

The Effect of Endorsement Korean, Brand Trust, and Social Media Marketing on Consumer Trust in Scarlett Products: The Moderating Role of Online Buying Experience

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Received: 1 April 2025

Revised: 15 April 2025

Accepted: 29 April 2025

This study aims to determine how online shopping experience affects the relationship between Korean endorsement, brand trust, and social media marketing with consumer trust in scarlett products. This study uses an online survey method with a sample of 200 respondents who have purchased scarlett products online. The results of the study indicate that online shopping experience moderates the relationship between Korean endorsement, brand trust, and social media marketing with consumer trust in scarlett products. This study also found that Korean endorsement, brand trust, and social media marketing have a positive influence on consumer trust in scarlett products. The independent variables studied are Korean Endorsement, Brand Trust, Brand Trust, and the moderating variable is Online Shopping Experience, while the dependent variable is Consumer Trust. Data analysis was carried out with the help of Smart PLS software with a purposive sampling technique. The results of this study can be used as a reference for companies in increasing consumer trust in scarlett products through effective marketing strategies.

Keywords: *korean endorsement; brand trust, social media marketing; customer trust; online shopping experience*

INTRODUCTION

In Indonesia, the beauty industry currently has quite a large market potential. Someone who wants to get involved in the beauty industry must have a clear strategy and goal so that they can compete and beat their competitors. Players in the beauty industry must try to explore their potential in order to compete in the market. Scarlett products are one of the products that are popular among young consumers. However, many consumers are still hesitant to buy Scarlett products online because of a lack of trust in the products and sellers. The local skincare industry continues to grow rapidly, with many new players entering the market. Scarlett is one of the brands that is growing very rapidly, but it is questionable whether this growth is followed by strong consumer trust. 2022), (Durianto, 2022)

According to Firmansyah (2018) Brand ambassador is "Someone who has a passion for a Brand and can influence or invite consumers to buy or use a product". Some time ago Scarlett shocked K-pop fans in Indonesia. EXO as Brand Ambassador for Scarlett products aims to gain attention from the wider community which can later bring positive responses. Many people are enthusiastic about the collaboration, especially fans of the actor. EXO is one of the most famous

South Korean male vocal groups. Even in Indonesia itself, there are many fans and non-fans who like the actor. Given the number of K-pop fans, Actresses and Actors in Indonesia. Thus, it can create a sense of consumer trust and encourage consumer buying interest in the products it promotes.

Brand trust is consumer confidence that a brand will provide the promised benefits and meet consumer expectations (Morgan. 2020). If consumers believe that Scarlett products are safe, of high quality, and in accordance with their claims, they will be more likely to buy the product. Consumers who believe in products from a particular brand, so that consumers can rely entirely on the brand, make repeat purchases and there is an initiative from consumers to recommend the brand to others.

Social media marketing is a marketing strategy that uses social media to achieve marketing goals, such as increasing brand awareness, building communities, and increasing sales (Hanna, 2019). Social media marketing can also influence consumer trust because consumers can see reviews and testimonies from other consumers who have purchased Scarlett products. Before consumers use a product to be purchased, of course, consumers will look for information from other people who have used the product. One of the considerations for consumers is the quality of the product, whether the product purchased can provide the benefits needed or desired by consumers. Therefore, companies that are able to create quality products at prices that match the product become winners in the product market competition.

Online shopping experience can moderate the relationship between Korean endorsement and consumer trust in Scarlett products. If consumers have a positive online shopping experience, then they are more likely to believe in Korean endorsement and buy Scarlett products. But if consumers have a negative online shopping experience, then they are more likely to be skeptical and need further evidence (such as reviews from other users). A quality online shopping experience can increase consumer trust in Korean endorsement and Scarlett products. Companies must improve product quality to increase consumer trust in Korean endorsement and Scarlett products. (Halim, 2023)

With brand trust, it will indirectly have the potential to create a relationship between consumers and the company. The online shopping experience can moderate the relationship between brand trust and consumer trust. High brand trust can increase consumer trust in Scarlett products. Companies must improve product quality to increase brand trust and consumer trust. According to Hermawan (2023) Good marketing communication in its implementation will affect the positive perception of the brand trust that is conveyed, and vice versa, brand trust encourages

integrated marketing communications.

