in 2024 reaching 1860% and azarine experienced growth of 62% from Q1 2023 TO Q1 2024. It can be concluded that Azarine has succeeded in occupying the top position in sales of sunscreen products in e-commerce in the 1st quarter of 2024. This success cannot be separated from the popularity of their sunscreen products, especially Azarine Hydrasoothe Sunscreen Gel SPF 45 PA++++. Brand ambassadors also have an important role in marketing strategies, because they represent certain cultural values or identities, and help in modifying and commercializing the product. (Gita and Setyorini, 2016; Rahma & Setiawan, 2022).

Advertisers and marketers sometimes use digital influencers to advertise their products or services on social media (Donthu et al., 2022; Panggati et al., 2023a). Trust in influencers can influence consumers' intention to buy a product. Religious consumers tend to align themselves with their belief systems when purchasing goods and services. Although religiosity can guide consumers as a compass in decision making, not all religious people adhere to this statement (Tan & Vogel, 2008; Aziz et al., 2023).

Social media is a platform that enables online social interaction without the limitations of space and time, allowing people to communicate and socialize wherever and whenever they are. A company's presence on social media can also increase Brand Awareness and influence consumer attitudes towards Brand Attitude (Rita & Ahimsa, 2021). Products and services must meet the requirements of "halal" (having sacred characteristics) such as cleanliness, purity, ingredients, intention, impact and goodness (Alserhan, 2010). This has created awareness of the halal brand, which has received a response from various industries, including non-Muslim countries. In Japan, the development of halal food has received more attention, and the tourism industry has recognized Muslim culture to attract more tourists (Yasuda, 2017; Yusof & Shutto, 2014). In addition, Thailand, where only 4.3% of the 69 million population is Muslim, has transformed into one of the largest exporters of halal-certified food (Nawawi et al., 2019; Aziz et al., 2023).

Research was conducted regarding the trust to digital influencer variable Amelia Ibnu Wasiat & Bertuah, (2022) with the results of social media influencers on Customer Online Reviews, there is a direct influence of digital marketing, social media influencers and Customer Online Reviews on purchase intentions. Inversely proportional in research Wibowo & Andreas Heryjanto, (2020) with the results that there is no positive influence between influencer credibility on purchasing interest and influencer credibility there is also no positive influence on purchasing interest through the mediation of brand image.

Research conducted on social media variables Anggrenita & Sander, (2022) with the results having a significant influence on purchasing interest mediated by consumer confidence. Social media marketing will help a businessman to communicate with customers directly. This is inversely proportional to research Rita & Ahimsa, (2021) with the results not having a direct effect on Purchase Intention.

Research conducted on halal brand awareness variables Septiani & Ridlwan, (2022) with the results of halal brand awareness having a positive effect on the intention to purchase halal food products. And inversely proportional to research Agustiani & Yusa, (2023) with the results that the level of Halal awareness has no impact on MIXUE purchasing interest. Companies can increase consumer purchasing interest through marketing strategies on social media. Consumer purchase intention occurs when they tend to choose to purchase a product or service based on personal needs. This purchase interest encourages consumers to start the decision-making process, where they decide whether to buy or not.

Based on several expert opinions above, it can be seen that trust to digital influencers, social media, halal brand awareness have an influence on purchase intention and through attitude toward digital marketing as an intervening variable. From the opinions of the experts above, the author is interested in conducting research by focusing on the influence of trust to digital influencers,

social media, halal brand awareness on purchase intention for Azarine sunscreen products and attitude toward digital marketing as intervening variables.

METHOD

This research uses a type of quantitative research which means an approach that follows the principles of positivism in philosophy, because this method is based on concrete, rational, systematic, objective and measurable scientific principles (Sugiyono, (2017) in(Nurul Agustin, 2022). This data source uses primary data obtained directly by researchers from respondents who filled out the questionnaire. Questionnaire data was distributed on a Likert scale of 1-5 and the sample required for this research was 382 respondents domiciled in Klego Boyolali. The sampling technique uses probability sampling, a type of simple random sampling, which is an element where each population has the same opportunity and freedom to be used as a sample, namely the sample is selected using the randomization method.(Pratama & Cahyono, 2021). Data analysis in this study used the Normality Test, Multicollinearity Test, Heteroscedasticity Test, Determination Coefficient Test, F Test, T Test for hypotheses and Path Analysis Test to determine the mediation effect.

RESULTS AND DISCUSSION

1. Classic assumption test

Multicollinearity test

According to Ghozali (2018), this multicollinearity test is used to test whether the regression model has a correlation between the independent variables. If the VIF value < 10 , it means there is no multicollinearity between the independent variables and if the VIF value > 10 then there is multicollinearity in the data or Tolerance $> .01$.

