



(MUDIMA)



The Effect of Electronic Word of Mouth and Celebrity Endorser Through Brand Trust on Repurchasing Interests of Lip Cream Make Over Products

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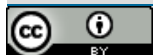
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ABSTRACT

Many women think that the use of masks, can cause the lipstick used to always stick to the mask and leave a mark so that the lipstick they wear can't last long and reduce their makeup look unattractive. In these conditions Make Over created its newest lipstick formula, Lipcream Powerstay Transproof where this type of lipstick can be used even if you wear a mask, because the texture of this lipstick can last for 14 hours on the lips even if you drink it. This study examines the direct effect of electronic word of mouth and celebrity endorser on repurchase interest with the brand trust variable as the intervening variable. Premiere data was collected using a survey method by distributing questionnaires to respondents who had purchased and used MakeOver lip cream. The questionnaires collected were 145 respondents, the data was then processed by path analysis method. Based on the results of research analysis there is a direct influence between electronic word of mouth on brand trust, there is a direct influence between electronic word of mouth, celebrity endorser, and brand trust on repurchase interest, but there is no direct influence of celebrity endorser on brand trust. Brand trust is not an intervening variable between electronic word of mouth variables and repurchase interest.

INTRODUCTION

During a pandemic, everyone wears a mask to cover their face because to minimize the spread of the virus. So, many people carry out activities using protective masks, which cover the lips. At this time, the use of masks is increasingly relaxed because the government has just allowed the removal of masks in open areas, as well as easing restrictions on people and offices starting to return to their activities. This has an impact on the development of sales of lip cosmetics, especially lipsticks. The development of sales in the lip cosmetics category in 2020 experienced a decline where sales figures were quite low at 47.9% when compared to 2021, lipstick sales increased to 56.8%. This figure is equivalent to total sales at Shopee of approximately Rp. 14.3 billion with transactions of 256 thousand. But not a few people also think that lipstick is important to support an appearance that wants to look perfect, because some of them do their work online, for example, Indonesian celebrities who must be active on television perfectly and for certain people who are not confident if Don't wear make-up, especially lipstick. Many women think that the use of masks can cause the lipstick they use to always stick to the mask and leave a mark so that the lipstick they wear can't last long and reduce their makeup look unattractive. In these conditions Make Over created its newest lipstick formula, Lipcream Powerstay Transproof where this type of lipstick can be used even when wearing a mask, because the texture of this lipstick can last for 14 hours on the lips even if you drink it. (CNBC Indonesia). This research is in line with research conducted by Octaviani et al., (2021) states that lipstick has an important influence on a woman's face. Where among the many types of make-up tools, one of the most frequently used by women is lipstick.

According to research Utami & Ratna, (2019) Besides providing an attractive color on the lips, lipstick is also able to protect and moisturize the lips from sun exposure. Lipstick is a type of makeup that is easier to use compared to other makeup, and lipstick can also be the best make-up choice when you're in a hurry. Lipstick can also help the face look brighter and fresher even when not wearing eye

makeup. One brand that creates lipstick that protects and moisturizes the lips from sun exposure is Make Over. Make Over is a brand from Indonesia that offers lip care by creating Lipcream Powerstay Transproof with bold color choices compared to other brands. Lip cosmetics provided by this brand include lipstick, lip palette, lip liner and lip gloss. With a variety of choices, Make Over managed to achieve around IDR 2.09 billion in sales on Shopee. This figure is obtained from a total of approximately 20 thousand transactions that occurred in June 2021 where sales in June 2021 have increased when compared to 2020 where sales of lip cosmetics for the Makeover brand only had 1.06 million sales only on e-mail. commerce. (Ministry of Industry).