1.2 Problem Formulation

In this study, the author observes How do Korean endorsements, brand trust, and social media marketing affect consumer trust in Scarlett products? Does online shopping experience moderate the relationship between Korean endorsements, brand trust, and social media marketing with consumer trust in Scarlett products?

METHOD

2.1 Definition of Korean Endorsement

According to Royan (2004) in Mardiana (2020), brands usually choose or use famous Korean celebrities to be brand ambassadors, this is because brands use brand ambassadors to invite and influence consumers or audiences to use products from the brand. So it can be concluded that a brand ambassador is a celebrity who becomes the face or representative of a brand to attract consumer or audience interest in the brand and encourage them to use or choose products from the brand.

2.2 Definition of Brand Trust

Brand trust is defined as a feeling of security when interacting with a brand based on the perception that the brand is reliable and responsible for the interests of consumers (Lorenzo-Romero et al., 2016). Usually defined in two ways, the first definition refers to the willingness of consumers to rely on the brand (Chaudhuri & Holbrook, 2001). The second refers to the reasons for brand dependence such as the capacity & intention to fulfill its promises to consumers.

2.3 Definition of Social Media Marketing

According to Kotler & Keller (2016) Social media or social media is a place for individuals and other individuals to interact by providing or sharing information in the form of writing, images, or videos. In addition, according to Blakeman (2018) social media is an effective means of getting feedback, so it can help brands to promote by spreading information through word of mouth easily and creating product knowledge to the public or consumers.

2.4 Definition of Online Shopping Experience

Online shopping experience acts as a moderating factor in consumer trust in Korean endorsements. Consumers with high experience in online shopping tend to be more confident in purchasing Scarlett products even though they only see endorsements. According to Novak, Hoffman, & Yung (2000) Online shopping experience is the cognitive and emotional involvement

of users when interacting with a website or e-commerce platform, which includes aspects of satisfaction and ease of transaction.

2.5 Definition of Consumer Trust

Trust is the most important element in online marketing (Giantari et al., 2013). Mohamed et al. (2013) stated that trust is an important attribute that must be adopted into e-commerce applications. Trust has a positive and significant effect on repurchase intentions (Chinomona & Dubihlela, 2014). The concepts of customer satisfaction and trust are interrelated, because trust comes from satisfaction (Adji, 2014). Customer satisfaction is 2.5 Definition of Consumer Trust Overall, the purchasing experience is predicted to have a positive impact on customer trust in the company. Several researchers concluded that customer satisfaction has a positive and significant effect on trust (Mosavi and Ghaedi, 2012).

