

The Effect of Influencer Credibility and Overclaim on Repurchase Intention Through Brand Trust in Scora Products

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KEYWORDS	ABSTRACT
Influencer credibility; overclaim; brand trust; repurchase intention; SCORA.	The development of digital technology and social media platforms has led to major changes in marketing tactics, especially in the skincare industry. SCORA, as a domestic skincare brand, uses influencer reputation and digital marketing to develop relationships with customers. However, the emergence of overclaim issues in one of SCORA's products has raised doubts about its effect on brand trust and repurchase intention. This study aims to investigate the influence of influencer credibility and overclaim on repurchase intention, with brand trust as a mediating variable. The study employs a quantitative method through a survey questionnaire administered to 100 individuals who have used SCORA products and were affected by the overclaim issue. Data analysis was conducted using multiple linear regression and mediation tests. The expected outcomes of this study are a more comprehensive understanding of the relationship between influencer credibility, overclaim, brand trust, and repurchase intention, as well as practical recommendations for industry players in designing more effective and ethical communication and promotion strategies.

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INTRODUCTION

The rapid advancement of digital technology has had a broadly positive impact, especially in Indonesia's economic sector (Barata, 2019). These impacts include various transformations in the industrial sector, changes in social aspects, lifestyle shifts, and influences on marketing strategies and promotional media (Issn, 2024). The internet has emerged as a modern communication platform that facilitates easier interaction worldwide. Based on the latest report from a survey conducted by the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2024 is expected to reach 221,563,790 people, out of a total population of 278,696,200 people in 2023. According to APJII's latest internet penetration survey in Indonesia in 2024, the internet penetration rate now reaches 79.5%. Compared to the previous period, this represents an increase of 1.4% (APJII, 2024).

Social media is one of the outcomes of internet evolution and has caused rapid growth in usage every year (Kusno et al., 2022, 2023; Pratiwi, 2021). Social media is a digital platform that provides opportunities for users to create, share, and interact with diverse types of content while facilitating communication between individuals.

Social media includes various applications and websites that offer platforms for users to connect, collaborate, and participate in online communities (Ayuni, 2020; Chiang et al.,

2018; Gündüz, 2017; Hasfi & Rahardjo, 2019; Liao et al., 2021; Rolls et al., 2016). According to a report from Data Reportal, the number of active social media users in Indonesia will reach 143 million by January 2025. This figure represents 50.2% of Indonesia's overall population, which is expected to reach 285 million people by early 2025 (Haryanto, 2025).

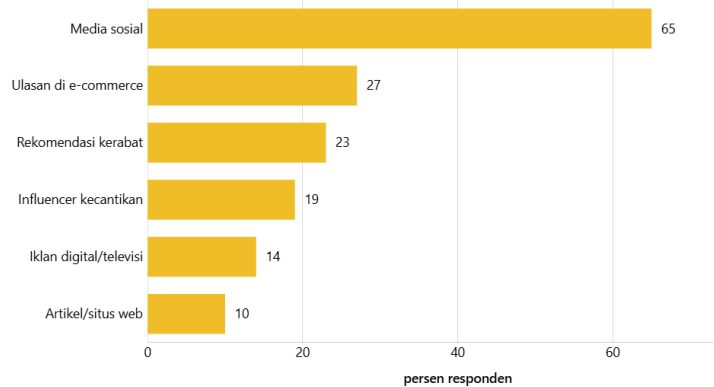


Figure 1. Trend Resources Skincare For Gen Z and Millennials

Source : databoks.katadata.co.id of 2024

Social media has now become one of the key elements that plays a big role in influencing consumer purchasing decisions, especially in the *skincare* industry. Today's consumers no longer rely solely on conventional advertising. They are also increasingly paying attention to the information available on social media. This includes various aspects, such as customer reviews, recommendations provided by influencers, and direct interaction experiences with brands. Ease of access to information often plays a significant role in influencing purchasing decisions. This is highly dependent on how brands build their image and credibility on digital platforms.