Celebrity endorsement is one of the most popular methods in the world, by using celebrities who are attractive, have high popularity and can be trusted by the intended public to make the product being promoted become known, known and desirable. (Madina et al., 2021). The use of celebrity endorsers must go through several considerations, including the level of celebrity popularity with the problem that the chosen celebrity can represent the character of the product being advertised. The use of Paula Verhoeven as a celebrity endorser introduced by MakeOver because Paula is a supermodel in Indonesia, whose name is even known internationally. Not only as a model, but also as a presenter in the digital world, she is one of the women who can become a role model, because she is always humble even though she is very successful. Paula Verhoeven was also appointed as Brand Ambassador for MakeOver because her facial lines and skin type represent the strong and distinctive character of Indonesian women with positive and attractive personalities. Even though he has used Paula Verhoeven as a celebrity endorser for make over to be known by many people, there are reviews submitted by consumers, both positive and negative reviews, such as negative reviews submitted by consumers through e-commerce on the official Make Over and comments on the make over marketing strategy found on YouTube, they regret that the quality of the Make Over lipcream does not last long

from sticking to the mask to sticking to the glass when drinking, as well as the short expiry period of only 1 year and the wrong product delivery.

METHODS

Relationship Between Variables and Hypothesis Development

The Effect of Electronic Word of Mouth on Brand Trust

Research conducted by Syahdiany & Trinanda, (2019) states that electronic word of mouth has a negative and insignificant effect on brand trust. This is due to the communication and information seeking done through social media does not affect consumers to be able to believe in a brand. Based on research results Maulana et al., (2021) that the electronic word of mouth variable has a positive and significant influence on brand trust. According to research Machado & Rodhiah, (2021) states that electronic word of mouth has a positive effect on brand trust. The more electronic word of mouth that is conveyed from consumers to other consumers, the higher the brand trust that will be generated for the product. Next according Charvia & Erdiansyah (2020) states that electronic word of mouth has a positive and significant influence on brand trust.

H1 : Electronic Word Of Mouth has a positive effect on Brand Trust.

The Influence of Celebrity Endorsers on Brand Trust

According to Siti, (2020) Based on the test results show that celebrity endorser has a positive and significant direct effect on brand trust in promoting products and services and choosing a brand, it can increase brand trust. The results showed that there was a positive and significant effect of the celebrity endorser variable on brand trust. Next according Madina et al., (2021) The results of this study indicate that celebrity endorsers have a positive and

significant effect on brand trust. Brand trust has a very big influence on the sustainability of the brand, because if a brand is no longer trusted by consumers, the products trusted by the brand will be difficult to develop in the market.

H2: Celebrity Endorser has a positive effect on Brand Trust.

The Effect of Brand Trust on Repurchase Intention

Based on research results Nia & Mudiantono (2016) states that Brand Trust has a positive and significant effect on repurchase intention. Furthermore, research conducted by Dharmayana & Rahanatha, (2017) said that the Brand trust variable had a positive and significant effect on repurchase interest. Consumer loyalty to trust a brand with all the risks because of the hope in their minds that the brand will give positive results to consumers so that it will lead to loyalty to a brand. Based on research conducted by Suryani & Rosalina, (2019) states that brand trust has a significant positive effect on repurchase decisions. This means that when brand trust increases, repurchase decisions also increase.

H3: Brand Trust has a positive effect on Repurchase Intention

The Effect of EWOM on Repurchase Interest

Based on research results dari Abidin & Sabar, (2020) that the E-WOM variable has a positive and significant effect on Repurchase Interest, this means that both positive and negative reviews (complaints, complaints) submitted online (E-WoM) through various social media platforms have an influence on repurchase interest. Furthermore, research conducted by Watu et al., (2021) states that E-WOM has a positive and significant effect on the variable of repurchase interest. The better the electronic review or E-WOM seen and received by consumers, the higher the consumer's repurchase interest. According

to Elvina & Sarah, (2021) *E-WOM has a significant positive effect on repurchase intention. This shows that E-WOM generated through social media reviews can have a significant effect on consumer repurchase intention.*

H4 : E-WOM has a positive effect on Repurchase Intention

The Effect of Celebrity Endorser on Repurchase Interest

Based on the results of research from Savitri, (2017) states that celebrity endorser has a positive and significant effect on repurchase intention. The existence of trust and compatibility with the celebrity endorser increases the interest in repurchasing. This shows that the Celebrity Endorser has a significant influence on consumer repurchase intention through a review conducted by the celebrity endorser with the celebrity's skills and attractiveness so that it has a significant effect on consumer repurchase intention. Further research according to Yusron et al., (2019) The resulting relationship between celebrity endorser and repurchase intention is positive and significant. The more positive values from public figures who become advertising stars, the greater the opportunity to attract consumer repurchase interest. Further research according to Basuki et al., (2020) the results of this study indicate that Celebrity Endorser has a positive effect on repurchase intention. The results of this study can be interpreted that Celebrity Endorsers for Make Over lipcream products have a positive impact on repurchase intention which will ultimately lead to the decision to re-transact Make Over lipcream products. However, research conducted by Laraswanti & Setyawati, (2022) states that brand trust has a significant positive effect on repurchase decisions.

