



**THE EFFECT OF INFLUENCER CREDIBILITY AND OVERCLAIMS ON
REPURCHASE INTENTION THROUGH BRAND TRUST IN SCARLETT
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Abstract

This study aims to analyze the effect of influencer credibility and overclaim on repurchase intention through brand trust in local Scarlett products. The urgency of this study lies in providing a strategy for companies to understand the factors influencing consumers' repurchase intention through influencer credibility, overclaim, and brand trust, as well as increasing consumers' critical awareness of skincare product marketing information. This study employed an explanatory research design with a quantitative approach. The population consisted of 5,166,704 Instagram followers of Scarlett as of January 22, 2026. The sampling technique used non-probability sampling with an accidental sampling method, resulting in 100 respondents based on the Slovin formula. Data were collected through questionnaires and analyzed using Partial Least Square (PLS) with SmartPLS. The results showed that influencer credibility and overclaim had a significant effect on brand trust. Overclaim and brand trust significantly affected repurchase intention, while influencer credibility did not directly affect repurchase intention. In addition, influencer credibility and overclaim significantly affected repurchase intention through brand trust.

Keywords: Influencer Credibility, Overclaim, Brand Trust, Repurchase Intention



INTRODUCTION

The beauty industry is one of the sectors that has shown significant growth in recent years. Supported by increasing public purchasing power, rapid digitalization, and shifting consumer preferences, this sector has become an important driver of national economic growth. The national cosmetics industry has also recorded positive performance. Throughout 2025, Indonesia's cosmetics market revenue reached approximately IDR 35.6 trillion and is projected to grow by 4.73% annually. The personal care, skincare, and makeup segments have become dominant contributors alongside the increasing demand for self-care and greater consumer awareness of product quality (Limanseto, 2025). The rapid growth of the beauty industry in Indonesia has not only created positive impacts but has also presented serious challenges to the sustainability of local products. In recent years, several local beauty brands have been forced to cease operations because they were unable to survive in an increasingly competitive market (www.cnbcindonesia.com, 2025).

Scarlett is one of the local skincare products that has managed to survive and remains highly favored by consumers today. Scarlett first introduced its skincare products in 2017 and is owned by Felicya Angelista, an Indonesian public figure who utilized digital marketing strategies as well as celebrity and influencer endorsements to build consumer trust (Amanah et al., 2024). Since its emergence, Scarlett has successfully attracted market attention by offering skincare products claimed to be safe, affordable, and suitable for the needs of Indonesian consumers, enabling the brand to compete with both local and international products. Scarlett's ability to survive as a local skincare brand despite facing intense competition from various foreign skincare brands indicates a high level of repurchase intention among consumers after their first use of Scarlett products. Kurniawan and Tjahjadi (2024) explained that a high level of repurchase intention among customers increases a company's potential to grow and develop more rapidly. If the perceived benefits are greater than the sacrifices made to obtain the product, consumers' intention to repurchase will be higher. As a result, companies are better able to survive and compete with other similar products, as illustrated in the following figure:



Figure 1.
Skincare Market Share in Indonesia

Source: [Compas](https://www.compas.com)

The data presented in Figure 1 show that Scarlett's high market share in 2024, reaching 18.9%, indirectly indicates that consumer repurchase intention toward Scarlett products was very high. However, in 2025, based on data presented by [Compas.id](https://www.compas.com) (2025), Scarlett's market share experienced a very significant decline to only 1.7%. This indicates that repurchase intention among consumers also decreased. Therefore, the urgency of this study is to examine more deeply the factors influencing the decline in consumers' repurchase intention toward Scarlett products, particularly from the perspective of influencer credibility and overclaim practices that are widely used in skincare product marketing strategies. The significant decline in Scarlett's market share in 2025 suggests a shift in consumer attitudes and behavior, which is presumed to be caused not only by market competition but also by a decline in consumer trust (brand trust) toward the brand.

Theoretically, according to Swastha (2018), repurchase intention is the intention to repurchase a product two or more times based on trust. Consumers' repurchase intention is formed through learning and thinking processes experienced by consumers, in which these processes build certain perceptions before consumers decide to repurchase a product.