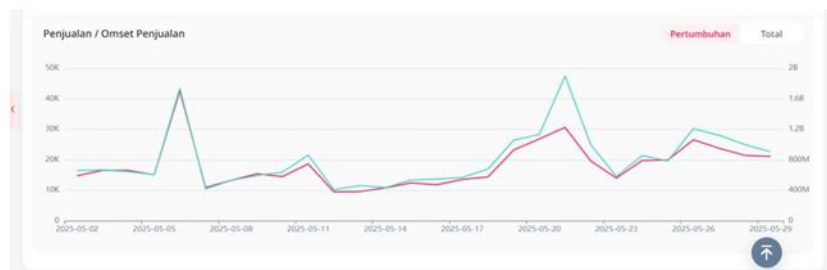


Figure 1. SCORA Sales on TikTok

Source : fatsmoss.com, 2024

SCORA is a local skincare brand from Indonesia that was established in 2023 and is owned by Syafira Albar, as registered with the Directorate General of Intellectual Property (DJKI). SCORA products are produced by PT. Asia Chemie Indonusa, a cosmetics manufacturing company that has obtained halal certification from the Indonesian Ulema Council (MUI). In its marketing strategy, SCORA actively leverages digital platforms such as TikTok and Instagram to reach the youth market. Through TikTok, SCORA displays short videos that are both informative and entertaining, while on Instagram, the brand highlights aesthetic visuals through photo uploads, reels, and direct interaction with its followers via

story and comment features. This digital communication strategy not only builds emotional closeness with the audience but also strengthens a brand image that is relevant to the modern lifestyle based on social media.

SCORA's product range is designed to meet the needs of various skin types, including oily, acne-prone, and sensitive skin. Its products include facial cleansers, moisturizers, and serums formulated with active ingredients such as Salicylic Acid, D-Panthenol, and Niacinamide. For example, the 1% Salicylic Acid Gentle Low pH Cleanser is effective in reducing acne, while the D-Panthenol Gentle Low pH Cleanser is formulated to maintain moisture in sensitive skin. SCORA also offers Hydramoist Gel with 5% Niacinamide to brighten the skin, as well as Barrier Shield Moisturizer with 2.5% D-Panthenol to strengthen the skin's barriers. Other products such as 3% Arbutin Serum for camouflaging dark spots, Vitamin C + 5% Niacinamide Serum for antioxidant protection, and Night Retinol Serum for nighttime skin regeneration reinforce SCORA's position as a brand committed to quality and effectiveness in skincare (Amirudin, 2024).

In the face of increasingly fierce competition in the skincare industry along with growing consumer demand for beauty products (Fauzan & Aisyah, 2023), SCORA focuses on innovation and collaboration with credible and relevant influencers on social media platforms such as TikTok and Instagram. Beauty video content created by influencers has been shown to be effective in influencing consumer purchasing decisions (Juliasari et al., 2022). The credibility of influencers is an important factor in building trust in brands, as their influence lies not only in appearance but also in the authenticity and accuracy of the information conveyed (Adrianto & Kurnia, 2021). An influencer with credibility is able to form positive perceptions and expand brand reach, as well as indirectly increase consumer visibility and loyalty (Anggoroningtyas & Adha, 2024). With this collaborative strategy, SCORA not only emerges as an innovative local skincare brand but also as a symbol of trust in Indonesia's digital beauty realm.



Figure 2. Influencer Tasya Farasya

SCORA uses influencer Tasya Farasya to build brand trust among consumers. Tasya Farasya is one of the famous beauty influencers with many followers, totaling 7.1 million on Instagram and 4.2 million on TikTok (data accessed on April 29, 2025). Tasya Farasya is known for having high credibility and a positive image in the eyes of her followers, so her endorsement has a great impact on increasing trust from consumers. Tasya has built a solid

foundation as a trusted source of information and advice on skincare, supported by the *Tasya Farasya Approved* slogan on social media, which can increase brand awareness. This endorsement is a type of advertising that uses well-known public figures who are recognized and accepted by the public, while brand awareness can be interpreted as the extent to which consumers have knowledge or awareness of a brand. The *Tasya Farasya Approved* label is only given to products reviewed by Tasya Farasya because they are considered to have good quality according to her evaluation and in accordance with the claims of the product (Vienna Puspita Sari et al., 2023).

Tasya Farasya suggested SCORA products, especially SCORA's 5% Hydramoist Niacinamide Gel, which is stated to be suitable for all skin types. In addition, she also recommends True to Skin Matcha Oat Gentle Cleanser as a good facial cleansing soap for various skin types. Other SCORA products that Tasya favors are SCORA sunscreen, which functions to moisturize and brighten the skin, and SCORA moisturizer, which is rich in content but still economical. Tasya Farasya emphasized that these products are not only effective but also safe for all skin types, making them the right choice for beauty enthusiasts. This collaboration contributes to increasing brand credibility while expanding reach to a larger audience.

