

INFLUENCE *BRAND IMAGE*, *BRAND ENDORSEMENTS*, *WORD OF MOUTH MARKETING* AND SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION OF AVOSKIN SKINCARE PRODUCTS (STUDIES CASE ON STUDENT ACTIVE STUDY PROGRAM MANAGEMENT FACULTY OF ECONOMICS AND UNIVERSITY OF RIAU ISLANDS BUSINESS)

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Abstract: Study This aiming For know Influence *Brand Image* , *Brand Endorsement* , *Word Of Mouth Marketing* and Quality of Service for Customer Satisfaction of *Skincare Products* Avoskin. Type Study is quantitative. Population study is as much as 603 students. The sampling technique is *purposive sampling* with the determination technique sample use technique slovin Which produce 86 Respondent Which become a sample. The data was processed using SPSS V25. The results of the study showed that *Brand Image* did not have a significant effect on Customer Satisfaction as evidenced by the t count $-0.499 < t \text{ table } 1.98969$ And mark sig $0.619 > 0.05$, *Brand Endorsement* influential significant to Satisfaction Customer proven with t count $2.190 > t \text{ table } 1.98969$ And mark sig $0.031 < 0.05$, *Word Of Mouth Marketing* does not have a significant effect on Customer Satisfaction as evidenced by the calculated t of $1.927 < t \text{ table } 1.98969$ and the sig value of $0.057 > 0.05$ and Quality Service has a significant effect on satisfaction Customers are proven by t count $3.749 > t \text{ table } 1.98969$ And mark sig $0.000 < 0.05$. In general simultaneous *Brand Image* , *Brand Endorsement* , *Word Of Mouth Marketing* and Service Quality have a significant effect on Customer Satisfaction as evidenced by the calculated f of $69.381 > f \text{ table } 2.48$ and a sig value of $0.000 < 0.05$.

Keywords: *Brand Image*, *Brand Endorsement*, *Word Of Mouth Marketing*, Service Quality, Customer Satisfaction.

1. INTRODUCTION

Indonesian society is now aware of the need to care for the health of its skin. with use product beauty, concern in nurse beauty The skin has become a trend as well as a necessity for most Indonesian people, not only women, but also men (Zarkazi, 2021). In Indonesia, various types of beauty products produced domestically and abroad have begun to emerge on the market, beauty products consist of two types, namely cosmetics and *skincare* (Muhajrahwati, 2021). The development of the beauty industry in Indonesia has experienced a very rapid increase, this is supported by the increasing demand for exports in the beauty market, along with the trend of Indonesian people who are starting to make beauty products a primary need (Ikhlasia, 2020). The Ministry of Industry presents a number of data regarding the growth of the beauty industry in Indonesia, namely as follows:

Table 1.1
Growth Industry Beauty

Growth Industry Beauty in Indonesia	
Year	Percentage
2017	7.36%
2018	20%
2019	7%
2020	9.39%

Source: Ministry of Industry, 2020.

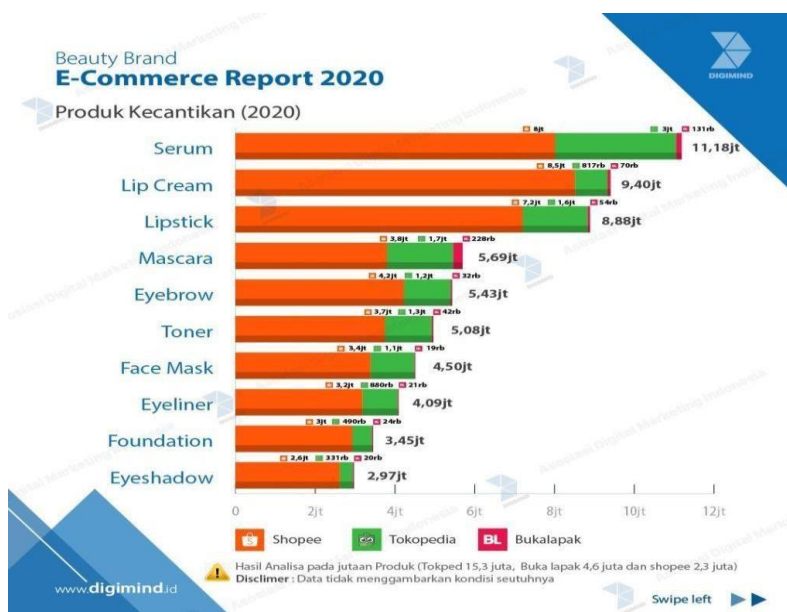
The table above explains that the growth of the beauty industry in Indonesia has fluctuated over the years. In 2017, the Ministry of Industry noted that the growth of the national beauty industry reached 7.36% (Kemenperin.go.id, 2018). In 2018, the Ministry of Industry noted that the growth of the beauty industry beauty experience increase as big as 20% from on year 2017 Which Where 2018 was the year with the largest growth compared to other years, the Ministry of Industry stated that the increase in growth to *double digits* was driven by large demand from the domestic and export markets along with the trend of people starting to pay attention to beauty products as a primary need for women who are the main target of the beauty industry, in addition, along with the development of the times, industry beauty Also start innovate on product beauty For man And children (Kemenperin.go.id, 2018). Furthermore, the Ministry of Industry of the Republic of Indonesia has also noted that in 2019 the growth of the beauty industry reached 7%. This figure shows increasing growth industry beauty although improvement his not as high as the previous year which was 20%, the Ministry of Industry stated that beauty consumers now tend to choose and are proud to use local products compared to imported products (Kemenperin.go.id, 2020). Furthermore, in 2020, the growth of the beauty industry was recorded at 9.39%, the Ministry of Industry stated that in 2020 there was an adaptation of new habits due to the pandemic, which has shifted shopping patterns from *offline* become *on line*. *Social distancing* cause consumer become more Lots time at home, so more time to care for skin, body and hair, resulting in increased demand for home care increasing to replace the need for salons and spas (Kemenperin.go.id, 2021).

Local beauty products in Indonesia according to table 1.1 have experienced growth Which fluctuate along the walk time so that Lots new product Which popping up And Ready compete with product local long and also product international.