H5: Celebrity Endorser has a positive effect on Repurchase Intention

The Effect of Electric Word Of Mouth (EWOM) on Repurchase Interest Through Brand Trust

Based on research conducted by Adriyati & Indriani, (2017) states that electronic word of mouth has a positive effect on repurchase intention. Where through E-WOM it effectively makes consumers get information for a product so that they are interested in making repeat purchases and increasing brand reputation on a product being reviewed. Further research according to Sahidillah Nurdin, (2021) shows that electronic word of mouth (E-WOM) has a positive and significant effect on repurchase intention. The better the E-WOM that is conveyed, the higher the repurchase interest felt by respondents to a product. For this reason, the better the review produced by a celebrity through social media, the higher the repurchase interest will be.

H6 : Electric Word Of Mouth (E-WOM) has no effect on Repurchase Interest through Brand Trust

The Influence of Celebrity Endorser on Repurchase Interest through Brand Trust

Based on research Suhardi & Irmayanti, (2019) shows that celebrity endorser has a significant effect on repurchase intention through brand trust. The use of celebrity endorsers as ad stars is believed to have its own charm. In addition to having the advantage of publicity and the power to get attention from consumers, celebrity endorsers also have the power to be used as a tool to persuade, seduce, and influence target consumers, namely their fame. By taking advantage of this fame, it is hoped that it can attract consumers' repurchase interest to make purchases of the products advertised. Further research conducted by Rohani Siti, (2020) states that celebrity endorsers have a positive effect on brand trust. Where there is satisfaction from a customer on a review carried out by a celebrity endorser on the product being

reviewed, so that a customer feels interested in being able to repurchase the product in the near future.

H7 : Celebrity Endorser has no effect on Repurchase Interest through Brand Trust.

RESEARCH MODEL

Based on several previous studies, this research was developed using electronic word of mouth and celebrity endorser variables through brand trust on repurchase intention. So this research model is as follows:

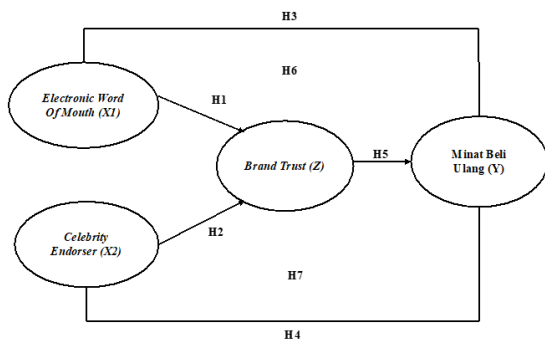


Figure 1. Research Model

Source: processed by the author (2022)

RESEARCH METHODS

Research design

The research design used in this study is causal associative research which aims to analyze the relationships between one variable and another or how one variable affects other variables. This study aims to determine the direct or indirect effect between Electronic Word Of Mouth (X1) and Celebrity Endorser (X2) variables through Brand Trust (Z) as an Intervening variable on Repurchase Interest (Y). The research approach used in this study is a quantitative approach. This study uses primary data types. According to Suryani et al., (2020) states that "Primary data is data that directly provides data to data collectors and primary data is obtained from questionnaires conducted. Data collection is done by

data collection techniques through surveys using questionnaires.

Measurement

In this study, the preparation of the questionnaire used a Likert scale. Likert scale is a research scale used to measure attitudes and opinions. In this study using four levels of the Likert scale, namely one to four levels of answers. This study uses four variables consisting of Electronic Word Of Mouth, Celebrity Endorser, Brand Trust as the intervening variable, and the variable of Buying Interest. Measurement of Electronic Word Of Mouth using dimensions Syahdiany & Trinanda, (2019) which consists of 1. Intensity, 2. Valence of opinion, and 3. Content. Celebrity Endorser measurement using dimensions Risqy Aziz Basuki, (2020) which consists of 1. Visibility, 2. Credibility, 3. Attraction, and 4. Power. Brand Trust measurement using dimensions (Bambang & Heriyanto, 2017) which consists of 1. Dimension of Viability, and 2. Dimension of Intentionality. And the measurement of Repurchase Interest uses dimensions Zullaihah & Setyawati, (2021) consisting of 1. Willingness to buy, 2. Tendency to repurchase (Trend to repurchase), 3. More repurchase, and 4. Repurchase the same type of product type of product).

