The Influence of Influencer Jennifer Coppen's Credibility and Online Customer Reviews on the Brand Trust of Jennskin Naturals Deodorant Spray on the Social Media Platform TikTok

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ABSTRACT

The development of social media has driven digital marketing strategies through influencers and online customer reviews. This research was conducted based on the emergence of many spray deodorants in Indonesia and how Jennskin Naturals strives to maintain consumer confidence and encourage continued use of its products. This study aims to determine the influence of the credibility of Jennifer Coppen, an influencer, and online customer reviews on brand trust in Jennskin Naturals spray deodorant. This research used a quantitative approach with descriptive methods. The sample consisted of 150 respondents who were Jennifer Coppen's followers on TikTok and had purchased at least one Jennskin Naturals product. The data were analyzed using multiple linear regression. The results of the study indicate that, partially, Influencer Credibility (X1) influences Brand Trust (Y) by 57.3%, and Online Customer Reviews (X2) influence Brand Trust (Y) by 63.9%. Simultaneously, these two independent variables significantly influence Brand Trust (Y) by 70.5%, while the remaining 29.5% is influenced by other variables not examined in this study. These findings indicate that Influencer Credibility and Online Customer Reviews play a significant role in building brand trust on social media.

INTRODUCTION

The development of digital technology has driven significant changes in marketing communication strategies. Social media has now become one of the primary means for companies to introduce products, build relationships with consumers, and increase brand awareness. Compared to conventional media, social media offers two-way interaction that allows consumers to engage directly with the brand (Kotler & Keller, 2016 in Pahlevi & Swarnawati, 2024). Several digital platforms such as Facebook, Instagram, TikTok, YouTube, and Google Ads have become effective media to support influencer promotional campaigns in building broader brand awareness (Rachmawati et al., 2021). Therefore, the presence of the internet helps companies to successfully conduct online marketing.

The emerging phenomenon shows that digital marketing strategies largely utilize influencers and online customer reviews (OCR) as primary instruments. Meanwhile, online customer reviews (OCR) have been proven to have a significant influence in shaping public perception of products, where the quality, quantity, and credibility of reviews can enhance consumer confidence (Syah & Indriani, 2020).
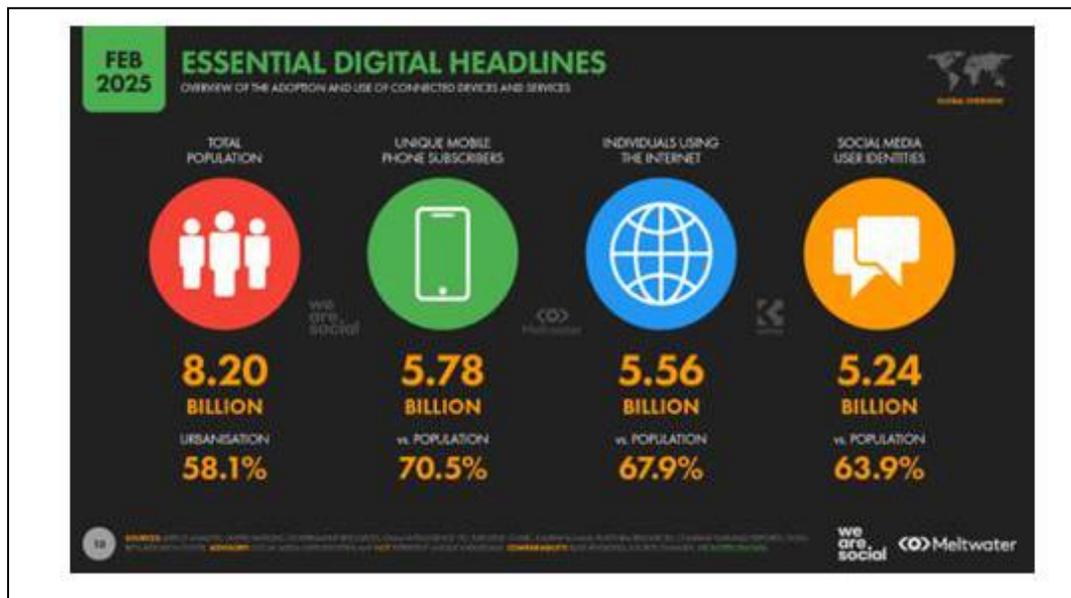