Table 1. multicollinearity test

Variable	Tolerance	VIF	Conclusion
<i>Trust digital influencers</i>	0.795	1,258	Multicollinearity was not detected
<i>Social media</i>	0.924	1,082	Multicollinearity was not detected
<i>Halal brand awareness</i>	0.819	1,222	Multicollinearity was not detected

Figure 1. Primary data processed in 2024

From the multicollinearity test in the table above, it shows a tolerance level > 0.01 and the VIF value in the table above obtained from all related variables does not reach the value 10, so it can be explained that this test did not occur.

Heteroscedasticity Test

The heteroscedasticity test is used to determine whether there is dissimilarity in the residuals from one observation to another observation from a regression model (Ghozali, 2018). Determined to see whether a variable is free from heteroscedasticity, use Sig above the α value (5%).

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,064	,522		2,039	,042
	trust digital influencers	,056	,038	,083	1,449	,148
	social media	-.016	,019	-.044	-.836	,404
	halal brand awareness	,071	,052	,076	1,349	,178
a. Dependent Variable: abs_res1						

Based on the heteroscedasticity test results from table 4.12, it shows the significant values of all the variables tested, each variable shows results of 0.148, 0.404, 0.178. The value for each variable is > 0.05 so that it can be concluded that no heteroscedasticity was detected and the regression analysis used is suitable for carrying out subsequent tests.

Normality test

The normality test aims to find out whether the variables in this study, both the independent variable and the dependent variable, have a normal distribution or not (Ghozali, 2018). The Kolmogorov-Smirnov test was used to carry out the normality test. Data is said to be normally distributed if the significance level is more than 0.05.

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residuals
N			382
Normal Parameters, b	Mean		.0000000
	Std. Deviation		2.52546440
Most Extreme Differences	Absolute		.060
	Positive		.034
	Negative		-.060
Statistical Tests			.060
Asymp. Sig. (2-tailed)			.002c
Monte Carlo Sig. (2-tailed)	Sig.		.118d
	99% Confidence Interval	Lower Bound	.109
		Upper Bound	.126
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 2000000.			

The table above Monte Carlo Sig Values. of 0.118, Ghozali (2018) stated that the Kolmogorov Smirnov Monte Carlo Sig Test value. is greater than 0.05, then the data in this study is normally

distributed. One approach to test its accuracy is to use a Monte Carlo simulation approach (Gio & Caraka, 2016).

2. Statistic test

Coefficient of Determination (R^2)

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.345a	.119	.112	2.53547
a. Predictors: (Constant), halal brand awareness, social media, trust to digital influencers				
b. Dependent Variable: z				

Source: *Processed Primary Data, 2024*

Based on the test results on R Square in the table above, a correlation coefficient (R) value of 0.345 was obtained, which means there is a strong link between the independent variable and the dependent variable because the R value has almost reached the number 1. In addition, the determinant value (R^2) is 11, 9% so it can be concluded that 11.9% Attitude toward digital marketing is influenced by trust to digital influencers (X1), Social media (X2), Halal brand awareness (X3) and the rest is influenced by other variables.

F test

The statistical F test is used to test the significance of the influence of all independent variables (X) on the dependent variable (Y).

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	327,742	3	109,247	16,994	,000b
	Residual	2430.007	378	6,429		
	Total	2757,749	381			
a. Dependent Variable: z						
b. Predictors: (Constant), halal brand awareness, social media, trust to digital influencers						

Source: *Processed Primary Data, 2024*

In table 4.14 it is known that the sig result is $0.000 < 0.05$ and the calculated F result is 16.994 > 2.63 so that all independent variables, namely Trust to digital influencers, social media, halal brand awareness simultaneously have a significant effect on attitude towards digital marketing.

T test

According to Sugiyono (2018:206) "The t test or partial test is a test used to find out whether or not the independent variable has a significant effect on the dependent variable." Testing the significant level of the correlation coefficient used to determine the significance of the degree of relationship between the variable (X) and the variable (Y) used with correlation coefficient.

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,641	1,039		3,504	,001
	TRUST TO DIGITAL INFLUENCER (X1)	,424	,075	,284	5,650	,000
	SOCIAL MEDIA (X2)	,112	,036	,144	3,157	,002

HALAL BRAND AWARENESS (X3)	,473	,100	,229	4,716	,000
ATTITUDE TOWARD DIGITAL MARKETING (Z)	,119	,061	,091	1,946	,052
a. Dependent Variable: PURCHASE INTENTION (Y)					

Source: *Processed Primary Data, 2024*

Based on the results of the T Test (partial) in the table above, the following conclusions are drawn:

1. The influence of Trust to digital influencers on Purchase intention

Based on the results of the t test in this research, the variable trust to digital influencer (X1) has a significant positive influence on Purchase Intention with a calculated t value of 5.650 and a significance value obtained of 0.000, where this value is <0.05 . So the variable Trust to digital influencer (X1) has a significant positive influence on Purchase intention.