One type of beauty product is *skincare products*, *skincare* means the following: maintenance skin to be more well maintained, that is For make skin Beautiful, clean, And healthy this is considered a long-term investment to prevent and slow down signs of aging, such as wrinkles, spots, dullness and others (Nose, 2020). *Skincare* consists of facial cleansing soap advance (*face wash*), *toner* , moisturizer face (*moisturizer*), *serum* , curtain solar (*sunscren*), morning and night cream (*day cream & night cream*), *eye cream* , *lip balm* , *clay mask* , *scrub* and others (Nose, 2020).

Skincare is no longer a foreign thing for women today. For some woman using *skincare* is matter Which become activity routine And must every day (Thank you, 2021). Lots for woman have dream have skin Which clean and healthy, on average to realize all of this by doing skin care (Siahaan, 2021). In era era Now This, even *skincare* needs Already become the product

that must used woman in activity daily until can make dependency on daily use (Siahaan, 2021). Some women have been doing *skincare treatments* since they were teenagers to have beautiful, healthy and more attractive skin, the more women care about facial skin care, the more development market product maintenance skin face the more increase (Thank you, 2021). Here is the data from the sales of the best-selling beauty products through *e-commerce*:



Picture 1.1 Sale Product Beauty Best Seller Through E- Commerce
Source: (UkmIndonesia.id, 2022)

The image above shows data from the best-selling beauty product sales through 3 *e-commerce*, namely Shopee, Tokopedia and Bukalapak. The best-selling beauty product data consists of 7 types of cosmetic products and 3 types of *skincare products*. Cosmetic products are sorted from Which best seller that is There is Lipcream products, Lipstick, Mascara, Eyebrows, Eyeliner, Foundation and Eyeshadow. For *skincare products*, the best-selling ones are Serum products, Toner And Face Mask. From 10 product beauty Which is at in position First The best-selling product is the Serum product with total sales from 3 *e-commerce* of 11.8 million and in the last position the best-selling product is the Eyeshadow product with total sales of 2.97 million.

Data in on show development Which positive industry product beauty *skincare* in Indonesia. However, the development of the industrial world brings social and environmental problems (Abdullah, 2020). No exception to the development that happen in industry product beauty (Abdullah, 2020). Trend usage chemical material as material base *skin care* cause impact alone for consumer (Abdullah, 2020). Along with this, increasing consumer perceptions of health and environmental safety have changed their perspective on *skincare products* (Abdullah, 2020). 2020). *Skincare* moment This is product Which No only own ability to fulfill women's basic needs about body care and skin, but it is a means for consumers to clarify their social identity in the eyes of society (Abdullah, 2020).

In recent years, *skincare products* from local brands have become increasingly popular. Lots popping up And Keep going experience growth, matter the Also influenced by quality that is

no less competitive than products imported from abroad and to front of it will There is Lots *brand* local Which popping up or emit innovation latest (Kompas.com, 2021). Part big product *skin care* local Now Already start combining popular active ingredients including *retinol* or *niacinamide* with more natural ingredients (Kompas.com, 2021). This combination is well adopted in local *skincare* , allowing people to switch because of its quality and affordable price (Kompas.com, 2021). From the many phenomena of emerging *skincare brands* , here are the 10 best-selling local *skincare brands* on *e-commerce*, namely:



Picture 1.2 10 Brand Best Selling Local Skincare in E- commerce
Source: (Kompas.co.id, 2022)

In Figure 1.2, there are several local beauty *brands* that are the public's favorites, taken from total *e-commerce* sales, namely: Shopee and Tokopedia in the period April - June. 2022. From 10 *brand* beauty best seller in *e-commerce* that in position First or the best-selling *brand* is the *Somethinc* brand which achieved sales of 53.2 billion, this *brand* became the best-selling *skincare* brand with the first position. This was achieved with the advantages of the *Somethinc* brand having various types of beauty products that have been released and interestingly, this *brand* uses quality active ingredients that are not widely used in Indonesia and all of these products already have halal certification, *non-comedogenic*, *hypoallergenic*, And No tested on animal (Sirclostore.com, 2022). Followed by with *brand* Scarlett in position second with sale as big as 40.9 billion, in position third there is the *Ms Glow* brand with sales of 29.4 billion. Then next there is the *Avoskin* brand which is the object of this study, occupying the fourth position with sales of 28 billion which is only 1.9 billion different from the previous *brand* , namely *Ms Glow*, this was achieved by *Avoskin* with the advantages of the *brand* , namely *Avoskin* uses natural ingredients without harmful ingredients that cause irritation, and in terms of composition *Avoskin* is committed to presenting products with minimal ingredients that are *alcohol free* , *SLS free* , *paraben free* , *fragrance free* , *silicone free* and *no animal testing* (Avoskinbeauty.com, 2022).

Avoskin is one of the *brands* of PT AVO Innovation & Technology, a company engaged in the beauty sector which was pioneered on October 10 2014 in Yogyakarta. by three youth

named Grace Package (CEO), Ahmad Ramadan (COO) and Aris Nurul Huda (CIO). Avoskin is *a brand* created to care for skin without harmful ingredients that cause irritation, Avoskin always provides the best products from natural ingredients, Avoskin innovates and creates products made from nature, relying on natural ingredients on the islands of Java and Bali, Avoskin formulates ingredients from nature and advanced technology to provide real and long-lasting results (Avoskinbeauty.com, 2022). Avoskin's concern for animals is evident with the *Cruelty Free claim* on its products, Avoskin believes that conducting experiments on animals is unnecessary and the beauty industry moment This have a lot As an alternative to ensure that the product remains safe without conducting animal testing, Avoskin claims *that* its entire team are *beauty enthusiasts* . Before releasing the product to the public, the team will try... all product moreover formerly (Avoskinbeauty.com, 2022). Commitment Avoskin In preserving nature and caring for the earth, Avoskin only uses natural ingredients that are not harmful to the environment and of course provide benefits for the skin. In addition, Avoskin uses glass *packaging* . which can be recycled with more easy and this can be reduce plastic waste and other waste (Avoskinbeauty.com, 2022).

