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The Influence of Influencer Credibility on Instagram on Consumer Trust and MS Glow Brand Loyalty

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Abstract. *The research was aimed at seeing the impact of influence influence on instagram belief and loyalty to the consumer media brand Ms. Glow, beauty vlogger social media was becoming a trend and popular culture was being influence thinly by beauty products and brand ambassadors in Indonesia. The study USES a quantitative method. The population in this study is 1400 followers of Ms. Glow's instagram group with a withdrawal of the number of research samples through data collection techniques and a total of 100 users of Ms. Glow's beauty products as a sample of Ms. Glow's research. This research material is a common message Shared online through social media software: a questionnaire and analyzed with simple regression. The findings suggest the use of influence strategies and e-wom in digital marketing. Influence influence diluted to contribute 73.8% to Ms. Glow's product purchase, while the remaining 26.2% were influenced by other variables that were not included in the study. Influence dilution strategies, the brand ambassador of social media, and other supportive strategies are crucial to the decision to buy skin care at Ms. Glow Indonesia. The findings suggest that diluted social media influence influenced buyers' beliefs and brand loyalty in Ms. Glow's purchase decisions.*

Keywords: *MS Glow Marketing, Instagram, MS Glow Product Purchase Decision*

I. INTRODUCTION

The development of social media in recent years has changed the way companies market products and services. One of the most popular social media platforms today is Instagram, with the economic impact of the Digital Industrial Revolution 4.0 being characterized by the use of technology and information in business activities. Economic actors must integrate digital marketing into their marketing efforts and consider the importance of influencer credibility (Faradila et al., 2017). Digital marketing is a marketing strategy that uses digital media and channels to convey promotional messages to target consumers (Adinugraha et al., 2021). Influencer credibility marketing activities on Instagram must provide consumer trust and brand loyalty for MS Glow if it wants its business to continue or consumers have a better view of the company. (Manik et al., 2022).

Pemasaran et al., (2023) stated that Instagram marketing media is a popular photo and video sharing platform. Companies can utilize influencer credibility on Instagram to build consumer trust and brand loyalty. Building influencer credibility and consumer trust in building brand loyalty using features such as Instagram Stories, IGTV, and Instagram Shopping can also be used in marketing strategies. (Adinugraha et al., 2021). Digital marketing through Instagram has become commonplace for consumers and businesses alike, especially since the COVID-19 pandemic era. The impact has caused changes in people's lifestyles and shopping behavior, with more and more people turning to online shopping through social media platforms such as Instagram. In advertising, influencers spread persuasive informational messages with a touch of personal aesthetics that create a pleasant

experience for their followers (Wilopo Yovan Putra, 2020). In addition to being attractive, influencers must have credibility and understanding of the brand's products that are communicated to followers. (Brown & Fiorella, 2013).

Influencer credibility in advertising is both logical and emotional so representative influencers are considered more effective in reaching and delivering consumer trust and brand loyalty (Firdausi, 2020). Influencer credibility creates a simulation (Simulacrum) which is basically a representation of signs above the reality of authenticity or truth by generating consumer trust and brand loyalty (Ady Triyas et al., 2024).

Influencers are a relevant and effective way to connect brands and consumers. Different influencers have different effects, so it is not an easy task for brand owners to choose the right influencer for their brand (Wilopo Yovan Putra, 2020). When communicating a relatively new product or brand, social media tends to be more trustworthy due to the credibility of its influencers. Communication in marketing is key in a company's efforts to inform, persuade, remember and build consumer trust and brand loyalty directly and indirectly through meaningful descriptions of the products and brands it sells. (Kotler dan Keller, 2012: 476). Many companies use different methods in this process one option is to use celebrity endorsers. The use of influencers is seen as very effective in fostering credibility and building consumer trust and strong brand loyalty between brands and consumers. Building brand trust through influencers, the trustworthiness of an influencer can be evaluated based on four factors: credibility, expertise, similarity and attractiveness. These four elements are essential for influencer marketing (Kredibilitas et al., 2020).