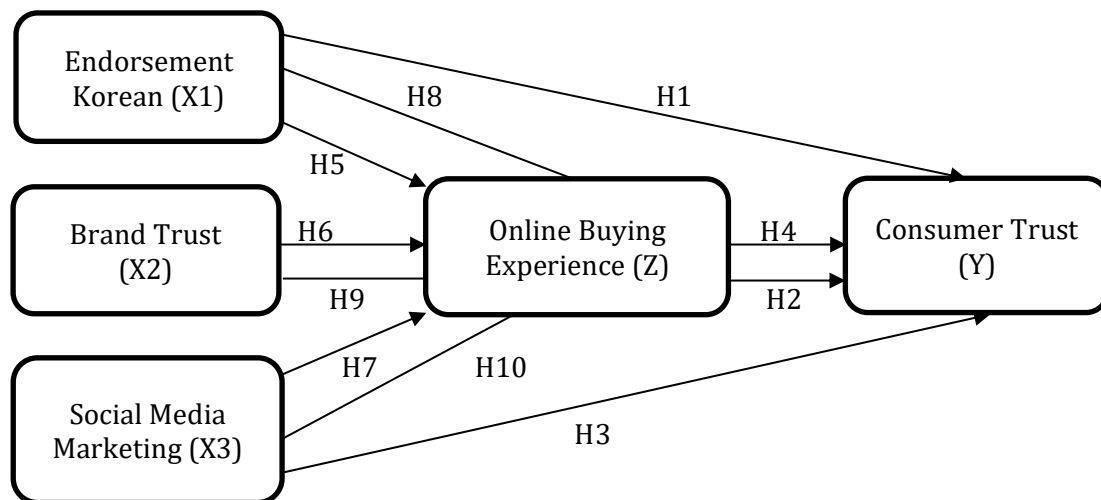


Figure 1. Research Model
Source: Theoretical study (2025)

H1: It is suspected that Korean Endorsement has a significant positive effect on Consumer Trust in e-commerce by Scarlett Consumers.

H2: It is suspected that Brand Trust has a significant positive effect on Consumer Trust in e-commerce by Scarlett Consumers.

H3: It is suspected that Social Media Marketing has a significant positive effect on Consumer Trust in e-commerce by Scarlett.

H4: It is suspected that Online Buying Experience has a significant positive effect on Consumer Trust in e-commerce by Scarlett.

H5: It is suspected that Korean Endorsement has a significant positive effect on Online Buying Experience.

H6: It is suspected that Brand Trust has a significant positive effect on Online Buying Experience.

H7: It is suspected that Social Media Marketing has a significant positive effect on Online Buying Experience.

H8: It is suspected that Korean Endorsement has an effect on Consumer Trust in e-commerce by Scarlett consumers mediated by Online Buying Experience.

H9: It is suspected that Brand Trust has an effect on Consumer Trust in e-commerce by Scarlett consumers mediated by Online Buying Experience.

H10: It is suspected that Social Media Marketing has an effect on Customer Trust in e-commerce by Scarlett consumers mediated by Online Buying Experience.

RESULT

3.1 Research Approach

The type of research used is associative quantitative research, where according to Sugiyono (2022) Quantitative research is a research method based on the philosophy of positivism used to research certain populations/samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical with the aim of testing the established hypothesis.

This approach is used because it is able to test complex relationships between latent variables and allows analysis of direct and indirect influences through mediating variables. By using Smart PLS software, researchers can gain a deeper understanding of the complex relationships between latent variables and how these variables affect Consumer Trust. The results of this study can be used as a reference to improve marketing strategies and build consumer trust.

3.2 Population, Sample and Sampling Technique

According to Sugiyono (2022), population is a generalization area consisting of objects/subjects that show certain features and characteristics determined by the study researcher and the conclusions drawn from them. Based on this understanding, the population of this study is all Scarlet consumers with online shopping experience aged 18-40 years totaling 200 people.

The population is not known for certain because Scarlett consumers are spread across various e-commerce platforms, so purposive sampling was chosen to obtain respondents who match the specified characteristics. A sample of 200 is sufficient based on Hair et al.'s guidelines for PLS-SEM, and provides advantages in increasing the accuracy and reliability of the analysis results.

3.3 Data and Data Sources

Primary data sources used in the study are data sources obtained directly from

respondents through questionnaires, in the form of data from respondents' answers to questionnaires distributed according to the required sample. Secondary data is conducted through library research through documents or records, literature, journals that support this study. The instrument is adapted from research X and Y, using a Likert scale of 1–5. Each variable is measured by 4–7 indicators.

3.4 Data Collection Techniques

Smart PLS was chosen because it is suitable for testing theoretical models with many constructs, does not require normally distributed data, and can be used on moderate sample sizes. By using Smart PLS, researchers can test the relationship between variables and obtain accurate and reliable results. Therefore, Smart PLS software was chosen as the analysis method in this study (Hair et al., 2017).