Figure 1. Global Digital Headlines Statistical Data for 2025
Source: Hootsuite (We Are Social, 2025)

This data still shows the dominance of social media in the digital world, even though an individual may have more than one account. Overall, these figures indicate very high technology adoption and strong global connections, with many entrepreneurs ultimately joining to sell goods and services through TikTok. One interesting phenomenon is the marketing campaign for Jennskin Naturals products, a local body care brand that emphasizes the concept of clean beauty. Jennskin utilizes TikTok social media as the main promotional medium, including collaborating with significant influencers among Gen Z. Additionally, consumers actively provide product reviews through TikTok Shop as well as in the comment sections, so online customer reviews (OCR) also play a role in building the brand's image and trust. However, there are still issues regarding how consumers truly trust the brand: whether they are more influenced by the credibility of influencers or by the customer reviews they read.

Thus, there is a research gap to understand which factor is more dominant in building brand trust in the era of social media-based digital marketing. For example, a negative review about

Jennskin Naturals deodorant spray can cause potential consumers to hesitate in making a purchase. The urgency of this research lies in the importance of examining the combined influence of influencer credibility and online customer reviews on brand trust. As far as the researcher's investigation goes, previous studies have mostly examined the relationship between influencer marketing and purchase intention (Suryati et al., 2024; Delima et al., 2025) or OCR with purchase decisions (Susanti et al., 2023; Rhadiana et al., 2025), but there are still few that specifically study both simultaneously in the context of brand trust. Therefore, this study aims to provide both academic and practical contributions. This research uses a quantitative approach and a positivism paradigm based on observations of the social reality that occurs.

LITERATURE REVIEW

Influencer Marketing

In the field of communication, influencer credibility is an important element in the success of persuasive communication. According to Safitri (2020), influencer credibility is the audience's perception of the influencer based on three main dimensions as explained by Ohanian.

Electronic Word-of-Mouth (e-WOM) dan Online Customer Review (OCR)

e-WOM is a form of communication from consumer to consumer conducted digitally. e-WOM has several commonly known types, such as Reviews, Ratings, Forums, Social Media, and Blogs. Online Customer Review (OCR) is one form of e-WOM that can influence consumer perceptions and decisions. High-quality and credible OCR will increase prospective consumers' confidence in a product or brand, according to Syah & Indriani (2020). Reviews or comments written by consumers after using a product, published online, serve as important feedback for other prospective buyers.

Brand Trust

Brand trust is a key factor in building long-term relationships with consumers. According to Aaker in (Ole, Sakka & Mandagi, April 2025), brand trust is one of the important elements in brand equity that influences consumer loyalty. Brand trust affects customer loyalty in the long term. Brand trust is influenced by consumer experience, product quality, and consistent communication.

THEORETICAL FRAMEWORK

In this study, it is expected that the chosen theory can determine the strength of the relationship between variables X1 and X2, namely the credibility of influencer Jennifer Coppen and online customer reviews, with variable Y, which is the brand trust of Jennskin Naturals deodorant spray on the social media platform TikTok @jennifer.coppen. The theoretical framework in this study is built from the approach of Source Credibility Theory, to explain the influence of influencer credibility, and eWOM Theory, to explain the influence of online customer reviews. These three theories form the basis of the relationships among the variables studied. Based on the theoretical foundation and previous research, the relationships among the variables can be explained as follows:
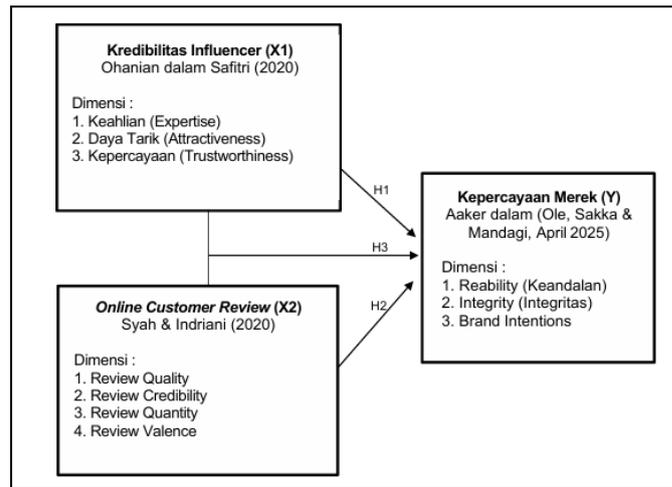
Figure 2. Theoretical Framework

H1: There is a positive and significant influence of influencer Jennifer Coppen's credibility on the brand trust of Jennskin Naturals deodorant spray on the social media platform TikTok.