Nowadays brands are evolving from functionality (product quality, value, convenience, product content) to trust (trust in a brand is the main reason for buying a product), so increasing consumer trust in brands is very important (Rajavi et al., 2019). Nine-five percent 95% of consumers believe that considerations historically associated with influencer credibility in terms of brand authenticity and brand loyalty are the reason for their purchase (Rajavi et al., 2019).

MS Glow Consumer trust in a brand is defined as the consumer's overall willingness to rely on the brand's ability to perform its functions in line with the consumer's positive expectations and to meet the brand's performance expectations (Febriana Sulistya Pratiwi., 2022). Consumer trust and brand loyalty in the beauty industry in Indonesia has grown rapidly in recent years. Based on Databok 2020 survey data, health, beauty and cosmetic products became the second best-selling online shopping products in Indonesia in 2020, which amounted to 62% (Wulandari et al., 2021). During the ongoing pandemic, there has been an increase in sales of beauty and personal care products online by almost 80% (Tanuwijaya & Mulyandi, 2021). The changing times of healthy lifestyles and beauty trends among the public have resulted in people today starting to be aware of skin health (Wardani & Daniar, 2021). This increase in public awareness is driven by health, appearance, and easy access to information and beauty products through online platforms (Astri Rumondang, 2020). One of the utilization of digital marketing on online platforms through Instagram media is the local cosmetic

brand MS Glow, which successfully utilizes social media to increase sales of its products.

Kotler, Philip and Gary Armstrong in the journal (Srihadi and Pradana, 2021) define purchasing decisions as follows: "Consumer behavior is the study of how individuals, groups and organizations choose, buy, use and dispose of goods, services, ideas or experiences to satisfy needs. and their desires." which means: "Purchasing decisions are part of consumer behavior, consumer behavior is the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy consumer needs and desires."

Purchasing decisions are often influenced by many attractive promos and discounts that are almost 50% of the normal price. Good products can increase consumer confidence in certain products and brands. Consumers often buy products that have a positive image and brands that are well-known and recognized by the wider community. In addition, the presence of celebrity endorsers in product advertisements or promotions can also influence consumer purchasing decisions. Many consumers are interested in buying products promoted by celebrities who are considered famous and have a good reputation, because they believe that the product will have good quality. Celebrity Endorser is individuals who are recognized by many people for their achievements and talents (Kertamukti, 2015). In the book "Marketing Fundamentals of Marketing Principles", Kotler and Gary Armstrong (2007) provide an additional definition of brands. A brand, according to them, is a name, term, sign, symbol, design, or a combination of all of these used to recognize goods or services sold by a person or seller and distinguish them from competitors' goods or services.

The cosmetic brand MS Glow has become a well-known skincare brand in Indonesia with a wide reach through the Instagram platform (Mega Aggriany et al., 2023). The brand offers a range of skincare products for different skin types and needs. MS Glow has successfully attracted consumers, especially millennials, with creative and innovative marketing strategies on Instagram. Instagram media on the @Ms Glow account posts MS Glow products by paying attention to visual flair built by physical creativity. Posts are uploaded with an attractive design and contain information about the product. The goal is to increase mutual interest between followers and advertising brands so that consumers more easily learn about MS Glow products. Many reviews from consumers, beauty vloggers, and artists can also be found on the @Ms Glow Instagram account. The reviews describe the product as delivering the promised benefits such as skin whitening, long-lasting fragrance, and more. Through MS Glow consumer reviews, consumers will get to know and trust MS Glow products better. Instead of motivating purchases, consumers provide opinions and recommendations from others who are using the product for the first time. MS Grow was founded in 2013 by Chandi Purnamasari and Maharani Khemara. MS Glow products are cosmetic brands with the abbreviation "Magic For Skin Glowing" which represents the most glowing Indonesian products and is the forerunner of the MS Glow brand name. (Shofiyah Khairunnisa, 2022).