Through authentic content, Tasya Farasya has successfully assisted SCORA in building consumer trust and strengthening its presence in the local beauty sector. However, behind its rapidly growing popularity, there are concerns about the number of exaggerated claims often made by users and influencers. *Overclaim* is a term used to describe the practice in which a company makes claims or statements that are excessive, inaccurate, or do not reflect the actual facts regarding the products or services it offers (B. P. S. K. Sari, 2022).



Figure 3. TikTok account dr. Amira Farahnaz (Detective Doctor)

One of the influencers who played an important role in the emergence of the term "*skincare mafia*" is the owner of the TikTok account DokterDetektif (doktif), which has more than 3.1 million followers and 35.9 million likes (data as of April 29, 2025). Her figure is known to be mysterious because she always appears with a mask, but her real name is dr. Amira Farahnaz DiplAAAM, an aesthetic doctor who graduated from the Faculty of Medicine, Hang Tuah University Surabaya, and the owner of Amira Aesthetic Clinic. Her popularity is not only due to the aesthetic practices she runs, but also because of her investigation into the Indonesian skincare industry. Using the Ultra Performance Liquid Chromatography (UPLC) method, she managed to uncover the difference between the manufacturer's claims and the actual content in some beauty products. Although it caused debate, the accuracy and courage in submitting the results of the analysis heightened public awareness about the importance of caution when

choosing skincare products, while encouraging the industry to be more transparent in making claims (Astri, 2025).

One of the cases that made Doctor Detective viral was the finding related to the *SCORA 5% Niacinamide Hydramoist Gel* product, where laboratory test results showed that the niacinamide content was only 0.8%, far below the 5% claim on the packaging. This overclaim issue raised doubts among consumers, although SCORA soon clarified that only the variants in the bottle packaging were overclaimed, while the variants in the jar corresponded to the actual composition (Hops, 2024). This case illustrates that excessive claims can backfire on brands, as they can lower customer trust and influence purchasing decisions. Although many users feel that their products are compatible, negative news has a psychological effect that makes consumers hesitant to make repeat purchases, even after SCORA sought to clarify openly and transparently.

Influencer credibility and overclaim issues have a significant influence on the formation of brand trust and repurchase intention. According to (Sastrawan & Pramudana, 2022), brand trust is a customer's sense of security in the brand's ability to meet their needs, emphasizes that influencer credibility plays a major role in influencing consumer purchase decisions. Several studies also show different results found that the dimensions of attractiveness, trustworthiness, and influencer expertise affect purchase intent, while only mentions attractiveness as having a significant effect. Meanwhile, research by (Rahmawati et al., 2025) revealed that overclaims negatively impact repurchase intentions because consumers who feel deceived lose trust in the brand, although (Ramli, 2024) states that overclaims do not always have a significant effect on repurchase decisions. These differences in results show the need for further study of the role of brand trust as a mediator between influencer credibility, overclaim, and repurchase intent in the skincare industry.

Most existing studies do not thoroughly explore how overclaims can affect brand trust through influencers, as well as consumer repurchase intention. This gap leads to conflicting understandings of the impact of negative information on consumer decision-making, even among those who have had positive prior experiences.

This study aims to determine the influence of influencer credibility and overclaim on brand trust and repurchase intention, including how brand trust mediates the relationship between these variables. Theoretically, this research is expected to contribute to the development of marketing science and consumer behavior, especially regarding the influence of influencer credibility, brand trust, and the phenomenon of overclaim in the context of marketing skincare products on social media. Practically, the results of this research can provide benefits to various parties: for SCORA companies, it is expected to offer strategic inputs in formulating effective marketing strategies; for beauty product influencers, as guidelines to maintain credibility and responsibility in sharing information to increase public trust; for consumers, to increase awareness and intelligence in filtering information before purchasing products; and for future researchers, as a reference to expand the study with different variables and methods.

RESEARCH METHOD

This study employed an associative quantitative approach with a case study method to analyze the relationship between influencer credibility (X1) and overclaim (X2) on repurchase

intention (Y2) through brand trust (Y1). This approach enabled researchers to objectively explore cause-and-effect relationships among variables using numerical data. The overclaim case on SCORA products served as the primary context to understand how influencer credibility and consumer perceptions of overclaims affected trust levels and repurchase intentions. The research population consisted of female consumers in Karangrayung District who had purchased SCORA products, selected through purposive sampling based on criteria such as age, purchase experience, and exposure to influencer Tasya Farasya's content. Using the Slovin formula with a population of 51,986 residents and a 10% margin of error, a sample of 100 respondents was obtained.