Population and Sample

The population in this study were all people who had used and purchased lipcream make over products. Total population in this study is not known. In research the minimum number of representative samples is that the number of samples must have five times the number of statements being analyzed Hair jr et al., (2016). There are 29 statements in this research questionnaire, so the minimum number of samples required is 145 respondents. This study uses a non-probability sampling technique by means of purposive sampling. According to Sugiyono (2017) purposive sampling is a sampling technique by

determining certain criteria. The criteria for selecting the sample in this study are all people who have used and purchased Make Over lip cream products and have seen Make Over lip cream marketing content in e-commerce, and Social Media with Paula Verhouven as a celebrity endorser, female gender residing in the Jakarta area. and over 17 years of age.

Data analysis method

In this study data collection was carried out using a questionnaire, therefore it is necessary to have a measuring instrument to measure validity and reliability. The validity test in this study uses the person product moment correlation technique with valid conditions if the significance value is <0.05 Ghozali, (2016). To test the reliability using Cronbach Alpha. A variable can be said to be reliable when it has a Cronbach Alpha value. 0.6 Sugiyono, (2016). Hypothesis testing in this study uses path analysis. According to Ghozali (2016) Path analysis model is an extension of multiple linear regression analysis is the use of regression analysis to estimate the causality relationship between variables that have been previously determined, and to test each hypothesis will be tested using t test provided that the hypothesis is accepted if the significance value is <0.05 . Test the coefficient of determination (R^2) of the magnitude of the square of the correlation coefficient so that this coefficient test is useful for knowing the magnitude of the variable contribution. Riduwan & Kuncoro, (2017).

RESULTS AND DISCUSSION

Results

Research Demographics

Based on the results of distributing questionnaires online using the Google form, the number of respondents collected was 175 respondents. With a summary of the demographics of the respondents as follows. Based on the results of the questionnaire, it

can be concluded that the majority of respondents were women, 143 respondents (98.6%) aged 21-25 years, 108 respondents (74.5%). Most jobs are private employees with 99 respondents (68.3%). Then from the results of the questionnaire statement it can be seen that respondents most often buy MakeOver lip cream 1-2 times a month, namely 79 respondents (54.5%). Furthermore, what makes respondents feel interested in being able to make repeat purchases is the variety of color choices provided by MakeOver lip cream according to their needs. From these results it can be concluded that most respondents are women aged 21-25 years, with jobs as private employees who buy products 1-2 times a month.

Validity Test and Reliability Test

Testing the reliability and validity of the initial questionnaire (pre-test) was carried out on the first 30 respondents with a total of 29 statements. Testing the validity of using Product Moment Correlation to electronic word of mouth, celebrity endorser, brand trust, and repurchase intention variables shows that all statements in the questionnaire are declared valid with a significant value <0.05 . For reliability testing by looking at the Cronbach's alpha value for all variables it is stated to be reliable because it meets the requirements with a Cronbach's alpha value >0.6 . With the value of Cronbach's alpha electronic word of mouth variable of 0.867; celebrity endorser variable of 0.904; brand trust variable of 0.915; and variable repurchase interest of 0.921 (results can be seen in attachment 9).

Model Accuracy Analysis

In the first stage of the analysis, testing the independent variables (electronic word of mouth, and celebrity endorsers) on the dependent variable (brand trust) obtained an F test value of 123.831 with a significant sign of $0.000 <0.05$. Furthermore, in the second stage of analysis, testing the effect of

independent variables (electronic word of mouth, celebrity endorsers, and brand trust) on the dependent variable (repurchase intention) obtained an F test value of 179.042 with a significant sign of $0.000 < 0.05$. So it can be concluded that the path analysis model used in this study is appropriate (results can be seen in Appendix 9).