Although relatively new, Avoskin is able to compete with other products and has received many awards since 2018. In 2018, Avoskin received awards for 3 products from *the Female Daily Best Beauty Award 2018* with the award categories, *Best Eye Cream Category* with the *Intensive Nourishing Eye Cream product* , top 3 *Best Essence* with the *Perfect Hydrating Treatment Essence product* and top 3 *Moisturizer* with the *Perfect Hydrating Essence product* (Avo.co.id, 2022). In 2019, Avoskin received 2 awards from *the Female Daily Best Beauty Award 2019* with the categories *Best Face Serum/Essence* for the *Miraculous Refining Serum product* and *Best Exfoliating Toner* for the *Miraculous Refining Toner product* (Femaledaily.com, 2019). And in 2020, Avoskin received 3 awards from the Sociolla Awards in the *Best Toner category* with the *Miraculous Refining Toner product*, *Best essence* with the *Perfect Hydrating Treatment Essence product* , and Avoskin also received an award in the *Best Local Brand category* (Sociolla.com, 2020). In addition to the award from the Sociolla Award , Avoskin also received 3 awards from *Female Daily Best Beauty Awards 2020*. Award Which achieved is *Best Exfoliating Toner* with product *Miraculous Refining Toner* , *Best Essence/Pre Serum* with product *Perfect Hydrating Treatment Essence* , And *Local Brand Of The Year* (Femaledaily.com, 2020).

One of Avoskin's sales achievements recorded on Kompas.co.id, by taking data samples on *E-Commerce* Tokopedia, Shopee and Bukalapak in the period from October 29 to November 5, 2020, it was recorded that Avoskin obtained sales of *Skincare products* with a total of 5,788 transactions amounting to IDR 594,045,804 (Kompas, 2020).

Table 1.4
Avoskin Skincare Sales

Sales Period	Product	Sale	
		Transaction	Rupiah
October - November 2020	<i>Avoskin Miraculous Refining Toner</i>	3384	Rp. 279.278.140
	<i>Avoskin Perfect Hydrating Treatment Essence</i>	1796	Rp. 198.177.264
	<i>Avoskin Serum</i>	608	Rp. 116,590,400
	Total	5788	Rp. 594,045,804

Source: (Compas.co.id, 2020)

The table above is a list of the 3 best-selling Avoskin products or the top 3 products. in sale brand Avoskin on period sale 29 October – 5 November 2020, it is known that from third product the only in time a week can resulting in a total sales transaction of 5788 transactions with a total sales nominal of Rp. 594,045,804. Product best seller First by brand Avoskin is *Avoskin Miraculous Refining Toner* with 3384 sales transactions with a sales nominal of Rp.279,278,140, then the second best-selling product is the *Avoskin Perfect Hydrating Treatment Essence* product with 1796 sales transactions with a sales nominal of Rp. 198,177,264 and the next best-selling Avoskin product is the third best-selling *Avoskin Serum* product with 608 sales transactions with a sales nominal of Rp. 116,590,400.

Purchase product Avoskin Which done by consumer, is results from a decision made to buy the product so that consumers feel satisfied (Dianawati, 2021). According to Omar et al (2019) Customer Satisfaction is a client's general assessment of their purchase and experience of consuming labor and products, this definition explains that consumer loyalty is seen as an influencing goal, which thus encourages payment and allowances hierarchy in the past front. The main key to retaining new and existing consumers comes from customer satisfaction (Harahap, 2020). Customer satisfaction is a top priority for Avoskin so that customer Keep going use product Avoskin, from side composition, Avoskin committed to presenting product with minimum Ingredients the *alcohol free, SLS free, paraben free, fragrance free, silicone free and no animal testing* (Avoskinbeauty.com, 2022) .

Customer satisfaction is influenced by various variables, one of which is the environmentally friendly *brand image* which is becoming an important phenomenon that is developing in society. Consumers today are very careful in looking for products that already have a good *brand image* , *the better the brand image* attached to the product, the more consumers will the more interested For buy it Because consumer feel more safe And believe about the product (Abdullah, 2020). According to Kotler (2018), *Brand image* is a vision and belief that is hidden in the mind consumers, as reflection associations that are stuck in the minds of consumers, therefore the company tries to create a strong *image of its brand* in winning the hearts of consumers. Avoskin's *image* is famous for Avoskin's concern for animals, which is clearly manifested with the *Cruelty Free claim* on its products and ensures that the products remain safe without conducting animal experiments, *Avoskin claims* all over team his is *beauty enthusiast* , before release product on public the team will try all product moreover formerly (Avoskinbeauty.com, 2022). Commitment Avoskin's commitment to preserving nature and caring for the earth is clearly demonstrated in each of its products. Avoskin only uses natural ingredients that are not harmful to the environment. And naturally give benefit

For skin And Avoskin use *packaging* that can be recycled more easily can reduce waste plastic And rubbish other (Avoskinbeauty.com, 2022). Behind *image brand* Avoskin, as a local *brand*, the price set for one *serum product* from Avoskin is quite expensive, which is almost 300 thousand (Bagusmana.id). There are still many people general Which think that product artificial in country "should" own cheap prices but local *brands* are now setting prices that are quite *pricey*, this causes some people to switch to imported products that are priced at cheaper prices (Moselo.com).