MS Glow has gained the trust of millions of consumers so it continues to develop products (Margareth, 2017). MS Glow skincare has successfully popularized people in the country through

multi-channel marketing management. MS Glow is able to attract many customers in various fields by integrating online sales due to its easy-to-use sales system. This beauty product is also BPOM and Halal MUI certified, so it proves to be suitable for both men and women (Fachrozie et al., 2022). MS Grow beauty brand currently operates 13 treatment clinics in several major cities including Malang, Jakarta, Surabaya, Bali, Bandung, Bintaro, Sidoarjo, Makassar, Semarang, Depok, Bekasi, Medan, and Bogor (MS Grow Store, 2022).

Basically, consumers face various considerations before deciding to buy a product (Firnando et al., 2021). The purchase decision is the stage in the buyer's decision-making process where the consumer actually buys. Each social media has its own characteristics in product promotion to consumers (Marpaung & Mekaniwati, 2020). One of them is social media promotion on the Instagram platform based on wikipedia.org a photo sharing application where users take photos, apply digital filters, and share them to various social networking services, including the owner of Instagram itself. Pemasaran et al., (2023) Instagram has supporting elements such as profiles, followers, hashtags, push notifications, and can be connected to other social networks, location tags, and more. Instagram has more than 100 million users worldwide with a variety of interests, including different trends, communication and business promotion. Research Cantika, (2020) explained that Instagram is used by business people to promote their business by sharing information through photos with captions as an explanation. Instagram commenting tools are also used by businesses to interact with consumers and create trust between them. Research Ekonomi et al., (2021) shows that Instagram is effectively used with the power of word of mouth to promote and influence consumer purchasing decisions.

Based on the opinions of several experts above, it can be concluded that the credibility of influencers on Instagram on consumer trust and brand loyalty ms glow is one of the marketing media needed by the public. Digital marketing makes marketing simple and digital marketing is not only simple but also has a larger market area (Jamil et al., 2020) The influence of influencer credibility on Instagram on consumer trust and MS Glow brand loyalty is an analysis that describes the relationship between influencer credibility, consumer trust and brand loyalty through social media Instagram MS Glow products (Shofiyah Khairunnisa, 2022). The presence of influencers, one of which is MS Glow skin care products, has been widely discussed, especially by women on Instagram social media (Fanydia, 2016). The rampant competition in the cosmetics industry has resulted in the emergence of many new competitors in the cosmetics industry over time (Ekonomi et al., 2021). Many new cosmetic brands have emerged, especially in recent years, local cosmetic brands have emerged with good quality and affordable prices. This phenomenon makes the local cosmetics industry grow, one of which is important for business people is cosmetic brands. A good brand must be packaged with an attractive and unique message and be able to raise awareness of the importance of cosmetics in the image of women and men (Gurnita, 2023).

1. Definition of Communication

Communication changes human attitudes. The term communication comes from another word. Communism means creating or building unity between two or more people. Communication also comes from the Latin communico which means sharing. (Cherry in Stuart, 1983).

In communication science there are communication principles that involve communicative similarities, which can be likened to two overlapping circles, and the overlapping field is called the frame of experience (field of experience) (Cangara, 2016: 23).

2. Social Media Marketing

Syahputra, (2021) explains how social media marketing can be used to achieve marketing goals, such as increasing brand awareness, engagement, and sales. According to (Malik & Hadi, 2019) Social media marketing involves efforts to use social media as a means of marketing to consumers through a company, product, or service. Social media marketing is understood as marketing using online communities, social networks, blog marketing, and others. One of them is Social Media Marketing on the Instagram platform. Instagram can attract the attention, interest and desire of consumers to buy products (Novitasari, 2021). The modern look on Instagram is easy to use, making Instagram widely used in social media to publish images or videos that are free of charge and energy, even the time needed to convey information to many people is very short (Puspitarini & Nuraeni, 2019). The ease of accessing Instagram has made it one of the most popular digital business tools (Kusuma Putra & Kesuma Yudha, 2021).