H2: Online customer reviews have a positive and significant effect on the brand trust of Jennskin Naturals deodorant spray on the social media platform TikTok.

H3: The credibility of influencer Jennifer Coppen and online customer reviews have a significant effect on the brand trust of Jennskin Naturals deodorant spray on the social media platform TikTok.

METHOD

This study uses a quantitative approach. The quantitative research method is based on positivism (concrete data), with research data in the form of numbers that will be measured using statistics as a tool for calculation testing, related to the problem being studied to produce a conclusion, Sugiyono (2022). This research is a survey study focusing on testing the influence of influencer Jennifer Coppen's credibility and online customer reviews on the brand trust of Jennskin Naturals deodorant spray on the social media platform TikTok. Data were obtained through online questionnaires distributed to followers of the @jennifer.coppen account, then analyzed statistically to test the established hypotheses.

In this study, the population of focus is the followers of Jennifer Coppen on the social media platform TikTok. The population size in this study cannot be calculated because it is unlimited (infinite), with the criterion that they have purchased Jennskin Naturals deodorant spray at least once. The researcher chose the simple random sampling method because the selection of sample members from the population is done randomly without considering the strata within the population, namely Jennifer Coppen's followers on TikTok who have purchased Jennskin Naturals deodorant spray products.

The sample size was determined using the formula (Hair et al., 2017) in (Nasution et al., 2024), which is used when the population size is not precisely known. The formula recommends that the sample size should be at least 5-10 times the number of variable indicators. In this study, with 30 variable indicators and using this formula (30 x 5 = 150), the sample size taken was 150 people.

RESULT

Instrument Testing: Validity and Reliability Testing

Validity analysis is used to test the validity of each questionnaire item, with the aim of determining the extent to which the obtained data relate to what is intended to be measured. The focus is on the correlation coefficient (r) results for each item (variable) in the calculated r column. Reliability testing aims to evaluate whether the respondents' answers to the statements can be trusted or not. The method used in reliability testing is Cronbach's Alpha, where an Alpha value greater than 0.6 is considered reliable.

Table 1. Influencer Credibility Variable Validity Test Results (X1)

No	Statements	r - count	r - table	Description
1	X1.1	0,604	0,159	Valid
2	X1.2	0,677	0,159	Valid
3	X1.3	0,634	0,159	Valid
4	X1.4	0,54	0,159	Valid
5	X1.5	0,587	0,159	Valid
6	X1.6	0,593	0,159	Valid
7	X1.7	0,571	0,159	Valid
8	X1.8	0,683	0,159	Valid
9	X1.9	0,641	0,159	Valid

Source: Processed Data, 2025

Table 2. Online Customer Review Variable Validity Test Results (X2)

No	Statements	r - count	r - table	Description
1	X2.1	0,693	0,159	Valid
2	X2.2	0,714	0,159	Valid
3	X2.3	0,682	0,159	Valid
4	X2.4	0,684	0,159	Valid
5	X2.5	0,673	0,159	Valid
6	X2.6	0,667	0,159	Valid
7	X2.7	0,743	0,159	Valid
8	X2.8	0,56	0,159	Valid
9	X2.9	0,659	0,159	Valid
10	X2.10	0,614	0,159	Valid
11	X2.11	0,642	0,159	Valid
12	X2.12	0,721	0,159	Valid

Source: Processed Data, 2025

Table 3. Brand Trust Variable Validity Test Results (Y)

No	Statements	r - count	r - table	Description
1	Y1	0,676	0,159	Valid
2	Y2	0,71	0,159	Valid
3	Y3	0,658	0,159	Valid
4	Y4	0,713	0,159	Valid
5	Y5	0,719	0,159	Valid
6	Y6	0,721	0,159	Valid
7	Y7	0,697	0,159	Valid

| 8 | Y8 | 0,582 | 0,159 | Valid |
| 9 | Y9 | 0,539 | 0,159 | Valid |

Source: Processed Data, 2025

Table 4. Reliability Test Results

Variable	Alpha	Cronbach's Alpha	Description
Influencer Credibility (X1)	0,6	0.795	Reliable
Online Customer Review (X2)	0,6	0.889	Reliable
Brand Trust (Y)	0,6	0.846	Reliable

Source: Processed Data, 2025

Multiple Linear Regression Test

Multiple linear regression test was conducted to measure the extent of the influence of independent variables, namely Influencer Credibility (X1) and Online Customer Review (X2), on the dependent variable Brand Trust (Y).