Of the various things that can increase customer satisfaction and desire to buy a product, nowadays there are product *reviews* carried out by people. famous or celebrity Which can become material consideration customer believe in A product or brand (Moriarty, 2019). According to Shimp in Rosemary (2022) argues that *brand endorsement* is using artists as advertising stars in the media, ranging from print media, social media, and television media and celebrities are used because of their famous attributes including good looks, courage, talent, elegance, strength, and attractiveness. Avoskin *has endorsed* influencers, celebrity And *skin care enthusiast* or observer *skincare*, Lots his *reviewer* who have *reviewed* the Avoskin product, this makes the Avoskin product even more... known until product This even Already No foreign Again in the ear public (Sari, 2022). Some of Avoskin's *celebrity endorsers* are top artists such as Marisa Nasution. Which at a time as *brand ambassador* Avoskin in year 2017 And actress the popular soap opera actress, Irish Bella, apart from that, Avoskin also collaborates with several *influencers* with a fantastic total number of Instagram social media *followers as celebrity endorsers* such as Tasya Farasya who has 4.7 million *followers* on her Instagram account, Suhay Salim with amount *followers* as big as 643,000, Rachel Goddard with a total of 1.2 million Instagram *followers*, and Tyna Kanna Mirdad with 667,000 *followers* on account social media his instagram, as well as Still many *influencers* popular others (Sari, 2022). *Brand phenomenon* this *endorsement* No other No No is Wrong One form of promotion Which done seller through media social for to hook for consumer (Muham, 2019). According to Mc craken in Indriani (2017) ideally the selection of *brand endorsement* is based on the optimization and satisfaction of the company in its marketing. When the celebrity is selected, the advertising concept must be considered based on the symbols on their products, Then determine celebrity Which in accordance with symbols the (Mc craken in Indriani (2017)). After the celebrity is selected, the advertisement that is created must identify and convey meaning or symbol from product, load meanings Which want to achieved by celebrities as *endorsers* (Mc Craken in Indriani (2017)). It can be concluded that celebrities Which used in *brand endorsement* must in accordance with competence as well as target market for the Avoskin *brand*.

According to Kertajaya in Rahayu (2018), *word of mouth* is an important part of marketing studies considering that communication in *word of mouth* can influence decisions. purchase consumer, in side other strength *word of mouth* Also increase given that man is creature social Which like interact and share with among themselves including the issue of purchasing preferences, *Word of mouth* can spread very quickly if the individual who spreads it also has a wide network. Consumers trust *word of mouth more* in assessing a product, and influence their purchasing decisions than advertising (Oktasari, 2021). Someone's story and experience using A product heard more interesting Which Can influence his view to try the product, we never seem to get tired of hearing stories from friends or family about their experiences using a product (Oktasari, 2021). According to Lupiyoadi in (Deborah, 2019) *Word of Mouth* is a form promotion Which

in the form of recommendation from mouth to mouth about kindness in a product, strategy Word of mouth promotion is used by companies to market their products because it has a very big influence on someone because the information obtained is considered real and honest. As an Indonesian beauty *brand that is marketed online* of course social media plays an important role for Avoskin, social media acts as a medium communication And information Which bridge between Avoskin with public (Roza, 2021). Avoskin has various social media that are continuously updated every day, one of which is Instagram social media which is also used as a place for sharing between *customers, beauty influencers*, and prospective *customers* to share inspiration about the results of their treatments. during use Avoskin (Roza, 2021). In Instagram his Avoskin upload lots of photos and videos in the form of product information, educational information containing *tips* and tricks, information related to skin health and beauty, information about promo, offer special, up to bonus even done through social media (Roza, 2021). *Word of mouth* through social media is done by giving product *reviews*, giving recommendations made by other customers or simply sharing experiences (Maulidi, 2019). That way, giving product *reviews*, giving recommendations to other customers and sharing experiences in the comments column and *highlight features* on Avoskin's Instagram are one of the *Word of Mouth* (WOM) activities (Roza, 2021). *Reviews* /reviews include WOM, namely informal verbal communication through social media, *e-commerce* and *base forums* (Dianawati, 2021). After getting information and processing the information obtained, consumers can carefully determine to decide to purchase Avoskin products after feeling satisfied knowing about Avoskin products (Dianawati, 2021).

According to Bilgies (2017), service quality is a customer's assessment of overall excellence. This definition explains the level of service enjoyed based on the relationship between the customer and the service provider so that consumers feel... satisfaction. Quality service Which maximum, is strategy Which appropriate in realizing every desire and hope, in other words, marketers must actualize every consumer expectation into satisfaction with the service provided (Suroyo, 2021). Where this is the key to success that makes it different from its competitors, because if not, the company will be abandoned by its customers (Suroyo, 2021). Considering that getting new customers costs more, compared to the sacrifice in retaining old customers (Suroyo, 2021). It is the main priority that needs to be considered in assessing the importance of a company's service quality, namely the extent to which the service can create the maximum level of satisfaction for consumers (Suroyo, 2021). In its service, Avoskin always prioritizes fast response and service, in this case to support this, Avoskin uses 2 Instagram and WhatsApp *tools* called *Multichannel Chat* WhatsApp *Business API* Qiscus and *Messenger API* for Instagram (Qiscus.com, 2021). The function of this tool is that *1 WhatsApp or Instagram account can be accessed by several Avoskin admins without fear of the account being blocked* (Qiscus.com, 2021). *The service by the admin is also carried out very well, when we ask the Avoskin admin will always ask in detail* again several questions so that later they can provide or suggest the right product to customers (Qiscus.com, 2021).

Seeing the various descriptions above, the researcher is interested in conducting a study on students who are regular users of *skincare*. *In this study, the researcher make this study to Active Student Faculty of Management Study Program Economy And Business University Riau Islands as Respondent in study This.*

METHOD STUDY

Type research method is a quantitative research method through research survey, where The author distributed a questionnaire for data collection purposes. data. Quantitative method is said to be a research method based on statistical information. The research approach in answering research problems requires careful measurement of the variables of the object being studied to produce conclusions that can be generalized regardless of the context of time, place and situation.

The research population was active students of the Management Study Program at the Faculty of Economics and Business University Riau The islands that amount to 603 person. On this research, The number of samples used in this study is the census method based on the rules that have been put forward. The sampling technique used is *purposive sampling*, namely the sampling technique on certain aspects (Sugiyono, 2018). The samples used must be nature represent, because of limitations time, power, And funds Which affect the population the. So big sample Which taken use formula Slovin. So, The sample in this study amounted to 86 people.

RESULTS AND DISCUSSION

1. Test Data Quality

a. Test Validity Data

Validity tests are used to measure whether a research questionnaire is valid or not. A questionnaire it is said valid If question on questionnaire capable to express something that will be measured by the questionnaire (Ghozali, 2018).