This is in accordance with 4 previous studies by Octaviani & Selamat, (2023) which found the results of the study that the influence of influencer credibility on the purchase intention of fashion products through brand trust in Instagram users in Jakarta has a significant effect on purchasing decisions. Further research by Anas & Sudarwanto, (2020) which found the research results that celebrity endorsers are a significant marketing tool. Further research by Mahardini et al., (2022) which found research results that content marketing has a positive impact on sales strategies. Further research by Louisrianda & Tabrani, (2017) which found the results of research that the effect of service quality, trust, company image on brand loyalty. Based on the presentation of 4 previous studies, it can be concluded that the credibility of Instagram social media influencers has a significant influence on consumer trust and brand loyalty.

3. Kredibilitas Influencer

According to Octaviani & Selamat, (2023) Influencer credibility describes the extent of trustworthiness of the information provided. According to Bergkvist et al., (2016) Consumers rate brands and products more positively when they are recommended by someone they consider trustworthy. On the other hand, according to Chu and Kamal (2008), credibility is an important factor that determines the effectiveness of an influencer. Based on these explanations, we can conclude that

the credibility of third-party influencers plays an important role in influencing consumer behavior. Influencer credibility is a key factor that influences the effectiveness of influencer marketing campaigns. Some of the key indicators used to measure influencer credibility include:

- Trustworthiness: The extent to which followers trust the influencer. This can be seen from the influencer's history, honesty in providing information, and consistency between words and deeds.

- Expertise: The influencer's level of expertise in a field relevant to the product or brand being promoted. Influencers who are considered experts will be more trusted by followers.

- Attractiveness: The influencer's physical attractiveness, personality, and lifestyle that followers can connect with emotionally.

4. Influencer Marketing

Influencer marketing is a strategy where a product company or brand collaborates with influencers to deliver messages for the product or brand to achieve strategic goals (MELELO, 2023). Influencer marketing is a marketing strategy where a person with a following promotes a product to influence others or the environment to take a stance towards a particular decision and ultimately use the product (Mahardini et al., 2022). According to Forbes (2016, 80) t There are four characteristics to analyze influencers: 1) Relatability; 2) Knowledge; 3) Helpfulness; 4) Confidence

5. Purchase Decision

According to Buchari Alma (2013: 96), in the journal (Kannapadang, 2021) explains that behavioral consumer behavior is a single consumer decision that is influenced by economics, finance, technology, politics, culture, products, prices, locations, advertising, people, and procedures. In order to ensure that every customer demand is met and to monitor sales, it is necessary to tailor each customer service to the product to be purchased.

Kotler, Philip and Gary Armstrong (2016: 177) in the journal (Soetanto et al., 2020) Defining purchase intention as a component of consumer behavior as a component of consumer behavior behavior refers to consumers to examine how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or resources to meet their needs. and their needs and wants.

According to Pakpahan M (2016), buyers' personality factors also influence their decisions about purchases, such as age, occupation, and economic circumstances. Consumer behavior also influences their decision-making process when making purchases. Meanwhile, according to Sofjan Assauri (2018), a purchase decision is a decision-making process about a purchase which includes determining what to buy and whether to make a purchase. According to Kotler and Keller, consumers form brand preferences in their choice set and may also form an intention to buy the most preferred brand during the evaluation stage, where customers will assess before buying or using goods or services due to a self-willing process. Several stages of the purchasing decision process according to Kotler and Armstrong (2016) are as follows: 1) Problem recognition; 2) Information Search; 3)

Evaluation of alternatives 4) purchase decisions, 5) post-purchase behavior.

6. Brand Loyalty

According to Marvelyn (2020) Loyalty, often known as a loyal customer relationship with a particular brand, is a phenomenon. The example above illustrates how unlikely customers are to switch to another brand offered by a competitor, especially if the second brand has differences in price or other features. According to Louisrianda & Tabrani (2017) The definition of brand loyalty commonly used by marketers states that brand loyalty is a form of consumer attitude and behavior towards a brand. Indicators that can be used to measure brand loyalty are: According to Chaudhuri & Holbrook (2001), there are 2 (two) aspects of brand loyalty, namely:

11. Purchase loyalty can be defined as the repurchase of a particular brand.
12. Attitudinal loyalty Attitudinal loyalty is defined as a level of commitment in terms of a unique characteristic associated with a brand.

