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THE EFFECT OF ENDORSER CREDIBILITY, BRAND IMAGE, AND PERCEIVED VALUE ON CUSTOMER SATISFACTION MEDIATED BY BRAND TRUST IN JAFRA CONSUMERS IN JAKARTA: A CONCEPTUAL MODEL

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ABSTRACT

As a company with a direct selling system or multi-level marketing, Jafra, a company engaged in skin care products, does not allow its endorsers to distribute products outside of the direct selling strategy. This makes the credibility of the endorser the main thing to pay attention to in achieving sales targets for Jafra products. In addition, brand image and perceived value also play a role in creating a sense of trust in the Jafra brand so that customers feel satisfied with Jafra products. Unfortunately, there were negative indications of satisfaction and brand image felt by users of Jafra beauty products through social media. This quatitative study examines the influence of endorser credibility, brand image, and perceived value on customer satisfaction mediated by brand trust in Jafra's consumers in Jakarta.

Keywords
Endorser Credibility, Brand Image, Perceived Value, Customer Satisfaction, Brand Trust, Conceptual Model.

INTRODUCTION

The market value of cosmetics in Indonesia continues to show a positive trend, where this figure continues to increase until it reaches a value of US $5.029 million in 2022. The cosmetics market in Indonesia is one of the leading, with an expected annual growth of 7% until 2021. Quoted from the official website of Jafra, Jafra is a company engaged in skin care products with a direct sales system or multi-level marketing (MLM). Jafra cosmetics started to enter the Indonesian market in 2013.

As an MLM company, Jafra has special rules in business ethics for endorsers, which are the people who carry out activities promoting a product by social media users with a certain number of followers or endorsements. Limitations in distributing Jafra products due to the law that does not allow them to distribute products outside of the direct selling strategy, making Endorser credibility the main thing to pay attention to in achieving sales targets for Jafra products. Endorser credibility, which is the extent to which an endorser can influence consumers to believe in what he conveys through his involvement in advertising a product, has a positive and significant influence on customer trust (Ayu Ningsetya Mardika Riskhi, Jono M Munandar, and Mukhamad Najib, 2018).

In addition to the credibility of the endorser, perceived value has a positive and significant influence on trust, where the more benefits a product offers to customers, the higher the opportunities that direct customers to a higher level of trust as well (Hasan, Kiong, and Ainuddin, 2014). Perceived value is considered necessary for the company to pay attention to because there is a tendency for customer behavior to make purchases based on perceived value. However, in other studies, it was

found that endorser credibility and perceived value do not always significantly affect customer trust in a brand.

In addition to endorser credibility and perceived value, brand image is no less important to be put into attention. According to the results of Wahyu Putri and Harti's research (2022) on a beauty product, the result is that brand image has a positive and significant effect on consumer trust. Effective advertising can influence the minds of consumers, and this needs to be done on an ongoing basis. An excellent company reputation can generate many strategic benefits, such as attracting customers (Heru Mulyanto, Rasipan Rasipan, Meli Andriyani, 2018). Through social media, negative indications were found about satisfaction and brand image felt by users of Jafra beauty products. This is the underlying and main topic taken in this research.

LITERATURE REVIEW

A. Endorser Credibility

In Jafra, the term endorser is a person who is a member of the business of selling their products or is usually called a seller. The perception of credibility comes not only from the buyer's trust in the seller but also from the way the seller shows their reliability (Citra Elita Dewi, Pramono Hari Adi1, Sri Murni Setyawati (2021)). Spry et al. (2011) stated that three factors affect the endorser's credibility: attractiveness, trustworthiness, and expertise.