3.5 Research Instrument Testing

1. Outer Model or Measurement Mode

The Outer Model is a measurement model that has a relationship between indicators and specified constructs. The result is the residual variance of the dependent variable. The following are the stages of the measurement model or outer model, namely: Convergent Validity, Discriminant Validity, Composite Validity, and Cronbach's Alpha.

2. Inner Model or Structural Model

The structural model or Inner Model aims to predict the relationship between latent variables. The structural model shows the strength of the estimate between latent variables or constructs. The steps to evaluate the structural model are by looking at the Path Coefficient Test, Goodness of Fit Test and Hypothesis Test.

3. Hypothesis Test

Hypothesis testing is done by comparing the calculated t with the t table. The comparison of calculated t and t table is used to determine whether or not there is an influence between variables. The calculated t value obtained from the results of bootstrapping with Smart PLS software. bootstrap testing also aims to minimize the problem of abnormality from researchers.

RESEARCH RESULTS AND DISCUSSION

In this study, the hypothesis tester used Partial Least Square (PLS) analysis using the SmartPLS 4.0 application program. The following is a schematic of the PLS program model to be tested:

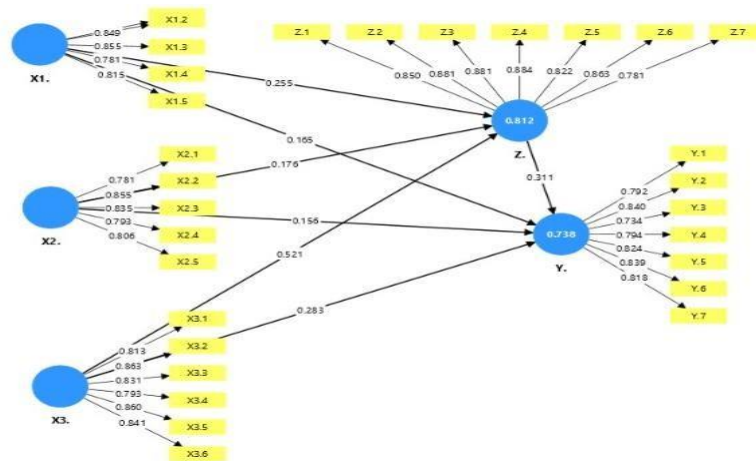


Figure 3. Outer Evaluation Research Model

Source: SmartPLS Data Processing, (2025)

1. Outer Model Evaluation

To evaluate the outer model using reflective indicators, there are criteria that must be met, namely:

- Convergent Validity Results

To test Convergent Validity, the value of the outer loading or outer factor is used. An indicator is declared to meet Convergent Validity in the good category if the outer loading value of each indicator is > 0.6 .

Table 1. Convergent Validity Results

Variabel	Indikator	Outer Loadings	Explanation
<i>Endorsement Korean</i>	X1.1	0.850	Valid
	X1.2	0.847	Valid
	X1.3	0.455	Valid
	X1.4	0.783	Valid
	X1.5	0.815	Valid
<i>Brand Trust</i>	X2.1	0.777	Valid
	X2.2	0.855	Valid
	X2.3	0.835	Valid
	X2.4	0.799	Valid
	X2.5	0.803	Valid
	X3.1	0.813	Valid
	X3.2	0.864	Valid

<i>Social Media Marketing</i>	X3.3	0.830	Valid
	X3.4	0.797	Valid
	X3.5	0.860	Valid
	X3.6	0.837	Valid
Online Buying Experience	Z1.1	0.852	Valid
	Z1.2	0.882	Valid
	Z1.3	0.880	Valid
	Z1.4	0.883	Valid
	Z1.5	0.825	Valid
	Z1.6	0.861	Valid
	Z1.7	0.778	Valid
Consumer Trust	Y1.1	0.792	Valid
	Y1.2	0.840	Valid
	Y1.3	0.734	Valid
	Y1.4	0.794	Valid
	Y1.5	0.824	Valid
	Y1.6	0.839	Valid
	Y1.7	0.818	Valid