Direct Influence Analysis

In the first stage of the analysis, the electronic word of mouth variable has a direct effect on brand trust with a significant value of $0.000 < 0.05$ with a direct value of 0.713 (71.3%). Furthermore, because the celebrity endorser variable has no direct effect on brand trust with a significant value of $0.071 > 0.05$, a trimming process is carried out. As for the results of the first stage after the trimming process, the electronic word of mouth variable has a direct effect on brand trust with a significant value of $0.000 < 0.05$ with a direct effect value of 0.792 (79.2%). This can be interpreted that the better the electronic word of mouth and brand trust, the more interest in repurchasing the MakeOver lipcream product (results can be seen in Appendix 9).

Furthermore, in the second stage of the analysis, the electronic word of mouth variable has a direct effect on repurchase intention with a significant value of $0.000 < 0.05$ with a direct value of 0.361 (36.1%), then the celebrity endorser variable has a direct effect on repurchase intention with a significant value $0.009 < 0.05$ with a direct value of 0.136 (13.6%), and the brand trust variable has a direct effect on repurchase intention with a significant value of $0.000 < 0.05$ with a direct value of 0.479 (47.9%). This shows that the more interesting electronic word of mouth is made and the more celebrity endorsers can provide confidence and the increasing brand trust, the more interest in repurchasing MakeOver lipcream products will increase (results can be seen in Appendix 9).

Based on the coefficient of determination (R Square) obtained from the results of the first stage analysis, electronic word of mouth variables affect brand trust with an R Square value of 0.636. This means that 63.6% of the brand trust variable can be explained by electronic word of mouth. While the remaining 36.4% can be explained by variables that are not in this study. Such as self-concept, need and value. The results of the second stage of analysis, namely the variable electronic word of mouth, celebrity endorser and brand trust jointly affect repurchase intention with an R Square value of 0.792. This means that 79.2% of the variable repurchase intention can be explained by electronic word of mouth, celebrity endorser and brand trust variables, while 20.8% can be explained by other variables not present in this study. Such as brand image, trust and service quality. (results can be seen in the attachment).

Furthermore, this research produces a path diagram as follows:

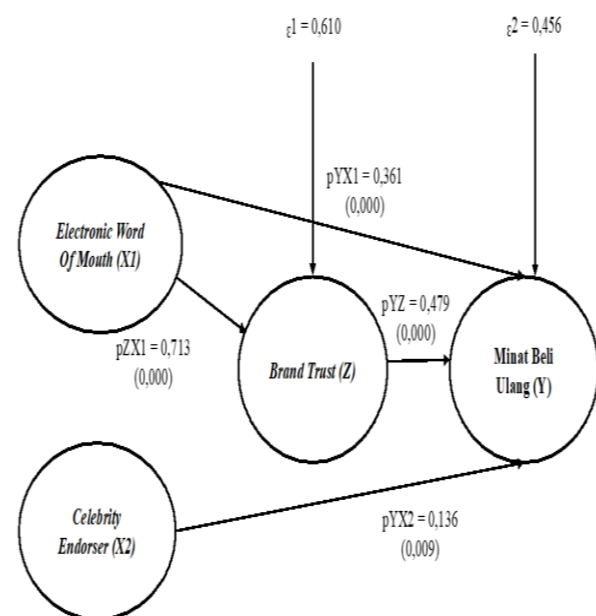


Figure 2 Combined Line of Stages 1 and 2
Source: Processed Premier Data (2022)

Based on the description and figure 2 above, it can be concluded that the hypothesis in this study can be seen in the table below:

Table 1. Research Model Hypothesis Testing Results

Hypothesis	Hypothesis Statement	Sig Value	Information	Conclusion
H1	Electronic Word Of Mouth has a direct positive effect on Brand Trust	0,000	The data support the hypothesis	H1 Accepted
H2	Celebrity endorsers have a direct positive effect on Brand Trust	0,071	The data support the hypothesis	H2 Rejected
H3	<i>Electronic Word Of Mouth has a direct positive effect on Repurchase Interest</i>	0,000	The data support the hypothesis	H3 Accepted
H4	Celebrity Endorser has a direct positive effect on Repurchase Interest	0,009	The data support the hypothesis	H4 Accepted
H5	Brand Trust has a direct positive effect on Repurchase Intention	0,000	The data support the hypothesis	H5 Accepted