II. METHODS

Research using a quantitative approach. The population in this study were 1400 followers of MS Glow Instagram with the withdrawal of the number of research samples through data collection techniques and obtained a total of 100 users of MS GLOW beauty products as research samples. The sample used in this study used the slovin formula which is MS Glow consumers, following MS Glow Instagram @msglow, Then this study used primary data or data obtained directly from respondents' responses and data collection was carried out using survey techniques using a questionnaire using Google Forms. The measurement scale used is a Likert Scale tiered 1-5 so that the resulting data is ordinal scale. This study uses simple regression analysis techniques. The purpose of the study was to analyze the Effect of Influencer Credibility on Instagram on Consumer Trust and MS Glow Brand Loyalty..

III. FINDINGS AND DISCUSSION

1. Validation Test Results

The data used in this study are primary data collected through questionnaires. Therefore, before analyzing the research tools used, it is also necessary to check the validity in order to verify the results obtained and avoid things that can harm the research results. We use SPSS version 26 software as a measurement tool. The following results of the validity test of the Credibility (X), Consumer Trust (Y1), and Brand Loyalty (Y2) variables can be seen in the table below:

Table 1. Validation Test Results

Variabel	Nomor Item	r hitung	rtabel	Kesimpulan
Kredibilitas (X)	X1.1	0,951	0,197	Valid
	X1.2	0,954	0,197	Valid
Kepercayaan Konsumen (Y1)	X2.1	0,867	0,197	Valid
	X2.2	0,940	0,197	Valid
	X2.3	0,950	0,197	Valid
	X2.4	0,959	0,197	Valid
Loyalitas Merek (Y2)	Y1	0,968	0,197	Valid
	Y2	0,970	0,197	Valid
	Y3	0,963	0,197	Valid

Sumber : Data Premier yang Diolah Menggunakan SPSS 26

Based on the results of the table above for validity testing, it can be seen that the Credibility (X) variable has 3 statement items, Consumer Trust (Y1) with 4 statement items and Brand Loyalty (Y2) with 3 statements. After calculating the r value for all survey questions related to the research variables used, we calculated an r value that was greater than the r value in the table. If you compare the calculated r with the table r, you will see that the value of 0.197 in the table r is 5% (0.05). All statements are then declared valid.

2. Reliability Test Results

Reliability testing has been carried out to determine the consistency of the research instrument. Analysis of possible reliability was carried out using Cronbach's alpha technique. If the test results are more than 0.60, they can be considered reliable following the table presenting the results of the reliability assessment of the variables Credibility (X), Consumer Trust (Y1), and Brand Loyalty (Y2), namely: presenting the results of the reliability assessment of the variables Credibility (X), Consumer Trust (Y1), and Brand Loyalty (Y2), namely:

Table 2. Reliability Test Results

No	Variabel	*Cronbach Alpha*	Item	Keterangan
1	Kredibilitas (X)	0,897	2	Reliabel
2	Kepercayaan Konsumen (Y1)	0,947	4	Reliabel
3	Loyalitas Merek (Y2)	0,965	3	Reliabel

Sumber : Data Premier yang Diolah Menggunakan SPSS 26

With these calculations, it is known that the Cronbach's alpha value for the Credibility variable (X) is 0.897, Consumer Trust (Y1) is 0.947 and Brand Loyalty (Y2) is 0.965. So it can be concluded that all variables are declared reliable, because Cronbach's alpha > 0.60.

3. Simple Linear Regression

Regression analysis analysissimple line is a line that connects the dependent and dependent variables. A simple line is a line that connects the dependent variable and the dependent variable. Determine whether the independent variable has a positive or negative relationship with other variables and predict the value of the dependent variable when the independent variable increases or decreases. It has a positive or negative relationship with other variables and predicts the value of the dependent variable when the independent variable increases or decreases.