Based on previous research conducted by Anastasia and Nurhidayati (2025), repurchase intention can occur due to the credibility of influencers used as promotional media for products. Influencers with a high level of credibility, reflected in their expertise, honesty, and experience in using products, are able to build positive perceptions and consumer trust toward a brand. When consumers perceive that the information delivered by influencers is trustworthy and consistent with real experiences, they tend to develop stronger confidence in the product quality, thereby encouraging the intention to make repeat purchases. However, research conducted by Khalifah et al. (2025) showed



different results, where repurchase intention was found to be more strongly influenced by customer engagement than by influencer credibility. Furthermore, research conducted by Salsabila (2022) revealed that consumers' purchase intention was more strongly influenced by a positive brand image than by influencer credibility.

In addition to influencer credibility, overclaim practices carried out by companies regarding their products also influence consumers' repurchase intention. This is supported by research conducted by Geraldi and Tunjungsari (2023), which explained that overclaim, namely the delivery of exaggerated product claims or claims that do not fully match the benefits perceived by consumers, tends to create a discrepancy between consumer expectations and the actual product experience. According to Maguire, as cited in Anastasia and Nurhidayati (2025), overclaim refers to the process of communicating claims containing exaggerated elements, either in terms of quantity or statements. This is consistent with the findings of research conducted by Nabilah et al. (2025) and Savitri and Pradipta (2025), which showed that overclaim does not significantly affect repurchase intention. Their studies found that consumers still tend to have repurchase intentions as long as the product continues to provide benefits that meet their primary needs, even though the promotional claims are perceived as excessive. In contrast, research conducted by Anastasia and Nurhidayati (2025) produced different findings, indicating that overclaim tends to attract consumers to engage in repurchase intention.

These differing findings indicate the existence of a research gap, where the influence of influencer credibility and overclaim on repurchase intention has not yet shown conclusive results and is presumed to be affected by other factors, such as brand trust. According to Dessart (2017), brand trust refers to consumers' willingness to rely on a brand despite the risks involved because of the expectation that the brand will produce positive outcomes. Research conducted by Audina et al. (2024) and Anastasia and Nurhidayati (2025) found that brand trust is able to mediate the relationship between influencer credibility and repurchase intention, while also directly influencing repurchase intention. This explains that brand trust acts as a key factor in bridging the influence of promotional strategies, including influencer credibility and product claims, on consumers' repurchase intention. However, research conducted by Mutiah and Marliani (2024) explained that brand trust partially does not affect repurchase intention. This occurs because previous product usage experiences may not meet consumer expectations, or because price factors and perceived value are insufficient to support repeat purchase behavior.

Based on the background and research urgency described above, the main problem of this study focuses on the factors influencing repurchase



intention toward the local skincare product Scarlett. Therefore, the research questions in this study are as follows: Does influencer credibility affect brand trust. Does overclaim affect brand trust. Does influencer credibility affect repurchase intention. Does overclaim affect repurchase intention. Does brand trust affect repurchase intention. Does influencer credibility affect repurchase intention through brand trust. And does overclaim affect repurchase intention through brand trust.

Furthermore, this study aims to analyze the effect of influencer credibility on brand trust, to analyze the effect of overclaim on brand trust, to analyze the effect of influencer credibility on repurchase intention, to analyze the effect of overclaim on repurchase intention, to analyze the effect of brand trust on repurchase intention, to analyze the effect of influencer credibility on repurchase intention through brand trust, and to analyze the effect of overclaim on repurchase intention through brand trust.

The urgency of this research lies in its contribution as a strategic reference for companies in understanding the factors that influence consumers' repurchase intention, particularly through the variables of influencer credibility, overclaim, and brand trust. In addition, this study is expected to enhance consumers' understanding and critical awareness regarding skincare product marketing information, enabling them to be more selective in evaluating influencer credibility and wiser in responding to product claims that may potentially be exaggerated.

LITERATURE REVIEW

Repurchase Intention

According to Peter and Olson, as cited in Ardiyanti and Noviyanti (2026), repurchase intention refers to purchasing activities carried out more than once or repeatedly. Meanwhile, according to Handayani, Laksmi, and Rachmawati, as cited in Inita and Fadillah (2026), repurchase intention reflects customer loyalty toward a product, which is demonstrated through the desire to repurchase the product in the future.

According to Astuti and Amanda (2020), repurchase intention is the tendency or intention of consumers to repurchase products that they have previously used or purchased. Furthermore, according to Kotler, as cited in Saputra et al. (2026), repurchase intention is measured through the following indicators: 1) Transactional intention, 2) Referential intention, 3) Preferential intention, and 4) Exploratory intention.