- Discriminant Validity

The Discriminant Validity test uses the Average Variant Extracted (AVE) value. For each indicator, it is stated in a good model if the Average Variant Extracted (AVE) value is > 0.5 . After conducting convergent validity and discriminant validity, the next step is to test the reliability, which is to assess the accuracy and consistency of the measuring instrument. In measuring reliability, the Cronbach's Alpha, Composite Reliability, and AVE values are used as in the following table:

Table 2. Results of Cronbach's Alpha, Composite Reliability and AVE

Variabel	Combach' s Alpha	Composite Reability	AVE	Explanation
<i>Endorsement Korean (X1)</i>	0.887	0.890	0.690	Valid & Realibel
<i>Brand Trust (X2)</i>	0.873	0.873	0.663	Valid & Realibel
<i>Social Media Marketing (X3)</i>	0.912	0.913	0.695	Valid & Realibel
Online Buying Experience (Y)	0.910	0.912	0.651	Valid & Realibel
Consumer Trust (Z)	0.937	0.937	0.726	Valid & Realibel

- Composite Reliability and Average Variance Extracted (AVE)

From table 2, it can be concluded that the Cronbach's Alpha and Composite Reliability values for each variable exceed 0.70, while the Average Variance Extracted (AVE) values for all variables

exceed 0.50. This indicates that all variables have met the reliability and validity standards, making it possible to proceed to the structural model evaluation stage.

2. Evaluation of Structural Model (Inner Model)

Table 4. R-Square Value

Variabel	R-Square
Online Buying Experience (Y)	0.734
Consumer Trust (Z)	0.810

a. Coefficient of Determination (R^2)

In this study, there are two variables that are influenced by other factors. First, the Trust variable is influenced by Online Customer Review and Brand Awareness. Second, the Purchase Intention (Y) variable is influenced by X1, X2, X3 and Z. In table 3, the R-square result for the consumer trust variable is 0.810. This means that 81% of the variation in the trust variable is explained by Online Customer Review and Brand Awareness. The R-square value for the Online Buying Experience variable is 0.734. This indicates that 73% of the variation in consumer trust is explained by Korean Endorsement, Brand Trust, Social Media Marketing and Online Buying Experience.

b. Predictive Relevance Q^2

The Q^2 value is used to evaluate the extent to which the model is able to predict observation values and estimate parameters. If the Q^2 value > 0 , this indicates that the model has good predictive relevance. The relevance of Q^2 prediction can be calculated by the following method:

$$Q^2 = 1 - ((1 - R^2 \text{ Online Shopping Experience}) \times (1 - R^2 \text{ Consumer Trust})) \quad Q^2 = 1 - ((1 - 0.734) \times (1 - 0.810))$$

$$Q^2 = 0.94946 \quad \text{The calculation results show that } Q^2 > 0. \text{ (good prediction model).}$$

3. Hypothesis Testing

By using the hypothesis testing criteria, we can determine whether the hypothesis is accepted or rejected based on the t-value and p-value. The hypothesis is accepted if the t-value > 1.96 and the p-value < 0.05 at a significance level of 5%. At a significance level of 5%, we use the t-value and p-value to determine whether the hypothesis is accepted or rejected. If the hypothesis is accepted, then it can be concluded that there is a significant influence between the independent variable and the dependent variable.

Table 5. Results of Direct Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
X1 -> Y	0.165	0.158	0.119	1.381	0.167
X1 -> Z	0.255	0.245	0.107	2.395	0.071
X2 -> Y	0.156	0.166	0.111	1.401	0.161
X2 -> Z	0.176	0.185	0.08	2.199	0.028
X3 -> Y	0.283	0.289	0.142	1.995	0.046
X3 -> Z	0.521	0.524	0.096	5.425	0.000
Z -> Y	0.311	0.302	0.130	2.385	0.017

1. Hypothesis 1: It is suspected that Korean Endorsement has a significant positive effect on Consumer Trust in E-Commerce by Scarlett Consumers. Based on table 4, the t-statistic value is 1.381 < 0.167 and the p-values are 0.167 > 0.05, so the Korean Endorsement variable does not have a significant effect on Consumer Trust. Therefore, Hypothesis 1 is rejected.