According to Lou and Kim (2019), the endorser's credibility has an important role because it can encourage consumer reactions regarding brand endorsements, where their credibility is an aspect of the efficiency of using the endorser. Credibility is the audience's perception of the quality of communication (Sokolova & Kefi, 2019). Companies need to add insight into how endorsers influence followers before companies invest in influencer marketing by paying attention to the affective/internalization process of followers when buying products recommended by influencers (Sokolova & Kefi, 2019). However, research on the mechanisms/processes of influencers' roles in shaping the relationships, perceptions, and behavior of followers that can have an impact on brands recommended by influencers is still limited (Lou & Kim, 2019).

Based on Lou and Kim's research (2019), source credibility consists of four dimensions, namely:

1. Expertise, which refers to the expertise of sources in providing qualifications and knowledge in making judgments related to a topic/subject
2. Trustworthiness, which refers to the source's reliability felt by the audience, where this tells how far the recipient of the message views the source in terms of honesty, sincerity, or truthfulness,
3. Attractiveness, which refers to the physical attractiveness or favorable nature of the source, and
4. Similarity, which refers to a feeling of resemblance in terms of psychographics felt by followers related to themselves and influencers.

B. Brand Image

According to Oktaviani (2018), brand image is an impression of learning outcomes in using a brand which is reflected in the understanding and impression of consumers after using it, which is closely related to feelings of confidence and brand selection so that purchases will occur. A strong brand image creates a brand that excels in competition.

Brand image is the reflection or reproduction of the identity of a product. Brand image can be interpreted as the public's perception of a brand's identity. Siswanto in (Khairul Abidin, Mukran Roni (2017)).

Brand Image according to Ni Made Dwi Sanjiwani, I Gst. A.Kt. gd. Atmosphere (2019) is a set of beliefs, ideas, and impressions that a person has of a brand. Miniso is a brand that already has a positive image because its products can satisfy consumer needs. Therefore, the attitudes and actions of consumers towards a brand are very much determined by the brand.

C. Perceived Value

Perceived value, according to (Pratama, 2021), is the difference between the perspective of consumer evaluation of all benefits and all perceived costs of offers and alternatives. Perceived value is considered an instrumental character of store brands because these brands generally control producers and distributors. Perceived value is used because it is the main characteristic of these brands. Perceived value also influences brand identification because consumers will recognize a brand they value well based on their perception.

Chrystiantari and Suyanto (2020) state that there are eight factors that form perceived value in Indonesia, namely:

1. Brand image: the brands of products sold are of good quality compared to other brands, the products are of reliable quality, the products have a good reputation, and the company guarantees the availability of its products.
2. Responsiveness: customers are satisfied with the complaints they respond to, handle complaints appropriately, provide periodic information to customers, solve problems quickly, are able to answer customer questions, serve comfortably, can be trusted, and keep their promises
3. Guarantee and Price: have security on payment transactions, rational shipping costs, protect customer personal data,

prices according to product quality, frequent discounts, diverse products, simple and convenient buying process, and delivery of the appropriate products

4. Brand Value: being a reference in buying products, having a solid brand, a clear brand identity, satisfied customers, being able to fulfill desires in buying products, and making customers happy.

5. Corporate image: providing convenience in purchasing products, offering a wide selection of products, and providing services with features that customers want.

6. Information Value: obtain helpful information and knowledge about the types of products being sold, and get information easily.

7. Social Value: customers can talk better, share experiences with other people, and share information with other customers after purchasing a product.

8. Non-Monetary Costs: customers do not need to spend much energy looking for product information as well as considering information, it does not take long to wait for product arrival, the delivery has good accuracy, it does not take long to find product information, and the company provides product information online complete and detailed

D. Customer Satisfaction

According to Leonora Ferdinandus (2021), after buying and consuming goods or services of a product, customers will assess in their entirety what they feel and get. In this case, customers will be very critical of what they consume. Their assessment is based on consideration of what they expect with what they get from the sacrifices they have made. This customer satisfaction rating is very subjective, so one customer's assessment of another customer can be different.

According to Wilson and Christella (2019), Customer satisfaction is a tool for companies to get added value from customers and can act as a factor that allows companies to survive in a competitive market environment.

Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance of the product that is thought of against the performance expected. If the performance is below expectations, the customer is dissatisfied. Conversely, if it meets expectations, the customer is satisfied. Moreover, if the performance exceeds expectations, the customer is very satisfied or happy (Kotler and Keller, 2018).

According to Karki and Panthi (2018), there are four factors that drive customer satisfaction, namely:

1. Product Quality, customers will be satisfied if the product provided is of good quality.

2. Price, for price-sensitive customers, usually a low price will be an important source of satisfaction. Because if customers can get low prices with good quality, a sense of satisfaction will arise from these customers.

3. Service Quality, customers will be satisfied if the service can make them comfortable and match or exceed expectations.

4. Emotional Factor, customers will be satisfied if they get the emotional value provided by the product brand.

Based on experts' opinions, satisfaction is a feeling of pleasure that arises from a person because his needs or desires can be fulfilled. Customer satisfaction is the result of an evaluation or assessment of the product or service features they use to fulfill their needs, where the performance meets or exceeds expectations.

E. Brand Image

Brand trust is customers' trust in certain brands, which is very important for companies to establish good relations with their customers (Dharmayana & Rahanatha, 2017).

According to Ferrinadewi (2016), brand trust is the ability of the brand to be trusted (brand reliability), which originates from customers' confidence that the product can fulfill the promised value and brand intention, which is based on customer's belief that the brand can prioritize the interests of the customer. The relationship between brand trust and the formation of loyalty is if a brand can meet or exceed customer expectations, provide quality guarantees at every opportunity for its users, and when the brand is part of the consumer's self (Lukman, 2018).

According to Suryani (2019), brand trust is defined as the customer's desire to rely on a brand with the risks it faces because expectations of the brand will lead to positive things. Trust is built because there is an expectation that the other party will act according to the needs and desires of consumers.

Brand trust is important for consumers because it allows consumers to simplify the brand selection process and reduce uncertain purchases. A well-known brand provides information, knowledge, and trust to consumers. (Maretta Nursyifa Trisnawati, Syahlan A Sume, Leny Muniroh, 2020).

CONCEPTUAL MODEL

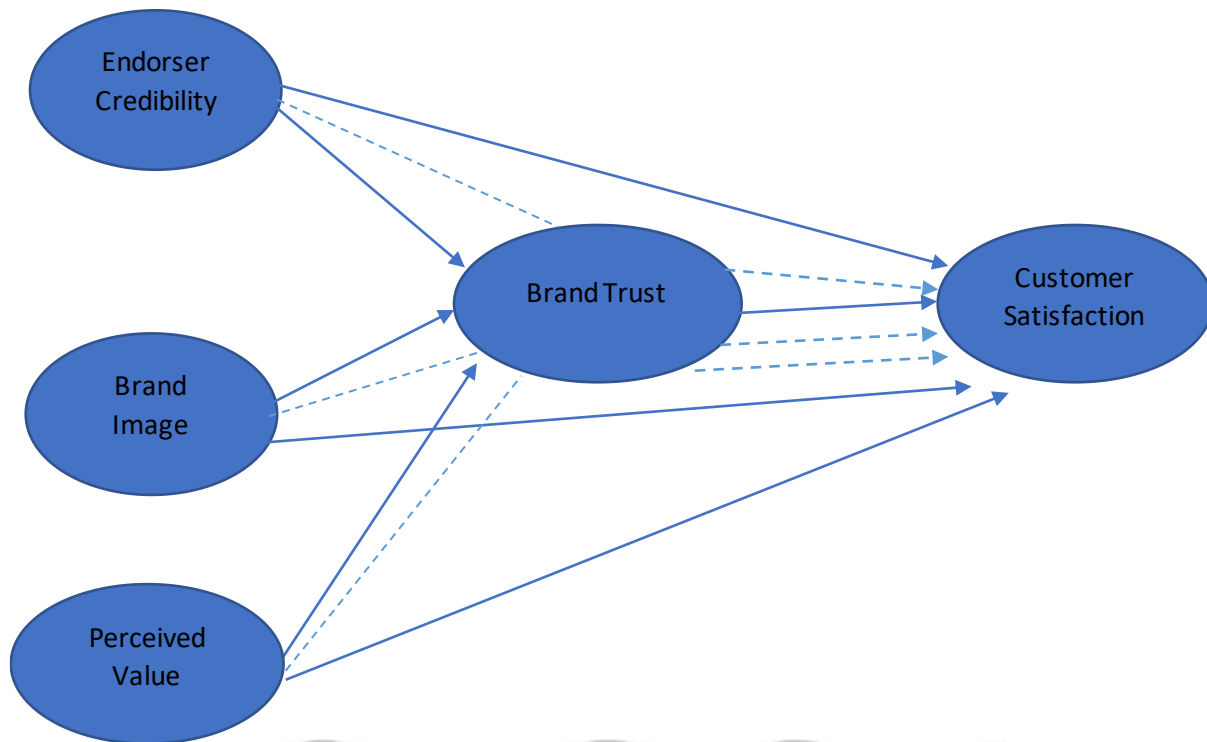Based on the above studies, a conceptual model was formed as follows:

Figure 1. Conceptual Model

HYPOTHESES

Based on the conceptual model and mentioned studies, the hypothesis can be formulated as follows:

H_1 : There is an Influence between Endorser Credibility on Brand Trust
H_2 : There is an influence between Endorser Credibility on Customer Satisfaction
H_3 : There is an influence between Brand Image and Brand Trust
H_4 : There is an influence between Brand Image and Customer Satisfaction
H_5 : There is an influence between Perceived Value on Brand Trust
H_6 : There is an influence between Perceived Value on Customer Satisfaction
H_7 : There is an influence between Brand Trust on Customer Satisfaction
H_8 : There is an influence between Endorser Credibility on Customer Satisfaction mediated by Brand Trust
H_9 : There is an influence between Brand Image and Customer Satisfaction mediated by Brand Trust
H_{10} : There is an influence between Perceived Value and Customer Satisfaction mediated by Brand Trust

METHODOLOGY

The type of research conducted in this study is quantitative. The data used in this study consisted of primary data obtained through questionnaires. In addition, data was also obtained secondary through literature studies and data downloads. The population of this study is Jafra consumers. The method used is non-probability, with the sampling technique being convenience sampling, which is the sample selected because of its convenient accessibility and proximity to the researcher. The sampling was carried out using the snowball sampling method, namely the sampling technique for data sources, which initially were small in number but gradually became large (Sugiyono, 2018). If the population is uncertain, then the Cochran formula could be used. Thus, the number of samples in this study is 100 Jafra consumer respondents.

In this study, the data processing and analysis used as the basis for hypothesis testing is Structural Equation Modeling (SEM) analysis using the Partial Least Square (PLS) approach. PLS is a component- or variant-based SEM model. According to Ghozali in Rino Tri Hermawan (2017), PLS is an alternative approach that shifts from a covariant-based SEM approach to a variant-based one. SEM is based on covariance and generally tests causality/theory, while PLS is more of a predictive model. PLS is a powerful analytical method (Ghozali in Rino Tri Hermawan, 2017) because it is based on only a few assumptions. For example, the data must be normally dis-

tributed, and the sample does not have to be large. Data analysis in this study is Outer Model Analysis, Inner Model, and Hypothesis Testing.

CONCLUSION

This study aims to develop a conceptual model related to the influence of endorser credibility, brand image, and perceived value on customer satisfaction mediated by brand trust in Jafra consumers in Jakarta. This study includes a research background, literature review, conceptual models, hypotheses, and research methodology. The status of the influence of endorser credibility, brand image, and perceived value on customer satisfaction through brand trust as a mediator can be identified by applying the conceptual model of this research.

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