Table 1 Test Results Validity

Variables	Question	r count	r table	Information
<i>Brand Image (X1)</i>	X1.1	0.820	0.2120	Valid
	X1.2	0.883	0.2120	Valid
	X1.3	0.864	0.2120	Valid
	X1.4	0.908	0.2120	Valid
	X1.5	0.820	0.2120	Valid
	X1.6	0.766	0.2120	Valid
<i>Brand Endorsement (X2)</i>	X2.1	0.835	0.2120	Valid
	X2.2	0.879	0.2120	Valid
	X2.3	0.885	0.2120	Valid
	X2.4	0.880	0.2120	Valid
	X2.5	0.882	0.2120	Valid
	X2.6	0.813	0.2120	Valid
	X2.7	0.863	0.2120	Valid
	X2.8	0.821	0.2120	Valid
<i>Word Of Mouth (X3)</i>	X3.1	0.785	0.2120	Valid
	X3.2	0.882	0.2120	Valid

	X3.3	0.778	0.2120	Valid
	X3.4	0.839	0.2120	Valid
	X3.5	0.834	0.2120	Valid
	X3.6	0.768	0.2120	Valid
	X3.7	0.790	0.2120	Valid
	X3.8	0.766	0.2120	Valid
	X3.9	0.824	0.2120	Valid
	X3.10	0.838	0.2120	Valid
Quality Service (X4)	X4.1	0.808	0.2120	Valid
	X4.2	0.798	0.2120	Valid
	X4.3	0.842	0.2120	Valid
	X4.4	0.846	0.2120	Valid
	X4.5	0.875	0.2120	Valid
	X4.6	0.885	0.2120	Valid
	X4.7	0.855	0.2120	Valid
	X4.8	0.803	0.2120	Valid
	X4.9	0.881	0.2120	Valid
	X4.10	0.846	0.2120	Valid
Satisfaction Customer (Y)	Y1	0.843	0.2120	Valid
	Y2	0.817	0.2120	Valid
	Y3	0.809	0.2120	Valid
	Y4	0.886	0.2120	Valid
	Y5	0.887	0.2120	Valid
	Y6	0.878	0.2120	Valid
	Y7	0.863	0.2120	Valid
	Y8	0.768	0.2120	Valid
	Y9	0.818	0.2120	Valid
	Y10	0.866	0.2120	Valid

Source : Results Exercise Data SPSS v25 (2023)

Through The table above shows that the calculated r value based on the respondents' answers to all variables, it is stated that they are valid because r count > r table (0.2120). Thus, it can be concluded that all items from the five variables are stated as valid.

b. Reliability Test

Test Testing reliability aiming For see consistency data Which produced from tool measuring study Which used. Tool measuring Which reliable produce data the same even though used in different techniques, the results are consistent over time. A measuring instrument can be said to be reliable if the *cronbach alpha value* is greater than 0.6. (Sugiyono, 2018).

Table 2 Results Test Reliability

No	Variables	Alpha	Results	Information
		<i>Cronbach's minimum</i>	<i>Cronbach's Alpha</i>	
1	Brand Image (X1)	0.60	0.919	Reliable
2	Brand Endorsement (X2)	0.60	0.948	Reliable
3	Word Of Mouth (X3)	0.60	0.941	Reliable
4	Quality Service (X4)	0.60	0.955	Reliable
5	Satisfaction Customer (Y)	0.60	0.954	Reliable

Source : Results Exercise Data SPSS v25 (2023)

Based on the table above, it can be seen that all variables produce a *Cronbach's Alpha* > 0.60 from *Cronbach's Alpha*. At a minimum, it can be concluded from this study that all data is reliable and the research can be continued.

2. Test Quality Instrument

a. Normality Test

The normality test is carried out with the aim of checking whether the residual values obtained by the regression are normally distributed or not. The first way to see whether data distributed normal is with see normality data which can be done through non-parametric statistics carried out using the Kolmogorov-Smirnov (KS) test using the Monte Carlo method.

Table 3 Results Test One Sample Kolmogorov Smirnov Test
One Sample Kolmogorov-Smirnov Test

		Unstandardized d
N		Residual 86
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.63283545
Most Extreme Differences	Absolute	.114
	Positive	.094
	Negative	-.114
Test Statistic		.114
Asymp. Sig. (2-tailed)		.008 ^c
Monte Carlo Sig. (2-tailed)	Sig.	.201 ^d
	99% Confidence Interval	Lower Bound .191
		Upper Bound .211

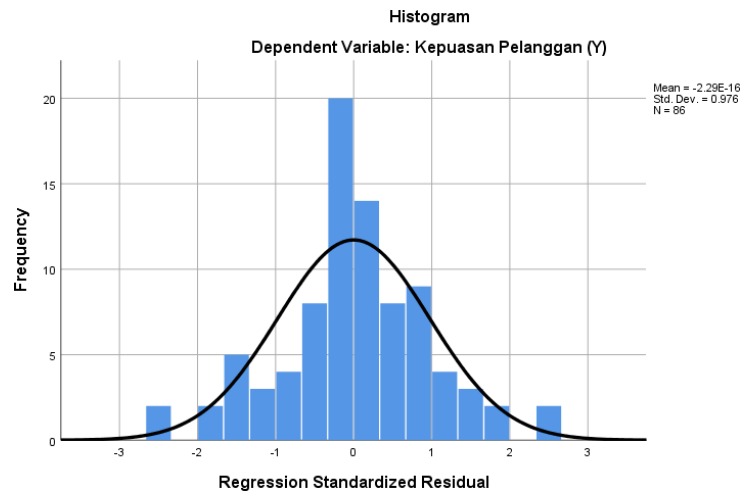
- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 10000 sampled tables with starting seed 2000000.

Source : Results Exercise Data SPSS v25 (2023)

Based on table on, can seen results Kolmogorov-Smirnov through method

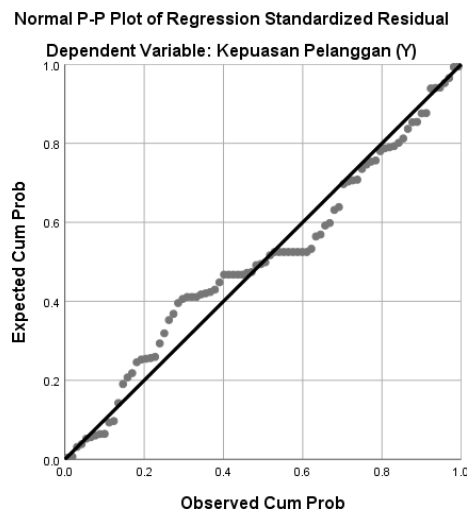
Monte Carlo based on data normality testing obtains probability values based on mark standardized 0.05 with results test can known mark Monte Carlo sig (2-tailed) as big as 0.201. Results the more big from 0.05, so can concluded data is normally distributed.