These results are in line with research Durmaz et al., (2023) And Helbert J, (2021) where the research results show that trust to digital influencers has a significant positive effect on purchase intention.

2. The influence of social media on purchase intention

Based on the results of the t test in this research, the social media variable (X2) has a significant positive influence on social media by obtaining a calculated t value of 3.157 and a significance value of 0.002 which is <0.05 . So the Social media variable (X2) has a significant positive influence on Purchase intention.

These results are in line with research Ardhillah et al., (2023) And Nofela et al., (2022) where the research results show that social media has a significant positive effect on purchase intention.

3. The influence of halal brand awareness on purchase intention

Based on the results of the t test in this research, the halal Brans Awareness variable has a significant positive influence by obtaining a calculated t value of 4.716 and a significant value of 0.000 where the significant value is <0.05 . So there is a positive influence on purchase intention.

These results are in line with research Azmil Chusnaini1, (2022) And Aziz Pratama, Hamidi, Cahyono, et al., (2023) where the research results show that halal brand awareness has a significant positive effect on purchase intention.

4. The influence of Attitude toward digital marketing

Based on the results of the t test in this research, the attitude toward digital marketing (Z) variable has a positive but not significant effect on purchase intention with a calculated t value of 1.946 and a significance of 0.052 where the sig value. is > 0.05 . then the Attitude toward digital marketing (Z) variable has a positive but not significant effect.

It can be said that the higher the attitude toward digital marketing will not necessarily increase purchasing interest in Azarine sunscreen products. This is in line with the research conducted Deswita & Astarini, (2024) attitude toward digital marketing has a positive but not significant effect on purchase intention.

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	4,986	,834		,000
	TRUST TO DIGITAL INFLUENCER (X1)	,271	,061	,239	,000
	SOCIAL MEDIA (X2)	,059	,030	,100	,047
	HALAL BRAND AWARENESS (X3)	,177	,084	,113	,035

a. Dependent Variable: ATTITUDE TOWARD DIGITAL MARKETING (Z)

Source: *Processed Primary Data, 2024*

Based on the T test in the table above, the following conclusions can be obtained:

1. The influence of Trust to digital Influencers on Attitude toward digital marketing

Based on the results of the t test in this research, the variable trust to digital influencer (X1) has a significant positive influence on attitude toward digital marketing by obtaining a calculated t value of 4.413 and a significance value of 0.000, where the significance value is <0.05 . So it can be explained that the variable Trust to digital influencer (X1) has a significant positive effect on Attitude toward digital marketing.

This is in line with the research conducted Azkiah, (2023) And Helbert J, (2021) which shows that trust to digital influencers has a significant positive effect on attitude toward digital marketing.

2. The influence of social media on attitudes toward digital marketing

Based on the results of the t test in this research, the social media variable (X2) has a significant positive influence on attitude toward digital marketing by obtaining a calculated t value of 1.989 and a significance value of 0.047, where the significance value is <0.05 . So that variable X2 has a significant positive effect on Z.

This is in line with the research conducted Octafiany & Nurfebriaraning, (2021) And Wijaya & Berlianto, (2020) Social media has a significant effect on attitude toward digital marketing.

3. The influence of Halal brand awareness on Attitude toward digital marketing

Based on the results of the t test in this research, the Halal brand awareness variable (X3) has a significant positive influence on attitude toward digital marketing by obtaining a calculated t value of 2.111 and a significance value of 0.035, where the significance value is <0.05 . So it can be explained that the variable (X3) Halal brand awareness has a significant positive effect.

This is in line with the research conducted Aziz et al., (2023) And Oliver, (2021) Halal brand awareness has a significant effect on attitude toward digital marketing.

Test Path Analysis

It is a development technique from multiple linear regression, a technique used to test the magnitude of the contribution indicated by the path coefficient on each path diagram of the causal relationship between variables X and Y and their impact on Z.(Nurtiah & Abdillah, 2021).

The equations are as follows:

$$Y_1 = \beta_1 X_2 + \beta_2 X_2 + \varepsilon_{\text{structure 1}}$$

$$Y_2 = \beta_1 X_2 + \beta_2 X_2 + \beta_3 Y_1 + \varepsilon_{\text{structure 2}}$$

Information :

Meanwhile, to test the strength of the indirect influence of the independent variable (X) on the dependent variable (Y2) through the intervening variable (Y1). Sbel test formula(Alam et al., 2023)that is :