Influencer Credibility

Influencer credibility indicates the extent to which an individual can be trusted. When an influencer collaborates with a particular brand or product,

that trust plays a significant role (Purwadi & Herawati, 2025). In general, credibility can be interpreted as the perception of the communicator's expertise that influences the audience's trust in the message being delivered (Alma, 2018). According to Alma (2018), the indicators used to measure influencer credibility are as follows: 1) Expertise, 2) Trustworthiness, and 3) Attractiveness.

Overclaim

According to Maguire, as cited in Anastasia and Nurhidayati (2025) in the book *The Taxation of Companies 2023*, overclaim is defined as the process of delivering claims that contain exaggerated elements, either in terms of quantity or statements, so that they do not reflect actual conditions. In the context of products, overclaim refers to providing information regarding the benefits or effects of product usage that are not fully aligned with the product specifications, quality, or actual results experienced by consumers. Maguire, as cited in Anastasia and Nurhidayati (2025), explained that the indicators of overclaim are as follows: 1) Inconsistency of ingredients, 2) Inconsistency of composition, and 3) Excessive promotion.

Brand Trust

According to Firmasyah, as cited in Asbaruna (2025), brand trust from a company's perspective refers to a brand that successfully creates a memorable and sustainable brand experience for consumers over the long term, based on the brand's integrity, honesty, and courtesy. Meanwhile, according to Dessart, as cited in Aulazzahra et al. (2026), brand trust is consumers' willingness to rely on a brand despite the risks involved because consumers expect that the brand will produce positive outcomes. Sedjati (2018) stated that brand trust is the capability of a brand to be trusted by consumers when the product is able to fulfill their needs, based on consumer confidence and the brand's prioritization of consumer interests. According to Sedjati (2018), there are four indicators of brand trust: 1) Brand Credibility, 2) Brand Competence, 3) Brand Goodness, and 4) Brand Reputation.

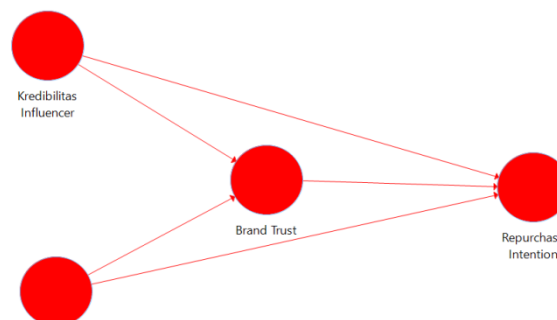


Figure 2.
Conceptual Framework



Research Hypotheses

Based on the research background, the hypotheses of this study are as follows:

1. Influencer credibility has an effect on brand trust in the local Scarlett product.
2. Overclaim has an effect on brand trust in the local Scarlett product.
3. Influencer credibility has an effect on repurchase intention in the local Scarlett product.
4. Overclaim has an effect on repurchase intention in the local Scarlett product.
5. Brand trust has an effect on repurchase intention in the local Scarlett product.
6. Influencer credibility has an effect on repurchase intention through brand trust in the local Scarlett product.
7. Overclaim has an effect on repurchase intention through brand trust in the local Scarlett product.

RESEARCH METHOD

The type of research used in this study is explanatory research with a quantitative method. According to Sugiyono (2020), explanatory research is a type of research that explains the relationship between one variable and another through hypothesis testing that has been formulated. The population used in this study consisted of all Instagram followers of Scarlett, totaling 5,166,704 followers as of January 22, 2026. Therefore, this study applied the Slovin formula to determine the research sample. Based on the calculation using the Slovin formula, the total sample size in this study was 100 respondents.

The sample in this study was selected using a non-probability sampling method with an accidental sampling technique. According to Sugiyono (2020), this technique selects respondents based on chance, namely anyone encountered by the researcher at the research location who meets the specified criteria (consumers, visitors, or members of the public), making it highly efficient in terms of time and cost. The data collection technique used in this study was a questionnaire. According to Sugiyono (2020), a questionnaire is a data collection technique conducted by providing a set of written questions or statements to respondents. The research period was conducted from December 2025 to March 2026.