Table 3. Results of Simple Linear Regression Analysis of Credibility on Consumer Trust

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.117	1.129		-.104	.918
	Kredibilitas	1.968	.119	.859	16.596	.000

a. Dependent Variable: Kepercayaan Konsumen

Sumber : Data Premier yang Diolah Menggunakan SPSS 26

Based on the table obtained from IBM SPSS Statistics Version 26, the following equation is obtained:

$$Y = -0{,}117 + 1{,}968X + e$$

From the results of the simple linear regression equation, each variable can be interpreted as follows:

13.   A constant of -0.117 means the constant value is negative. This shows that when trust is 0 (zero) or constant (does not increase and does not decrease), then consumer trust is -0.117.

14.   The positive regression coefficient for the reliability score is 1.968. This means that an increase in trust by one unit will increase consumer trust by 1.968.

Table 4. Results of Simple Linear Regression Analysis of Credibility on Brand Loyalty

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.864	1.111		.777	.439
	Kredibilitas	1.370	.117	.764	11.732	.000
a. Dependent Variable: Loyalitas Merek						

Sumber : Data Primer yang Diolah Menggunakan SPSS 26

Based on the table obtained from IBM SPSS Statistics Version 26, the following equation is obtained:

Y = 0,864 + 1,370X + e

From the results of the simple linear regression equation, each variable can be interpreted as follows:

15. A constant of 0.864 means that the constant value is positive. This shows that when reliability is 0 (zero) or constant (not increasing and not decreasing), then the brand loyalty value is 0.864.
16. The positive regression coefficient for the reliability score is 1.370. This means that a one unit increase in trust will increase brand loyalty by 1.370.

4. Analysis of Determination Coefficient (R^2)

This analysis is used to measure how far the model's ability to explain variations in the dependent variable. The coefficient of determination value is between zero and one.

Table 5. Results of Analysis of the Coefficient of Determination of Credibility on Consumer Trust

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859^a	.738	.735	1.271
a. Predictors: (Constant), Kredibilitas				

Sumber : Data Premier yang Diolah Menggunakan SPSS 26

Based on the results of the coefficient of determination in the table above, an R-squared value of 0.738 is obtained, which means that the reliability variable contributes to consumer trust, namely 73.8%. The remaining 26.2% is influenced by other variables not considered in this research.

Table 6. Results of Analysis of the Coefficient of Determination of Credibility on Brand Loyalty

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.764[a]	.584	.580	1.251
a. Predictors: (Constant), Kredibilitas				

Sumber : Data Premier yang Diolah Menggunakan SPSS 26

Based on the results of the coefficient of determination in the table above, an R-squared value of 0.584 is obtained, which means that the reliability variable contributes to brand loyalty or 58.4%. The remaining 41.6% is influenced by other variables not considered in this research.

IV. CONCLUSIONS

From the results of this research, the credibility of MS Glow Influencers on Instagram has a positive and significant effect on purchasing decisions for MS Glow products and brand loyalty. The most influential factors are the influencer's credibility. Influencer credibility contributed 64.3% to purchases of MS Glow products, while the remaining 35.7% was influenced by other variables not included in this research. The credibility of attractive and informative influencers can increase consumer awareness and trust in MS Glow product loyalty. Good product quality can increase consumer trust and satisfaction, thus encouraging repeat purchases. Good product quality can increase the credibility and attractiveness of MS Glow products. The ability to manage digital marketing using electronic word-of-mouth tactics simultaneously influences purchasing decisions for Ms Glow beauty products. Influencers have a big impact because celebrity influencers are physically attractive, according to consumer stories when using beauty products. Therefore, the results of influencer reviews on social media are trusted by followers. Apart from how to add posts, influencers are also attractive and trusted by followers. This also shows that influencers also indirectly use E-WOM tactics. Discover products that lead singing beauty influencers with singing followers, resulting in an E-WOM digital marketing strategy that greatly influences purchasing decisions.

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