Table 5. Multiple Linear Regression Test Results

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.667	2.065		0.323	0.747
Influencer Credibility	0.433	0.074	0.376	5.808	0.000
Online Customer Review	0.411	0.050	0.529	8.170	0.000

a. Dependent Variable: Brand Trust

Source: Processed Data, 2025

$$Y = \alpha + \beta_1 X1 + \beta_2 X2 + e$$

$$Y = 0{,}667 + 0{,}433X1 + 0{,}411X2$$

From the equation, it can be explained as follows:

1) The constant value of 0.667 indicates that if X1 and X2 are considered constant or unchanged (equal to zero), then the predicted value of variable Y (Brand Trust) is 0.667.

2) The regression coefficient value of Influencer Credibility is 0.433, which means that for every one-unit increase in Influencer Credibility, Brand Trust will increase by 0.433, assuming other variables remain constant. Conversely, if Influencer Credibility decreases by one unit, Brand Trust will decrease by 0.433.

3) The regression coefficient value of Online Customer Review is 0.411, which means that for every one-unit increase in Online Customer Review, Brand Trust will increase by 0.411, assuming other variables remain constant. Conversely, if Online Customer Review decreases by one unit, Brand Trust will decrease by 0.411.

Hypothesis Testing

Simultaneous F Test

Table 6. F - Test Results

ANOVAᵃ						
Model		Sum of Squares	df	Mean Square	f	Sig.
1	Regression	2375.552	2	1.187.776	178.761	0.000ᵇ
	Residual	976.741	147	6.644		
	Total	3352.293	149			
a. Dependent Variable: BrandTrust						
b. Predictors: (Constant), OnlineCustomerReview, InfluencerCredibility						

Source: Processed Data, 2025

A significance value of 0.000 was found, which is smaller than the established significance level of 0.05. Therefore, it can be concluded that the alternative hypothesis (Ha) is accepted.

T-Test

Table 7. t - Test Results

Coefficientsᵃ						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.667	2.065		0.323	0.747
	Influencer Credibility	0.433	0.074	0.376	5.808	0.000
	Online Customer Review	0.411	0.050	0.529	8.170	0.000
a. Dependent Variable: Brand Trust						

Source: Processed Data, 2025

It can be seen that the results of the t-test for each independent variable show the following results:

a) The Influencer Credibility variable has a significance value of 0.000, which is smaller than the established significance level (0.05). Meanwhile, the calculated t-value for the Influencer Credibility variable is 5.808, which is greater than the t-table value of 1.977. Therefore, it can be concluded that the alternative hypothesis (Ha) is accepted, indicating that there is a significant effect of Influencer Credibility on Brand Trust.

b) The Online Customer Review variable has a significance value of 0.000, which is also smaller than the established significance level (0.05). Furthermore, the calculated t-value for the Online Customer Review variable is 8.170 > 1.977. Based on this, it can be concluded that the alternative hypothesis (Ha) is accepted, indicating that there is a significant effect of Online Customer Review on Brand Trust.

Coefficient of Determination Test (R2)

The coefficient of determination is used to test the goodness of fit of the regression model. To determine how much influence the independent variables have on the dependent variable in percentage terms, one can refer to the output provided below:

Table 8. Determination Coefficient Test Results for Influencer Credibility on Brand Trust

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759[a]	0.576	0.573	3.098
a. Predictors: (Constant), InfluencerCredibility				
b. Dependent Variable: BrandTrust				

Source: Processed Data, 2025

Based on the table above, the coefficient of determination (Adjusted R2) for Influencer Credibility is 0.573, which is equivalent to 57.3% in percentage form. This figure means that Influencer Credibility affects Brand Trust by 57.3%.