The analytical tool used in this study was SmartPLS. The data were analyzed using the Partial Least Squares (PLS) method, which consists of three main stages. The first stage is the Measurement Model (Outer Model), which aims to ensure that the measurements used are appropriate as measurement instruments (valid and reliable). The second stage is the Structural Model (Inner



Model), which is used to examine the correlation or relationship among latent variables in the study through the t-test. The final stage is hypothesis testing, which aims to determine whether the obtained regression coefficients are significant. Furthermore, hypothesis testing was carried out using the T-Statistic Test (Direct Effect) and the Indirect Effect Test (Indirect Effect).

RESULTS AND DISCUSSION

Outer Model Testing (Measurement Model)

Validity Test

To test the validity of the data, convergent validity and discriminant validity were employed. Convergent validity was assessed by examining the loading factor values, while discriminant validity was evaluated through the cross-loading values.

Convergent Validity

The results of the convergent validity measurement model test using cross-loading can be seen in Table 1 below:

Table 1.
Validity Test Results Using Loading Factor

	Influencer Credibility	Overclaim	Repurchase Intention	Brand Trust
X1.1	0.804			
X1.2	0.879			
X1.3	0.799			
X2.1		0.882		
X2.2		0.839		
X2.3		0.898		
Y.1			0.894	
Y.2			0.882	
Y.3			0.721	
Y.4			0.850	
Z.1				0.859
Z.2				0.869
Z.3				0.880
Z.4				0.838

Source: Primary data processed (2026)

Based on Table 1 above, it can be observed that all loading factor values have exceeded the threshold of 0.5. Therefore, it can be concluded that each indicator in this study is valid.



Discriminant Validity

The results of the discriminant validity measurement model test using cross-loading can be seen in Table 2 below:

Table 2.
Cross Loading Values

	Influencer Credibility	Overclaim	Repurchase Intention	Brand Trust
X1.1	0.804	0.580	0.520	0.556
X1.2	0.879	0.623	0.580	0.580
X1.3	0.799	0.496	0.445	0.500
X2.1	0.602	0.882	0.671	0.607
X2.2	0.536	0.839	0.630	0.594
X2.3	0.657	0.898	0.725	0.718
Y.1	0.585	0.696	0.894	0.637
Y.2	0.537	0.688	0.882	0.684
Y.3	0.437	0.530	0.721	0.523
Y.4	0.532	0.674	0.850	0.651
Z.1	0.586	0.657	0.664	0.859
Z.2	0.561	0.578	0.620	0.869
Z.3	0.507	0.642	0.689	0.880
Z.4	0.623	0.654	0.597	0.838

Source: Primary data processed (2026)

Based on Table 2 above, it can be observed that all cross-loading values of each indicator show a higher correlation with their respective variables compared to other variables. This indicates that the discriminant validity criteria have been fulfilled, meaning that each construct is distinct from other constructs in the model.

Reliability Test

The reliability test results calculated using Average Variance Extracted (AVE), Cronbach’s Alpha, and Composite Reliability are presented in the following table:

Table 3.
AVE, Cronbach’s Alpha, and Composite Reliability Results

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
<i>Brand Trust</i>	0.884	0.885	0.920	0.743
<i>Influencer Credibility</i>	0.771	0.780	0.868	0.686
<i>Overclaim</i>	0.845	0.852	0.906	0.763

<i>Repurchase Intention</i>	0.858	0.870	0.905	0.705
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Source: Primary data processed (2026)

Based on Table 3 above, it can be seen that the Cronbach’s Alpha values for each variable are as follows: Influencer Credibility is 0.771, Overclaim is 0.845, Brand Trust is 0.884, and Repurchase Intention is 0.858. These values indicate that all constructs in this study meet the reliability criteria because they are above the minimum acceptable threshold.

Inner Model Testing (Structural Model)

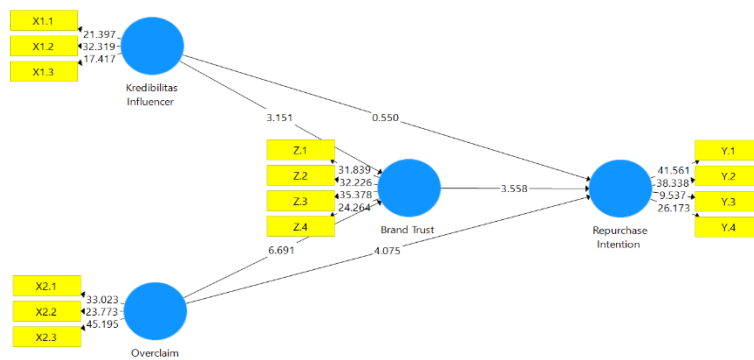


Figure 3.
Inner Model

Source: Data analysis using SmartPLS

R² (R-Square) Results

In evaluating the model using PLS, the analysis begins by examining the Adjusted R-square value for each dependent latent variable. The R² results in this study are presented in the following table:

Table 4.
Correlation Values

	R Square	R Square Adjusted
<i>Brand Trust</i>	0.587	0.578
<i>Repurchase Intention</i>	0.671	0.661

Source: Primary data processed (2026)

Based on the bootstrapping results presented in Table 4 above, the R-square value for the Brand Trust variable is 0.578. This indicates that Brand Trust is influenced by Influencer Credibility and Overclaim by 57.8%, while the remaining 42.2% is explained by other variables not included in this study, such as discount references, product quality, and other factors.

Meanwhile, the R-square value for the Repurchase Intention variable is 0.661, which means that Repurchase Intention is influenced by Influencer



Credibility, Overclaim, and Brand Trust by 66.1%. The remaining 33.9% is explained by other variables not examined in this study, such as promotion strategies, service quality, and other contributing factors.

Hypothesis Testing

Direct Effect Hypothesis Testing

Table 5 presents the results of direct hypothesis testing using the bootstrapping method in SmartPLS 3.0. The following section explains each hypothesis in this study based on the path coefficient results.

Table 5.
Path Coefficients Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Influencer Credibility -> Brand Trust</i>	0.293	0.286	0.093	3.151	0.002
<i>Overclaim -> Brand Trust</i>	0.534	0.540	0.080	6.691	0.000
<i>Influencer Credibility -> Repurchase Intention</i>	0.070	0.062	0.127	0.550	0.582
<i>Overclaim -> Repurchase Intention</i>	0.461	0.463	0.113	4.075	0.000
<i>Brand Trust -> Repurchase Intention</i>	0.361	0.369	0.102	3.558	0.000

Source: Primary data processed (2026)

Based on Table 6, the results of hypothesis testing for each relationship are presented as follows:

1. Influencer Credibility on Brand Trust

Based on the test results shown in Table 5, the t-statistic value is 3.151 with a significance value of 0.002. These results indicate that the t-statistic ≥ 1.96 and the significance value \leq the level of significance ($\alpha = 5\%$). This means that Influencer Credibility has a significant effect on Brand Trust; therefore, Hypothesis 1 is accepted.

2. Overclaim on Brand Trust

Based on the test results shown in Table 5, the t-statistic value is 6.691 with a significance value of 0.000. These results indicate that the t-statistic ≥ 1.96 and the significance value \leq the level of significance ($\alpha = 5\%$). This means that



Overclaim has a significant effect on Brand Trust; therefore, Hypothesis 2 is accepted.

3. Influencer Credibility on Repurchase Intention

Based on the test results shown in Table 5, the t-statistic value is 0.550 with a significance value of 0.582. These results indicate that the t-statistic ≤ 1.96 and the significance value ≥ the level of significance (α = 5%). This means that Influencer Credibility does not have a significant effect on Repurchase Intention; therefore, Hypothesis 3 is rejected.

4. Overclaim on Repurchase Intention

Based on the test results presented in Table 5, the t-statistic value is 4.075 with a significance value of 0.000. These results indicate that the t-statistic ≥ 1.96 and the significance value ≤ the level of significance (α = 5%). This shows that Overclaim has a significant effect on Repurchase Intention; therefore, Hypothesis 4 is accepted.

5. Brand Trust on Repurchase Intention

Based on the test results presented in Table 5, the t-statistic value for the relationship between Brand Trust and Repurchase Intention is 3.558 with a significance value of 0.000. These results indicate that the t-statistic ≥ 1.96 and the significance value ≤ the level of significance (α = 5%). This shows that Brand Trust has a significant effect on Repurchase Intention; therefore, Hypothesis 5 is accepted.