Source: Processed Primary Data (2022)

Indirect Effect Analysis

Indirect effect analysis can be done by multiplying the coefficient of the indirect effect variable. Path analysis stage one, electronic word of mouth, has a direct effect on brand trust with a significant value of 0.000 <0.05 with a direct effect value of 0.713 (71.3%). The brand trust variable has a direct effect on repurchase intention with a significant value of 0.000 <0.05 with a direct effect value of 0.479 (47.9%). Thus the magnitude of the indirect effect of

electronic word of mouth on repurchase intention through brand trust is $0.713 \times 0.479 = 0.342$. Electronic word of mouth variable has a direct effect on repurchase intention variable with a significant value of 0.000 <0.05 with a direct effect value of 0.361 (36.1%). Because the value of the direct effect is greater than the indirect effect, it can be stated that the brand trust variable is not proven as an intervening variable. This means that consumers do not need to consider brand trust beforehand in

making an interest in repurchasing MakeOver lipcream because they are sure of electronic word of mouth (H6 is rejected).

Stage two path analysis, the celebrity endorser variable does not have a direct effect on brand trust with a significant value of $0.071 > 0.05$. The brand trust variable has a direct effect on repurchase intention with a significant value of $0.000 < 0.05$ with a direct effect value of 0.479 (47.9%). Because the celebrity endorser variable has no direct effect on brand trust, it can be stated that there is no indirect effect between celebrity endorsers on repurchase intention through brand trust. Thus it can be stated that the brand trust variable cannot be expressed as an intervening variable. This means that consumers do not need to consider brand trust beforehand in making an interest in repurchasing MakeOver lipcream because they are sure of the celebrity endorser (H7 rejected).

Table 2. Variable

Variable	Direct Influence	Indirect Influence	Total
X1 → Z → Y	0,361	0,342	0,703
X2 → Z → Y	0,316	-	0,316
Z → Y	0,479	-	0,479

DISCUSSION

In this study there are results showing that electronic word of mouth has an effect on brand trust. This explains that the better the electronic word of mouth, the higher the brand trust of MakeOver lipcream. Consumers who are generation Z are the generation who communicate with their friends online every day. Where according to a global

survey, more than 50% of Generation Z choose social networking sites such as Facebook and Instagram, WhatsApp compared to email and SMS. By using social media it is easier for them to see positive reviews written by consumers. So that makes them interested in using the product and this will increase consumer brand trust, especially in good handling of lipcream make over to customer complaints. The results of this study are in line with previous research conducted by Syahdiany & Trinanda, (2019), Machado & Rodhiah, (2021) dan Maulana et al., (2021) dan Charvia & Erdiansyah, (2020) which states that electronic word of mouth has a positive and significant effect on brand trust. However, in this study the results showed that celebrity endorsers did not have a direct effect on brand trust. This means that celebrity endorsers are not a factor that determines consumer brand trust, but rather because consumers like the choice of color variations offered by MakeOver lipcream. In addition, they like MakeOver lip cream because it has ingredients that can moisturize the lips. These results are not in line with research conducted by Siti, (2020) Suhardi & Irmayanti, (2019) and Rohani Siti, (2020) states that celebrity endorsers have a positive effect on brand trust.

This study shows that electronic word of mouth has a direct effect on repurchase intention. This explains that the better the electronic word of mouth, the higher the interest in repurchasing MakeOver lipcream products. Consumers feel that positive reviews written by consumers who have used them on social media can convince them to repurchase MakeOver lipcream products. In addition, MakeOver's social media provides complete information to its consumers regarding the benefits and quality of the ingredients contained in its products. Consumers, mostly women aged 21-25 years, choose MakeOver lipcream products because