Method second in see test normality is through chart histogram. The following are the results of SPSS data processing tests for normality tests via histogram graphs:



Source : Results Exercise Data SPSS v25 (2023)
Picture 1 Histogram

The curve line image contained in the diagram above illustrates that the requirements for the fulfillment of normality of data have been met in the model. The bell-shaped curve shape in the middle of the bar graph in the diagram above shows that the data being tested has been normally distributed. This acquisition is strengthened by the second method, namely by looking at the image on the normal p-p regression plot which is described as follows:



Source : Results Data Processing SPSS v25 (2023)

Picture 2 Normal P-Plot Of Regression

Seen from picture results regression on obtained conclusion that data scattered regression as well as approach line diagonal from lower until on. Position data or point Which

spread around the line shows that the processed data is normally distributed.

b. Multicollinearity Test

The multicollinearity test aims to determine whether or not there is a significant relationship (correlation) between independent variables. The multicollinearity test is carried out using the regression test technique by looking at the *VIF* (*Variable Inflation Factor*) and *tolerance values*.

Table 4 Results Test Multicollinearity

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Image (X1)	.245	4.076
Brand Endorsement (X2)	.152	6,589
Word Of Mouth Marketing (X3)	.161	6.230
Quality Service (X4)	.220	4,539

a. Dependent Variables: Satisfaction Customer (Y)

Source : Results Exercise Data SPSS v25 (2023)

By looking at the results of the multicollinearity test above, it is known that none of the independent variables have a *tolerance value* smaller than 0.1. So Also mark VIF each variable No There is Which more big from 10. Thus it can be concluded that there is no perfect correlation between the independent variables. (independent), so that model regression This No there is problem multicollinearity.

c. Heteroscedasticity Test

The Heteroscedasticity Test is used to test whether there is a heteroscedasticity in the regression model. inequality variance residual from One observation to observation Which others. Heteroscedasticity tests need to be carried out to detect deviations from the classical assumption requirements in linear regression.

Table 5 Results Test Glacier

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.222	1,539		3.394	.001
Brand Image (X1)	.038	.114	.071	.334	.740
Brand Endorsement (X2)	-.140	.104	-.363	-1,341	.184
Word Of Mouth Marketing (X3)	-.081	.088	-.244	-.925	.358
Quality Service (X4)	.103	.079	.290	1.292	.200

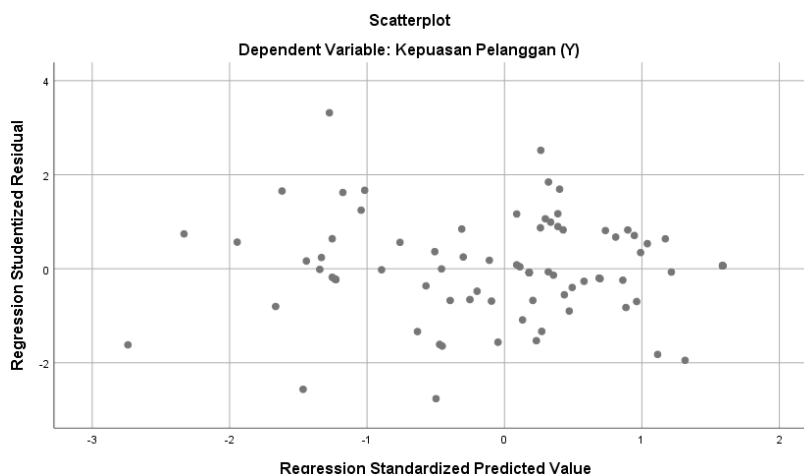
a. Dependent Variables: ABSRES

Source : Results Exercise Data SPSS v25 (2023)

In the table above, the significance values of the Glejser test are obtained from the four variables, namely X1 as big as 0.740, X2 is as big as 0.184, X3 as big as 0.358 and X4 as big as 0.200. From to four data the mark its significance > 0.05 , by Because That on study This

all over data can it is said free from symptoms of heteroscedasticity.

In addition, another way to see whether or not there are symptoms of heteroscedasticity is by looking at the scatterplot, namely as follows:



Source : Results Exercise Data SPSS v25 (2023)

Picture 3 Scatterplot

The image shows that there is no particular pattern in the graph that is regular, such as wavy, wide, etc. From the image, it can be seen that the points are spread out in a way random as well as spread Good on and also under number 0 on axis Y. So it can be concluded that there is no heteroscedasticity in the regression model in this study.

3. Test Analysis Regression Multiple

Multiple linear regression is generally extension over simple linear regression, such as increasing the total number of independent variables from one or more.

Table 6 Results Test Analysis Multiple Linear

Coefficients ^a						
		Unstandardized		Standardized		
		Coefficients		Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,438	2.366		1,031	.306
	Brand Image (X1)	- .087	.175	- .053	- .499	.619
	Brand Endorsement (X2)	.350	.160	.297	2.190	.031
	Word Of Mouth Marketing (X3)	.261	.135	.254	1,927	.057
	Quality of Service (X4)	.458	.122	.422	3,749	.000

a. Dependent Variables: Satisfaction Customer (Y)

Source : Results Exercise Data SPSS v25 (2023)

On table Which has served, got equality regression Which formulated that is

as following :

$$Y = 2.438 + -0.087X_1 + 0.350X_2 + 0.261X_3 + 0.458X_4 + e$$

So, conclusion Which obtained :

Based on equality regression linear multiple in on can outlined as follows:

- 1) The constant value is positive, namely 2.438, this shows that if the variables *Brand Image* (X1), *Brand Endorsement* (X2), *Word Of Mouth Marketing* (X3) And *Quality Service* (X4) constant, so Satisfaction Customer (Y) will up by 2,438.
- 2) Coefficient regression variable *Brand Image* (β_1) worth negative that is as big as - 0.087 This shows that if *Brand Image* (X1) increases, then Customer Satisfaction will increase (Y) will down by -0.087 with assumption variable free others are constant.
- 3) The regression coefficient of the *Brand Endorsement variable* (β_2) has a positive value of 0.350. This shows that if *Brand Endorsement* (X2) increases, then Customer Satisfaction (Y) will increase by 0.350 assuming other independent variables are constant.
- 4) The regression coefficient of the *Word Of Mouth Marketing variable* (β_3) has a positive value of 0.261. This shows that if *Word Of Mouth Marketing* (X3) increases, so Satisfaction Customer (Y) will go on of 0.261 with assuming other independent variables are constant.
- 5) Coefficient regression variable *Quality Service* (β_4) worth positive that is as big as 0.458. This shows that if *Service Quality* (X4) increases, then Customer Satisfaction (Y) will increase by 0.458 assuming other independent variables are constant.

4. Test Hypothesis

a. Test t

The t-test is basically used to test the partial influence of independent variables on dependent variables. The t-test is carried out to determine the level of influence. And its significance variable free to variable bound And level The significance in this study was 0.05 (Priyatno, 2017).

Table 7 Results Test t

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,438	2.366		1,031	.306
Brand Image (X1)	-.087	.175	-.053	-.499	.619
Brand Endorsement (X2)	.350	.160	.297	2.190	.031
Word Of Mouth Marketing (X3)	.261	.135	.254	1,927	.057

Quality Service (X4)	.458	.122	.422	3,749	.000
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a. Dependent Variables: Satisfaction Customer (Y)
Source : Results Exercise Data SPSS v25 (2023)

Based on the table above, namely the results of the t-test or partial test that has been carried out, it can be concluded that:

1) Testing Hypothesis Variables *Brand Image* (X1)

From results analysis on table in on, produced t count by -0.499 and sig value of 0.619. So it can be seen that t count $-0.499 < t$ table 1.98969 and sig value $0.619 > 0.05$. So it can be concluded that the hypothesis is rejected, the *Brand Image* variable (X1) does not have a significant effect on Customer Satisfaction (Y).

2) Testing Hypothesis *Brand Variables Endorsement* (X2)

From results analysis on table in on, produced t count as big as 2,190 and sig value of 0.031. So it can be seen that t count $2.190 > t$ table 1.98969 and sig value $0.031 < 0.05$. So it can be concluded that the hypothesis is accepted, the *Brand Endorsement* variable (X2) has a significant effect on Customer Satisfaction (Y).

3) Testing Hypothesis Variables *Word Of Mouth Marketing* (X3)

From the results analysis on the table in on, produced t count as big as 1,927 and sig value of 0.057. So it can be seen that t count $1.927 < t$ table 1.98969 and sig value $0.057 > 0.05$. So it can be concluded that the hypothesis is rejected, the *Word Of Mouth Marketing* variable (X3) does not have a significant effect on Customer Satisfaction (Y).

4) Testing Hypothesis Variables Quality Service (X4)

From results analysis on table in on, produced t count as big as 3,749 and sig value of 0.000. So it can be seen that t count $3.749 > t$ table 1.98969 and sig value $0.000 < 0.05$. So it can be concluded that the hypothesis is accepted, the Service Quality variable (X4) has a significant effect on Customer Satisfaction (Y).

b. Test f (Simultaneous)

Test F is test analysis Which aiming see influence variable independent overall to its dependent variable. This test also determines whether the regression model created is significant or not significant. (Priyatno, 2017).

Table 8 Results Test f

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3843.469	4	960,867	69,381	.000 ^b
Residual	1121.787	81	13,849		
Total	4965.256	85			

a. Dependent Variables: Satisfaction Customer (Y)

b. Predictors: (Constant), Quality Service (X4), Brand Image (X1), Word Of Mouth Marketing (X3), Brand Endorsement (X2)

Source : Results Exercise SPSS Data v25 (2023)

Based on the table above, the analysis results for the calculated f are 69.381. with mark sig as big as 0,000. By Because That f count $69,381 > f$ table 2.48 and value

sig 0,000 < 0.05. Matter This prove that hypothesis accepted, *Brand Image* (X1), *Brand Endorsement* (X2), *Word Of Mouth Marketing* (X3) And *Quality Service* (X4) simultaneously has a significant effect on *Customer Satisfaction* (Y).

c. Coefficient Determination (R^2)

Coefficient test done aiming For see how big the independent variable is capable explain variable dependent. Variables Which the more Lots will explain the dependent variable with a higher percentage. The coefficient of determination value for variables greater than 1 can be seen in the *adjusted R square table*. (Ghozali, 2018)

Table 9 Results Test Analysis Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880 ^a	.774	.763	3,721

a. Predictors: (Constant), Quality Service (X4), Brand Image (X1), Word Of Mouth Marketing (X3), Brand Endorsement (X2)

b. Dependent Variables: Satisfaction Customer (Y)

Source : Results Exercise SPSS Data v25 (2023)

Based on the data above, it can be seen that the results of *Adjusted R²* obtained a figure of 0.763. This means that 76.3% is the magnitude of the influence of the *Brand Image variable (X1)*, *Brand Endorsement (X2)*, *Word Of Mouth Marketing (X3)* And *Quality Service (X4)* on *Customer Satisfaction (Y)* While the remaining 23.7% is influenced by other variables that were not studied. Therefore, further research development is needed.

DISCUSSION

Brand Image (X1) No Influential Significant To Satisfaction Customer (Y).

In *Brand Image (X1)* obtained t count of -0.499 and sig value of 0.619. So it can be seen that t count $-0.499 < t \text{ table } 1.98969$ and sig value $0.619 > 0.05$. So it can be concluded that the hypothesis is rejected, the *Brand Image variable (X1)* does not have a significant effect on *Customer Satisfaction (Y)*.

Brand Endorsement (X2) Influential Significant To Satisfaction Customer (Y).

In *Brand Endorsement (X2)*, the calculated t value was 2.190 and the sig value was 0.031. So can known that t count $2,190 > t \text{ table } 1.98969$ And mark sig $0.031 < 0.05$. So it can be concluded that the hypothesis is accepted, the *Brand Endorsement variable (X2)* has a significant effect on *Customer Satisfaction (Y)*.