Indirect Effect Hypothesis Testing

Table 6. Indirect Effect Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Influencer Credibility -> Brand Trust -> Repurchase Intention</i>	0.106	0.104	0.043	2.466	0.014
<i>Overclaim -> Brand Trust -> Repurchase Intention</i>	0.193	0.200	0.065	2.967	0.003

Source: Primary data

1. Influencer Credibility on Repurchase Intention through Brand Trust

Based on the test results presented in Table 6, the t-statistic value is 2.466 with a significance value of 0.014. These results indicate that the t-statistic ≥ 1.96 and the significance value ≤ the level of significance (α =



5%). This shows that Influencer Credibility has a significant effect on Repurchase Intention through Brand Trust; therefore, Hypothesis 6 is accepted.

2. Overclaim on Repurchase Intention through Brand Trust

Based on the test results presented in Table 6, the t-statistic value is 2.967 with a significance value of 0.003. These results indicate that the t-statistic ≥ 1.96 and the significance value \leq the level of significance ($\alpha = 5\%$). This shows that Overclaim has a significant effect on Repurchase Intention through Brand Trust; therefore, Hypothesis 7 is accepted.

Influencer Credibility Affects Brand Trust in the Scarlett Local Product

The results of this study indicate that influencer credibility has a significant effect on brand trust in Scarlett products. The higher the level of expertise, trustworthiness, and attractiveness of influencers, the higher the consumers' trust in the brand. Most respondents are aged 21–35 years, a group that is highly active on social media and tends to use influencers as a primary source of information when selecting skincare products. In addition, most respondents have used the product for 1–3 years, indicating that influencers play an important role in shaping consumers' perceptions and beliefs regarding product quality.

These findings are consistent with Alma (2018), who stated that marketing communication is more effective when delivered by a highly credible source. This study is also supported by Geraldi and Tunjungsari (2023), who found that influencer credibility has a positive effect on consumers' perceptions and trust in Scarlett products. Therefore, influencer credibility is an important factor in building brand trust among consumers.

Overclaim Affects Brand Trust in the Scarlett Local Product

The results of the study show that overclaim has an effect on brand trust in Scarlett products. Overclaim refers to exaggerated claims in product promotion that can influence consumer perception and trust. Most respondents are aged 21–25 years, a group of active social media users who are easily attracted to promotional content that appears appealing and promises instant results. This condition causes exaggerated product claims to shape consumers' initial perceptions of product quality.

This finding is in line with Sedjati (2018), who stated that consumer perception can be formed through persuasive marketing communication. It is also supported by research conducted by Nabilah et al. (2025), which found that overclaim on social media can influence consumer perceptions and expectations regarding products. In addition, Savitri and Pradipta (2025) explained that



exaggerated claims may attract consumer attention, but must be balanced with actual product quality in order not to reduce brand trust.

However, the effect of overclaim on brand trust is also influenced by consumers' usage experience. Respondents with 4–8 years of product usage tend to be more critical of promotional claims and place greater emphasis on the consistency between product information and their real usage experience.

Influencer Credibility Does Not Affect Repurchase Intention in the Scarlett Local Product

The results of this study indicate that influencer credibility does not have a significant effect on repurchase intention for Scarlett products. This suggests that although influencers are able to attract consumer attention and build positive perceptions of the product, their influence does not directly encourage consumers to make repeat purchases. Repurchase decisions are more strongly driven by consumer usage experience and satisfaction levels with the product. Most respondents have used the product for 1–3 years, indicating that consumers tend to rely more on their personal experience than on influencer recommendations. In addition, consumers aged above 35 years tend to be more rational and selective in making repurchase decisions.

These findings are consistent with Swastha (2018), who stated that repurchase behavior is primarily determined by consumption experience and customer satisfaction. This study is also supported by Purwadi and Herawati (2025), who found that influencer credibility does not directly affect repurchase intention but instead operates through brand trust as a mediating variable.

Overclaim Affects Repurchase Intention in the Scarlett Local Product

The results of the study show that overclaim has an effect on repurchase intention for Scarlett products. This indicates that attractive and strong product claims can encourage consumers to repurchase, especially when the claims are consistent with their actual product experience. Consumers aged 21–35 years tend to be more responsive to claims that promise fast results and specific benefits.

According to Maguire, as cited in Anastasia and Nurhidayati (2025), overclaim can shape consumers' initial expectations of a product. If the product is able to meet these expectations, it will generate satisfaction that encourages repurchase intention. This finding is also consistent with research conducted by Nabilah et al. (2025), which stated that overclaim in social media can influence consumer repurchase behavior, particularly when supported by positive usage experience. However, if the claims do not match reality, it can reduce consumer trust and weaken repurchase intention.