they offer a variety of color choices. Consumers also decide to buy MakeOver lip cream because the product contains olive oil which can last 14 hours to moisturize lips, and can make lips healthier. This makes consumers have a strong intention to try other colors from lipcream make over. These results are in line with research conducted by Abidin & Sabar, (2020) Watu et al., (2021) and Elvina & Sarah, (2021) which states that E-WOM has a significant positive effect on repurchase interest. The results of this study also show that celebrity endorsers have an effect on repurchase intention, this means that if the celebrity endorser can convince consumers more, it will also increase the interest in repurchasing MakeOver lip cream. Consumers who are mostly private employees who have purchased and used MakeOver lip cream 1-2 times a month feel that Paula Verhoeven has a positive image of the product, which makes them interested in repurchasing MakeOver lip cream products. MakeOver chose Paula Verhoeven because her facial lines and skin type represent a strong and distinctive Indonesian female character with a positive and attractive personality. And Paula Verhoeven is a homeland supermodel, whose name has even been known internationally. Not only as a model, but also as a presenter in the digital world, where Paula Verhoeven is one woman who can be a role model, because she always remains humble even though she has been very successful. This is what makes consumers believe in Paula Verhoeven's ability as a celebrity endorser who can convince them to repurchase MakeOver lip cream products. These results are in line with research conducted by Yusron et al., (2019), Basuki et al., (2020) and Laraswanti & Setyawati, (2022) which states that Celebrity Endorser has a positive effect on repurchase intention.

This study also found that brand trust has a direct effect on repurchase intention. This explains that the higher the brand trust owned by consumers, the more it will increase repurchase intention. Consumers who are private employees aged 21-25 years who always want to have attractive lips feel confident in MakeOver because it can provide good handling of customer complaints. MakeOver provides customer service to provide handling of customer complaints about MakeOver lipcream. MakeOver's customer service always pays full attention to complaints that appear on social media and is swift in providing clarifications to customers about the problems they are facing. With this service, consumers have a strong intention to repurchase MakeOver lipcream. The results of this study are in line with research Nia & Mudiantono (2016), Dharmayana & Rahanatha, (2017) and Suryani & Rosalina, (2019) states that brand trust has a significant positive effect on repurchase decisions In this study, it is stated that brand trust is not an intervening variable between electronic word of mouth and repurchase interest. This means that to make repurchase intentions, consumers do not need to first believe in the MakeOver lip cream brand, because they are already convinced of electronic word of mouth which always displays positive reviews from consumers who have used MakeOver lip cream products. With positive reviews from consumers who have used this product, they are sure to make repeat purchases. In addition, the information contained in the MakeOver lipcream social media has also provided education about healthy beauty products and the content provided is relevant to the needs for healthy lips desired by consumers. This result is not in line with previous research conducted by Adriyati & Indriani, (2017), Sahidillah Nurdin, (2021) states that electronic word of mouth (E-WOM) has a positive and significant effect on repurchase intention. Furthermore, this

study shows that brand trust is not an intervening variable between celebrity endorsers and brand trust. This means that to make repurchase intentions, consumers do not need to trust the brand (brand trust) of MakeOver lipcream, because they already have confidence in Paula Verhoeven as a celebrity endorser who has a positive image of the product so that it makes them interested in making a repeat purchase. MakeOver lip cream products. The results of this study are in line with previous research conducted by Suhardi & Irmayanti, (2019) states that celebrity endorser has a significant effect on repurchase intention through brand trust. By taking advantage of this fame, it is hoped that it can attract consumers' repurchase interest to make purchases of the products advertised. Furthermore, this research is also in line with research Rohani Siti, (2020) states that celebrity endorsers have a positive effect on brand trust.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of the research that has been done, it can be concluded that electronic word of mouth has an effect on brand trust. This explains that the better the electronic word of mouth, the greater the brand trust for MakeOver lip cream. By using social media, consumers find it easier to see positive reviews written. So that it makes them interested in using the product and will increase consumer brand trust, especially in good handling of lip cream make over to customer complaints. Furthermore, based on the results of the study it can also be concluded that celebrity endorsers do not have a direct effect on brand trust, this means that celebrity endorsers do not determine consumer brand trust but because consumers like the choice of color variations offered by MakeOver lipcream. In addition, they liked that MakeOver's lip cream has

ingredients that are able to moisturize the lips. Furthermore, the results of this study can be concluded that electronic word of mouth has a direct effect on repurchase intention. This explains that the better the electronic word of mouth, the higher the interest in repurchasing MakeOver lipcream products. Consumers feel that positive reviews written by consumers on social media can convince them to repurchase MakeOver lipcream products. From the results of this study it can also be concluded that celebrity endorsers have an effect on repurchasing interest, this means that if celebrity endorsers can convince consumers more, then the interest in repurchasing MakeOver lipcream will also increase. Consumers feel that Paula Verhoeven has a positive image of the product, which makes them interested in repurchasing MakeOver lipcream products.