Word Of Mouth Marketing (X3) No Influential Significant To Customer Satisfaction (Y).

On *Word Of Mouth Marketing (X3)* obtained t count as big as 1,927 And sig value of 0.057. So can known that t count $1,927 < t \text{ table } 1.98969$ And mark sig $0.057 > 0.05$. So that can concluded that hypothesis rejected, variable *Word Of Mouth Marketing (X3)* does not have a significant effect on *Customer Satisfaction (Y)*.

Quality Service (X4) Influential Significant To Satisfaction Customer (Y).

On Service Quality (X4) obtained a t count of 3.749 and a sig value of 0,000. So can known that t count 3,749 > t table 1.98969 And mark sig 0,000 < 0.05.

So it can be concluded that the hypothesis is accepted, the Service Quality variable (X4) has a significant effect on Customer Satisfaction (Y).

Brand Image (X1), Brand Endorsement (X2), Word Of Mouth Marketing (X3) And Quality of Service (X4) In general Simultan Influential Significant To Satisfaction Customer (Y).

The results of the analysis for f count are 69.381 with a sig value of 0.000. Therefore, f count $69.381 > f \text{ table } 2.48$ and sig value $0.000 < 0.05$. This proves that the hypothesis is accepted, *Brand Image (X1), Brand Endorsement (X2), Word Of Mouth Marketing (X3) And Quality Service (X4)* in a way simultaneous influential significant to Customer Satisfaction (Y).

CONCLUSION

From the results of data analysis from the previous chapter, the following conclusions can be drawn :

1. Research result shows that Hypothesis 1 is partially rejected meaning of *Brand* variable *Image (X1)* No influential significant to Satisfaction Avoskin *skincare* customers . Matter This based on on mark coefficient partial Which most big as big as -0.499 or -49.9% and a significance level of -0.619 so that *Brand Image (X1)* does not contribute and has no effect on Avoskin *skincare customer satisfaction* .
2. Results study show that in a way partial Hypothesis 2 accepted It means *Brand* variable *Endorsement (X2)* influential significant to Satisfaction Customer Avoskin *skincare* . Matter This based on on mark coefficient partial Which most big as big as $2,190$ or 219% And level significant 0.031 so that *Brand Endorsement (X2)* Which conducted by Avoskin is very decisive or influential on Avoskin *skincare Customer Satisfaction* . Based on the results of the questionnaire data processing, the highest score value in the variable statement *Brand Endorsement (X2)* is statement “ *Influencer/celebrity recommend Avoskin products* ” and the statement “ *Influencers/celebrities provide advice on using Avoskin products according to each individual's skin needs* ” which means use *Influencer / celebrity* in promote product Avoskin by providing suggestions for using Avoskin products that suit each person's skin needs has a big impact on increasing sales and customer satisfaction.
3. The results of the study show that Hypothesis 3 is partially rejected, meaning that the *Word of Mouth Marketing variable (X3)* does not have a significant effect on Customer Satisfaction. *skin care* Avoskin. Matter This based on on mark coefficient partial Which the largest is 1.927 or 192.7% and the significance level is 0.057 so that *Word Of Mouth Marketing (X3)* No give contribution And No influential on Avoskin *skincare customer satisfaction* .
4. Results study show that in a way partial Hypothesis 4 accepted It means Quality variable Service (X4) influential significant to Satisfaction Avoskin *skincare* customers . Matter This based on on mark coefficient partial Which most big as big as $3,749$ or 374.9% And level significant $0,000$ so that Quality Service (X4) Which conducted by Avoskin is very decisive or influential on Avoskin *skincare Customer Satisfaction* . Based on the results of the questionnaire data processing, the highest score on the Service Quality variable statement (X4) is the statement “ *Avoskin Admin can inform* ”

product advantages " which means that the service provided by the Avoskin admin can help prospective customers or customers know the advantages from each product so that they can consider And

choose the right product to use, so that this can increase customer satisfaction with Avoskin products or services.

5. Results study show that in a way simultaneous Hypothesis 5 accepted It means *Brand Image* (X1), *Brand Endorsement* (X2), *Word Of Mouth Marketing* (X3) and *Service Quality* (X4) simultaneously have a significant effect on *Avoskin Skincare Customer Satisfaction*. This is based on the calculated *f* value of $69.381 > f$ table 2.48 and the sig value $0,000 < 0.05$ so that *Brand Image* (X1), *Brand Endorsement* (X2), *Word Of Mouth Marketing* (X3) and *Service Quality* (X4) carried out by Avoskin greatly determine or influence *Avoskin skincare customer satisfaction*.

SUGGESTION

From the conclusions outlined above, on this occasion the author tries to provide the following suggestions:

1. For academics, it is hoped that this research will be useful for the development of science in general and in the field of marketing management in particular and as a reference if further research is carried out, especially for those who wish to study about influence *Brand Influence Image*, *Brand Endorsements*, *Word Of Mouth* and *Service Quality* towards *Customer Satisfaction*.
2. For further researchers, it is hoped that other independent variables will be added. No investigated on study time This, through results coefficient determination it was found that on variable *Brand Image*, *Brand Endorsements*, *Word Of Mouth Marketing* and *Service Quality* on *Customer Satisfaction* has an influence of 76.3% and the remaining 23.7% is influenced by other variables that were not studied. Therefore, further research development is needed.
3. For the Avoskin company, it is expected to continue to improve product quality and develop its business, so that it remains a local *skincare brand that is able to compete with other skincare* products from within and outside the country. There are several things that Avoskin needs to pay attention to based on this research, namely it is expected to continue to introduce *the image* of using natural ingredients more widely, increase *giveaway events* to *followers* carried out through *Influencers* / celebrities with certain conditions such as having used the product and providing a short *review*, increase special offers and expand the scope of promotional *events* carried out so that more customers or potential customers know about it, improve the service provided by the Avoskin admin so that can reliable by candidate customer or customer And It is recommended that Avoskin build good communication more often when holding *events* directly (face to face). with potential customers or customers so that satisfaction can be achieved.

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