2. Hypothesis 2: It is suspected that Brand Trust has a significant positive effect on Consumer Trust in E-Commerce by Scarlett Consumers. Based on table 4, the t-statistic value is 1.401 < 1.64 and the p-values are 0.161 > 0.05, so the Brand Trust variable does not have a significant effect on Consumer Trust. Therefore, Hypothesis 2 is rejected.

3. Hypothesis 3: It is suspected that Social Media Marketing has a significant positive effect on Consumer Trust in E-Commerce by Scarlett. Based on table 4, the t-statistic value is 1.995 > 1.64 and the p-value is 0.046 < 0.05, so that the Social Media Marketing variable has a significant effect on Consumer Trust. Therefore, Hypothesis 3 is accepted.

4. Hypothesis 4: It is suspected that Online Buying Experience has a significant positive effect on Consumer Trust. Based on table 4, the t-statistic value is 2.385 > 1.64 and the p-value is 0.017 < 0.05, so that the Online Buying Experience variable has a positive and significant effect on Consumer Trust. Therefore, Hypothesis 4 is accepted.

5. Hypothesis 5: It is suspected that Korean Endorsement has a significant positive effect on Online Buying Experience. Based on table 4, the t-statistic value is 2.395 > 1.64 and the p-value is 0.071 < 0.05, so that the Korean Endorsement variable has a positive and significant effect on Online Buying Experience. Therefore, Hypothesis 5 is accepted.

6. Hypothesis 6: It is suspected that Brand Trust has a significant positive effect on Online Buying Experience. Based on table 4, the t-statistic value is 2.199 > 1.64 and the p-value is 0.028 < 0.05, so the Brand Trust variable has a positive and significant effect on Online Buying

Experience. Therefore, Hypothesis 6 is accepted.

7. Hypothesis 7: It is suspected that Social Media Marketing has a significant positive effect on Online Buying Experience. Based on table 4, the t-statistic value is $5.425 > 1.64$ and the p-value is $0.000 < 0.05$, so the Social Media Marketing variable has a positive and significant effect on Online Buying Experience. Therefore, Hypothesis 7 is accepted.

- Hypothesis Test of Intervening Variables (Moderation)

Table 6. Moderation Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
X1 -> Z -> Y	0.162	0.159	0.077	2.099	0.036
X2 -> Z -> Y	0.079	0.077	0.050	1.578	0.115
X3 -> Z -> Y	0.055	0.052	0.052	1.787	0.074

8. Hypothesis 8: It is suspected that Korean Endorsement influences Consumer Trust in e-commerce by Scarlett consumers mediated by Online Buying Experience. Based on table 5, it was found that there was a significant positive indirect influence on the Korean Endorsement variable through Online Buying Experience with a path coefficient of 0.162 and a p-value of $0.036 < 0.05$. Based on this, Hypothesis 8 is accepted.

9. Hypothesis 9: It is suspected that Brand Trust influences Consumer Trust in e-commerce by Scarlett consumers mediated by Online Buying Experience. Based on table 5, it was found that there was a significant positive indirect influence on the Brand Trust variable through Online Buying Experience with a path coefficient of 0.079 and a p-value of $0.115 < 0.05$. Based on this, Hypothesis 7 is rejected.

10. Hypothesis 10: It is suspected that Social Media Marketing influences Customer Trust in e-commerce by Scarlett consumers mediated by Online Buying Experience. Based on table 4, it was found that there was a significant positive indirect influence on the Social Media Marketing variable through Online Buying Experience with a path coefficient of 0.055 and a p-value of $0.074 < 0.05$. Based on this, Hypothesis 10 is rejected.