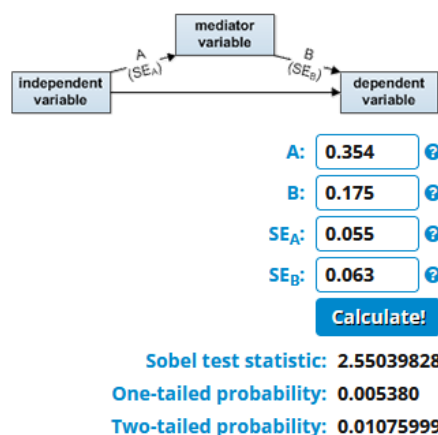
$$\text{Sat: } \sqrt{b^2 S a^2 + a^2 S b^2 + S a^2 S b^2}$$

Information:

Sat: The size of the standard error of indirect influence

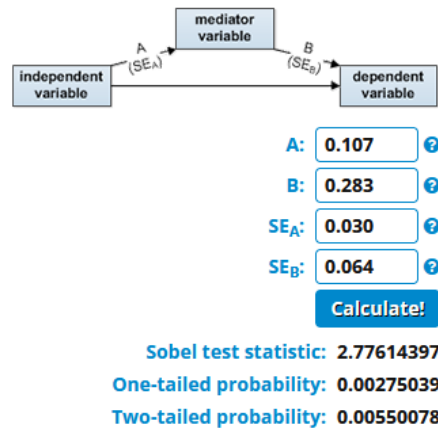
The results of the equation tested by the Sibel test calculator are as follows:

1. The influence of X1 (Trust to digital influencer) on Y (purchase intention) through Z (Attitude toward digital marketing)



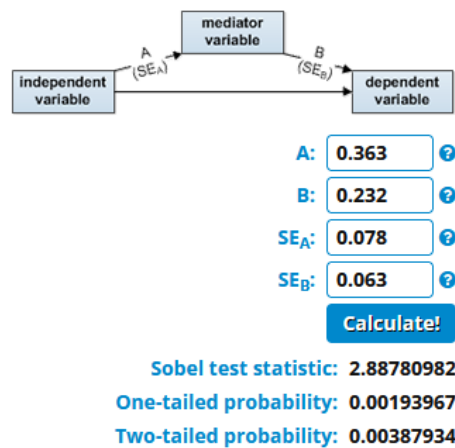
Based on the Sobel test statistic calculation of 2,550 > 1,966, it can be concluded that Attitude toward digital marketing (Z) can mediate trust to digital marketing (X1) on purchasing interest (Y). This is in line with research Yuniar, (2021) attitude toward digital marketing mediates trust to digital influencers on purchase intention.

2. The influence of X2 (social media) on Y (purchase intention) through Z (Attitude toward digital marketing)



Based on the Sobel test statistic calculation of $2.776 > 1.966$, it can be concluded that Attitude toward digital marketing (Z) can mediate social media (X2) on buying interest (Y). This is in line with researchPratiwi, (2022)attitude toward digital marketing mediates social media on purchase intention.

3. The influence of X3 (Halal brand awareness) on Y (purchase intention through Z (Attitude toward digital marketing)



Based on the Sobel test statistic calculation of $2.887 > 1.966$, it can be concluded that Attitude toward digital marketing (Z) can mediate halal brand awareness (X3) on purchasing interest (Y). This is in line with the research conductedAziz et al., (2023)Attitude toward digital marketing mediates halal brand awareness on purchase intention.

CONCLUSION

Based on the results of research conducted regarding the influence of trust in digital influencers, social media, and halal brand awareness, on purchase intention with an attitude toward digital marketing as a mediating variable on interest in Azarine sunscreen users in Klego Boyolali subdistrict, a decision can be made that:

1. *Trust digital influencers* has a significant positive effect on purchase intention and interest in azarine sunscreen users in Klego Boyolali sub-district.
2. *Social media* has a significant positive effect on purchase intention and interest in azarine sunscreen users in Klego Boyolali sub-district.
3. *Halal brand awareness* has a significant positive effect on purchase intention and interest in azarine sunscreen users in Klego Boyolali sub-district.
4. *Attitude toward digital marketing* does not have a significant effect on purchase intention on the interest of Azarine sunscreen users in Klego Boyolali sub-district.
5. *Trust digital influencers* significant positive effect on attitude toward digital marketing on interest in Azarine sunscreen users in Klego Boyolali District.
6. *Social media* significant positive effect on attitude toward digital marketing on interest in Azarine sunscreen users in Klego Boyolali District.
7. *Halal brand awareness* significant positive effect on attitude toward digital marketing on interest in Azarine sunscreen users in Klego Boyolali District.
8. The influence of attitude toward digital marketing in mediating trust to digital influencers on Purchase Intention on the interest of Azarine sunscreen users in Klego Boyolali sub-district
9. The influence of attitude toward digital marketing in mediating social media on Purchase Intention on the interest of Azarine sunscreen users in Klego Boyolali sub-district.
10. The influence of attitude toward digital marketing in mediating halal brand awareness on Purchase Intention on the interest of Azarine sunscreen users in Klego Boyolali sub-district.

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