Brand Trust Affects Repurchase Intention in the Scarlett Local Product

The results of this study indicate that brand trust has a significant effect on repurchase intention for Scarlett products. This shows that the higher the level of consumer trust in a brand, the greater the consumers' intention to repurchase the product. This trust is formed through consumers' positive experiences with the product's quality and the consistent benefits they perceive over time.

According to Astuti and Amanda (2020), brand trust serves as an important foundation in building long-term relationships between consumers and companies. In addition, Alma (2018) stated that trust is a key element in creating customer loyalty. Respondents aged 26–35 years and above 35 years tend to prioritize product quality and usage experience over promotional activities, making brand trust a dominant factor in determining repurchase decisions.

These findings are consistent with previous studies conducted by Mutiah and Marliani (2024), Kurniawan and Tjahjadi (2024), as well as Aulazzahra et al. (2026), which also found that brand trust has a positive effect on repurchase intention.

Influencer Credibility Affects Repurchase Intention Through Brand Trust in the Scarlett Local Product

The results of this study indicate that influencer credibility affects repurchase intention through brand trust. This suggests that the influence of influencers on repurchase behavior is indirect, but rather mediated through consumer trust in the brand. Influencer credibility, which includes expertise, trustworthiness, and attractiveness, is able to form positive consumer perceptions of the product. However, in order to encourage repurchase intention, these perceptions must develop into brand trust.

According to Alma (2018), trust is an essential element in building long-term relationships between consumers and brands. Most respondents aged 21–35 years, who are active social media users, tend to be attracted to influencer recommendations but still require real evidence of product quality before making repeat purchases. When the actual product experience aligns with the information delivered by influencers, consumer trust increases, which in turn drives repurchase intention.

These findings are supported by research conducted by Khalifah et al. (2025) and Purwadi and Herawati (2025), which state that the influence of influencers on repurchase intention occurs through brand trust as a mediating variable.



Overclaim Affects Repurchase Intention Through Brand Trust in the Scarlett Local Product

The results of this study indicate that overclaim affects repurchase intention through brand trust. This suggests that the influence of overclaim on repurchase behavior is indirect, and is mediated by consumer trust in the brand. Overclaim, which refers to exaggerated product claims, can shape consumers' initial perceptions and expectations regarding product performance. However, for such influence to lead to repurchase intention, these perceptions must first develop into brand trust.

According to Alma (2018), trust is a crucial element in building long-term relationships between consumers and brands. Most respondents aged 21–35 years, who are active social media users, tend to be attracted to persuasive promotional content, including exaggerated claims. However, they still require real evidence from product usage before deciding to repurchase. When the actual product experience aligns with the expectations formed by promotional claims, consumer trust increases, which subsequently encourages repurchase intention.

These findings are supported by research conducted by Khalifah et al. (2025) as well as Purwadi and Herawati (2025), which state that the influence of promotional factors on repurchase intention occurs through brand trust as a mediating variable.

CONCLUSION

Based on the results of the study, it can be concluded that influencer credibility has a positive effect on brand trust in the local Scarlett product. The higher the level of trustworthiness, expertise, and attractiveness of influencers, the higher the consumers' trust in the product. In addition, overclaim also has an effect on brand trust, indicating that product claims in promotional activities can influence consumers' perceptions and beliefs. However, the use of exaggerated claims needs to be controlled to avoid negative perceptions among consumers.

The results also show that influencer credibility does not have a direct effect on repurchase intention, whereas overclaim and brand trust have a significant effect on repurchase intention. This indicates that repurchase decisions are more strongly influenced by consumer trust and product usage experience. Indirectly, both influencer credibility and overclaim affect repurchase intention through brand trust. Therefore, brand trust serves as an important factor in driving customer loyalty and repurchase behavior toward Scarlett products.



These findings provide managerial implications for companies regarding the importance of implementing effective marketing strategies through the use of credible influencers, delivering accurate product claims, and building strong brand trust to enhance customer loyalty. This study also serves as an evaluation reference for companies in designing more honest, effective, and sustainable promotional strategies. In addition, the study is beneficial for consumers in increasing awareness and critical thinking toward skincare marketing information, enabling them to be more selective in evaluating influencer credibility and more cautious in responding to exaggerated product claims on social media.

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