DISCUSSION

The Influence of Korean Endorsement on Consumer Trust

The results of the study indicate that Korean endorsement does not have a significant influence on consumer trust on the Scarlett e-commerce platform. This is based on the t-statistic value which is smaller than the critical value, and the p-values which are greater than the significance threshold. In other words, these statistical results indicate that there is not enough evidence to state that Korean endorsement directly influences consumer decisions to purchase products on e-commerce. Thus, it can be concluded that although Korean endorsement may provide additional information to consumers, in this context, Korean endorsement is not strong enough to significantly influence consumer trust.

The Influence of Brand Trust on Consumer Trust

In a study conducted on the influence of brand trust on consumer trust on the Scarlett e-commerce platform, it was found that the t-statistic value was smaller than the critical value and the p-values were greater than 0.05. These results indicate that the brand trust variable does not have a significant influence on consumer trust. In other words, the level of Scarlett brand awareness among consumers does not directly affect their trust. This can be caused by several other factors that are more dominant in influencing consumer trust, such as price, product quality, promotion, or user experience. Therefore, although consumers may recognize and remember the Scarlett brand, it is not strong enough to increase their trust in making transactions on the Scarlett e-commerce platform.

The Influence of Social Media Marketing on Consumer Trust

Based on the results of the study, it can be concluded that Social Media Marketing has a significant influence on Consumer Trust in Scarlett products. This is based on at a t-statistic value greater than the critical value, and a p-value smaller than the significance threshold. In other words, these statistical results indicate that there is sufficient evidence to state that Social Media Marketing directly influences consumer decisions to purchase products on e-commerce. This is because the positive influence on Consumer Trust through marketing activities on social media can increase consumer trust in Scarlett products.

The Influence of Online Buying Experience on Consumer Trust

In a study evaluating the influence of online buying experience on consumer trust in the Scarlett e-commerce platform, it was found that the t-statistic value obtained was greater than the predetermined critical value. This indicates that the results of the statistical test are significant. In addition, the p-values obtained were smaller than the significance level set. These two findings together indicate that there is a significant relationship between consumer trust in Scarlett and their experience in making purchases on the Scarlett e-commerce platform. In other words, the

higher the level of consumer trust in Scarlett, the more likely they are to intend to make a purchase.

The Influence of Korean Endorsement on Online Buying Experience

Research on the influence of Korean endorsement on online buying experience on the Scarlett e-commerce platform shows significant results. In this study, the t-statistic value obtained is greater than the predetermined critical value. This indicates that there is a significant difference between online buying experience before and after seeing Korean endorsement advertisements. In addition, p-values that are smaller than the significance level indicate that the results did not occur by chance and have a strong statistical meaning. In other words, Korean endorsement significantly affects the level of online buying experience on Scarlett e-commerce. Consumers tend to have more confidence in products and services on e-commerce after seeing Korean endorsement content, which ultimately has a positive impact on their online buying experience.

The Influence of Brand Trust on Online Buying Experience

It was found that the t-statistic value is greater than the critical value and the p-value is smaller than the significance value. These results indicate that there is a significant relationship between brand trust and consumers' online buying experience on Scarlett e-commerce. Statistically, when the t-statistic value exceeds the critical value, it indicates that the null hypothesis is rejected. In addition, the p-values that are smaller than the significance level strengthen the conclusion that these findings did not occur by chance. Therefore, it can be concluded that the higher the consumer trust in the Scarlett brand, the greater their level of trust in the Scarlett e-commerce platform.

The Influence of Social Media Marketing on Online Buying Experience

Based on the results of the statistical analysis, it can be concluded that Social Media Marketing has a significant positive effect on Online Buying Experience. This is indicated by the t-statistic value of $5.425 > 1.64$, which indicates that the influence of Social Media Marketing on Online Buying Experience is significant. The p-values are $0.000 < 0.05$, which indicates that the influence of Social Media Marketing on Online Buying Experience is significant at the level of trust. The results of this study indicate that Social Media Marketing has an important role in forming a positive Online Buying Experience. Thus, companies can use Social Media Marketing as one strategy to improve Online Buying Experience and build better relationships with consumers.