Table 9. Results of the Determination Coefficient Test of Online Customer Reviews on Brand Trust

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801[a]	0.642	0.639	2.849
a. Predictors: (Constant), OnlineCustomerReview				
b. Dependent Variable: BrandTrust				

Source: Processed Data, 2025

Based on the table above, the coefficient of determination (Adjusted R2) for Online Customer Review is 0.639, which is equivalent to 63.9% in percentage form. This figure means that Online Customer Review influences Brand Trust by 63.9%.

Table 10. Results of the Determination Coefficient Test of Influencer Credibility and Online Customer Reviews on Brand Trust

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842[a]	0.709	0.705	2.578
a. Predictors: (Constant), OnlineCustomerReview, InfluencerCredibility				
b. Dependent Variable: BrandTrust				

Source: Processed Data, 2025

Based on the table above, the coefficient of determination (Adjusted R2) for Influencer Credibility and Online Customer Review is 0.705, which is equivalent to 70.5% in percentage form. This figure means that Influencer Credibility and Online Customer Review influence Brand Trust by 70.5%.

DISCUSSION

The research results indicate that the credibility of influencer Jennifer Coppen has a significant effect on the brand trust of Jennskin Naturals. This aligns with the Source Credibility theory proposed by Ohanian (1990 in Safitri, 2020), which states that the credibility of an information source is determined by three main dimensions: expertise, attractiveness, and trustworthiness. In the context of this study, Jennifer Coppen is considered to possess all three dimensions, leading her followers to tend to trust the information she conveys about Jennskin Naturals products. These findings are consistent with the research by Octaviani & Selamat (2023), which found that influencer credibility positively affects brand trust and purchase intention of fashion products on social media. Similarly, the study by Suryati et al. (2024) demonstrates that influencer credibility significantly contributes to influencing consumer purchase interest through the formation of trust in the promoted brand.

This study also proves that online customer reviews (OCR) have a significant influence on the brand trust of Jennskin Naturals. This finding aligns with the research of Susanti et al. (2023), which states that online customer reviews significantly affect purchasing decisions, as well as the study by Rhadiana et al. (2025) on Skintific products on TikTok Shop, which found that OCR plays a major role in building consumer trust. In the context of Jennskin Naturals, positive, credible, and numerous consumer reviews provide a strong social proof effect, making consumers trust other users' experiences more than influencer promotions. Therefore, Jennskin Naturals should actively encourage buyers to provide honest reviews and display testimonials on official platforms to strengthen positive perceptions. This finding confirms the validity of the e-WOM theory (Hennig-Thurau et al., 2004) in digital marketing, while also expanding the understanding that OCR not only influences purchasing decisions but also serves as a main pillar in shaping brand trust and brand loyalty.

The results of this study indicate that these two factors complement each other in building brand trust on social media. Influencers play a role in creating initial awareness and credibility, while Online Customer Reviews (OCR) provide additional validation through consumers' real experiences. For Jennskin Naturals, this confirms that a digital marketing strategy combining influencer endorsements with consumer review management is an effective approach to enhancing brand trust. Jennskin Naturals can develop an integrated strategy by leveraging the power of influencers while strengthening the consumer review management system. The brand builds trust not only through the personal branding of influencers but also through social proof from satisfied consumers. This study emphasizes the importance of examining influencer credibility and OCR simultaneously in brand trust research, as both complement each other in creating brand trust.

CONCLUSION

Based on the research results regarding the influence of Influencer Credibility (X1) and Online Customer Review (X2) on Brand Trust (Y), there are conclusions can be drawn. First, there is a positive and significant influence of Influencer Credibility (X1) on Brand Trust (Y) of 57.3%, with the remaining 42.7% influenced by other variables not examined in this study. Thus, Influencer Credibility (X1) is stated to have a partial effect on Brand Trust (Y). Second, there is a positive and significant influence of Online Customer Review (X2) on Brand Trust (Y) of 63.9%, with the remaining 36.1% influenced by other variables not examined in this study. Therefore, Online Customer Review is stated to have a partial effect on Brand Trust. Lastly, there is a positive and significant influence of Influencer Credibility (X1) and Online Customer Review (X2) on Brand Trust (Y) of 70.5%, with the remaining 29.5% influenced by other variables not examined in this study. Thus, Influencer Credibility and Online Customer Review simultaneously affect Brand Trust.

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