In this study it can also be concluded that brand trust has a direct effect on repurchase intention. This explains that the higher the brand trust that consumers have, the more they will increase their repurchase interest. Consumers feel confident in MakeOver because it can provide good handling of customer complaints. So that makes them interested in making repeat purchases. Furthermore, based on the results of this study, it can also be concluded that brand trust is not an intervening variable between electronic word of mouth and repurchase interest. This means that to make repurchase intentions, consumers do not need to first believe in the MakeOver lip cream brand, because they are already convinced of electronic word of mouth which always displays positive reviews from consumers who have used MakeOver lip cream products, thus making them confident to make repeat purchases. . The final conclusion from this study is that brand trust is not an intervening variable between celebrity endorsers and brand trust. This

means that to make repurchase intentions, consumers do not need to first believe in the brand (brand trust) of MakeOver lip cream, because they are already convinced of Paula Verhoeven as a celebrity endorser who has a positive image of the product so that it makes them interested in making repeat purchases. MakeOver lip cream product.

Research Limitations

Some limitations in this study are that this study only discusses electronic word of mouth, celebrity endorser and brand trust variables, even though there are many other variables that can influence repurchase intention. This research was only conducted in the scope of consumers who had bought and used MakeOver lip cream and also the research area was limited to the Jakarta area.

Suggestion

Based on the research that has been done, the researcher provides suggestions, namely, in electronic word of mouth the lowest statement is the lack of positive reviews on e-commerce after purchasing Make Over lipcream, it is recommended for companies to be able to improve the quality and benefits of products from MakeOver lipcream and improve packaging so that can look more attractive to consumers in repurchasing MakeOver lipcream products. In the celebrity endorser, the lowest statement was that Paula Verhoven's attractiveness did not make consumers like the Make Over lipcream product. It was suggested that companies choose a celebrity endorser who has a strong appeal and good ability in order to encourage consumers to purchase MakeOver lipcream products. In terms of repurchasing interest, the lowest statement is regarding the attractiveness of consumers to make more purchases when there are promos. It is suggested that companies can provide more promos offered by providing shopping vouchers or attractive discount discounts, both when shopping through e-

commerce or shopping. directly in stores so that consumers are interested in purchasing MakeOver lipcream products. Then for the brand trust variable with the lowest statement regarding consumer trust in the Make Over lipcream brand as the best local beauty product compared to other brands, it is suggested that the company can become the best local beauty product by increasing the quality of ingredients from MakeOver lipcream products, one of which is the quality of the ingredients used. The composition of MakeOver lipcream is made from natural ingredients so that consumers feel safe when the product is applied to their lips and feel interested in buying MakeOver lipcream compared to other products. Suggestions for further research are that researchers can use other variables or add other variables that affect brand trust, such as self-concept, need and value. In addition, for further research it is suggested to be able to use different analytical tools as a comparison to increase knowledge and references for further research.

Managerial Implications

The purpose of this study is to measure the success of repurchasing interest in MakeOver lipcream in the Jakarta area. From the research results, repurchasing interest has been going well. This research can help companies to always improve the quality and variety of their products so that they always get positive comments from their users in electronic word of mouth. With this positive comment, it will increase consumer confidence in the MakeOver lipcream brand and will ultimately encourage consumers to try other colors from MakeOver lipcream. Because Paula Verhoeven as a celebrity endorser has an effect on repurchasing interest, the company should be able to retain Paula Verhoeven as a celebrity endorser because the existence of Paula Verhoeven as a celebrity endorser is what causes consumers to be interested in making repeat purchases. To be able to further increase consumer brand trust in products, companies should

increase the role of existing consumer services by adding their skills regarding product knowledge and excellent services so that they can handle various customer complaints regarding MakeOver lipcream products. With satisfactory service to customer complaints, It is hoped that consumers will always repurchase products and will recommend products to their families and friends.

Repurchasing interest can be increased by adding MakeOver lipcream color variants with even better product quality so as to attract consumers to repurchase MakeOver lipcream.

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