The Influence of Korean Endorsement on Consumer Trust Moderated by Online Buying Experience

The results of the study indicate a positive and significant indirect influence of Korean endorsement on consumer trust through online buying experience. This is evidenced by the path coefficient value of 0.162 and the p-value of 0.036, which is less than 0.05. In other words, Korean endorsement content can increase consumer trust in Scarlett, which in turn increases their intention to make a purchase. The online shopping experience acts as a bridge connecting consumer perceptions of Korean endorsement content with their decision to purchase a product. This finding emphasizes the importance of e-commerce to manage Korean endorsement content well and build consumer trust to drive increased sales.

The Effect of Brand Trust on Consumer Trust Moderated by Online Shopping Experience

Based on the results of statistical analysis, it can be concluded that brand trust has a significant positive indirect effect on Consumer Trust through Online Shopping Experience. The path coefficient of 0.079 indicates that the effect of brand trust on consumer trust through Online Shopping Experience is positive. However, the p-value of $0.115 > 0.05$ indicates that the indirect effect is not significant at the level of trust. The results of this study indicate that brand trust can increase consumer trust through a positive online shopping experience. However, the indirect effect is not significant, so this Hypothesis is rejected. Therefore, companies need to monitor and analyze the performance of brand trust and online shopping experience to ensure that marketing strategies are effective in increasing consumer trust.

The Influence of Social Media Marketing on Consumer Trust Moderated by Online Buying Experience

The results of the statistical analysis study, it can be concluded that social media marketing has a significant positive indirect effect on consumer trust through online buying experience. The path coefficient of 0.055 indicates that the influence of social media marketing on customer trust through online buying experience is positive. However, the p-value of $0.074 > 0.05$ indicates that the indirect effect is not significant at the level of trust. The results of this study indicate that social media marketing can increase consumer trust through a positive online buying experience. However, the indirect effect is not significant, so this hypothesis is rejected. Therefore, companies need to monitor and analyze the performance of social media marketing and online buying experience to ensure that marketing strategies are effective in increasing consumer trust.

CONCLUSION

Through the results of the data analysis conducted, the following findings were obtained:

1. The results of the study indicate that Korean endorsements do not have a significant influence

on consumer trust in the Scarlett e-commerce platform.

2. The results of the study indicate that brand trust does not have a significant influence on consumer trust in the Scarlett e-commerce platform.
3. The results of the study indicate that social media marketing has a significant influence on consumer trust in the Scarlett e-commerce platform.
4. The results of the study indicate that online shopping experience has a significant influence on consumer trust in the Scarlett e-commerce platform.
5. The results of the study indicate that Korean endorsements have a significant influence on consumer trust in the Scarlett e-commerce platform.
6. The results of the study indicate that brand trust has a significant influence on consumer trust in the Scarlett e-commerce platform.
7. The results of the study indicate that social media marketing has a significant influence on consumer trust in the Scarlett e-commerce platform.
8. The results of the study indicate that Korean endorsements have a significant influence on consumer trust in the Scarlett e-commerce platform mediated by online shopping experience.
9. The results of the study indicate that brand trust does not have a significant influence on consumer trust in the Scarlett e-commerce platform mediated by online shopping experience.
10. The results of the study indicate that social media marketing does not have a significant influence on consumer trust in the Scarlett e-commerce platform mediated by online shopping experience.

ACKNOWLEDGEMENTS

The author would like to express his deepest gratitude to all parties who have contributed to this research. Thank you to [Liestyaningrum Rahmadhani Wisnu Putri] for the guidance and direction provided during the research process. Thanks to [Luiz Gabriel Nainggolan] who always listens to the author's complaints, provides advice, motivation, encouragement and accompanies the author so that this article can be completed. Last but not least, the author would like to thank all respondents who have participated and provided valuable information for this research.

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