Data were collected through a Likert scale questionnaire measuring respondents' perceptions of the research variables. Data analysis was performed with SPSS software, including validity, reliability, and classical assumption tests (normality, multicollinearity, heteroscedasticity). Multiple linear regression analysis was used to measure the direct effects between variables, while the Sobel test assessed the mediating effect of brand trust on the relationship between influencer credibility, overclaim, and repurchase intention. The results were expected to provide empirical insights into how influencer credibility and product claim management impact consumer behavior in digital marketing contexts.

RESULTS AND DISCUSSION

Description of Research Variables

This study measured four main variables, namely *influencer credibility*, *overclaim*, *brand trust*, and *repurchase intention* using a five-point Likert scale. Based on the results of the descriptive analysis, the four variables showed an average value that was included in the high category, which means that respondents had a positive perception of influencer credibility, could still accept overclaims reasonably, had strong trust in the SCORA brand, and showed a high tendency to make repeat purchases. The highest average value was found in the *repurchase intention* variable (4.48), which indicates that consumers have a strong intention to repurchase and recommend SCORA products. Meanwhile, *brand trust* (4.40) shows that consumers rate SCORA as having good reliability and integrity. The *influencer credibility* variable (4.35) shows that Tasya Farasya is considered very competent and influential in building brand image, while the *overclaim* variable (4.39) shows that consumers are aware of the existence of overclaims but still assess SCORA's promotion as part of an acceptable communication strategy.

Table 1. Research Variables

	N	Mean	Category	Dominant Indicators	Main Description
Influencer Credibility	100	4,35	Tall	Popularity (4.37)	Respondents rated Tasya Farasya as credible, attractive, and knowledgeable in the field of beauty.
Overclaim	100	4,39	Tall	Material incompatibility (4.41)	SCORA's product claims are considered a bit exaggerated, but they are still considered reasonable and informative.
Brand Trust	100	4,40	Tall	Reliability (4.65)	Consumers trust SCORA's quality and integrity even though there is still a need for increased transparency.
Repurchase Intention	100	4,48	Tall	Repurchase intent (4.73)	Consumers show high satisfaction and a strong desire to buy back SCORA products.

Source: Primary data processed by researchers (2025)

Instrument Test Results

Validity Test Results

The results of the validity test of the variables contained in this study are presented in the following table:

Table 2. Results of the Indicator Validity Test for Each Research Variable					
No	Variabel	Indicator	Calculation	Table	Information
1.	Credibility <i>Influence</i>	P1	0,528		Valid
		P2	0,474		Valid
		P3	0,436		Valid
		P4	0,536		Valid
2.	Overclaim	P5	0,501		Valid
		P6	0,529	0,196	Valid
		P7	0,535		Valid
3.	Brand Trust	P8	0,552		Valid
		P9	0,561		Valid
4.	Repurchase <i>Intention</i>	P10	0,551		Valid
		P11	0,541		Valid
		P12	0,506		Valid
		P13	0,637		Valid

Source: Primary data processed, 2025

The indicators of each variable used in this study were declared valid because the Corrected item total *correlation* value (*r_{calcul}*) obtained exceeded the value (*r_{table}*), namely at $df = 98$ ($n-2$ or $100-2$) at a significance level of 0.05, which is 0.195.

Reliability Test Results

The results of reliability tests conducted using the Cronbach Alpha test are presented in the following table:

Table 3. Reliability Test Results on Each Research Variable Indicator			
No	Variabel	Cronbach Alpha	Information
		Calculate Table	
1.	Influencer Credibility	0,812	Reliable
2.	Overclaim	0,761 0,600	Reliable
3.	Brand Trust	0,779	Reliable
4.	Repurchase Intention	0,738	Reliable

Primary data sources processed by researchers, 2025

Based on Table 3, the results of the reliability test show that the Influencer Credibility variable has a Cronbach's Alpha value of 0.812, the Overclaim variable of 0.761, the brand trust variable of 0.779, and the repurchase intention variable of 0.738. All Cronbach's Alpha values of the four variables exceeded the minimum limit of 0.600, so it can be concluded that all research instruments are reliable. Therefore, the statements of the items used in the questionnaire have been consistent and reliable for the data collection of this study.

Classical Assumption Test Results

Data Normality Test Results

Table 4. Data Normality Test Results

Equation	Normality Test	Sig.	Information
1	Independent Variables:	0,117	Normally Distributed Data
	Influencer Credibility		
	Overclaim		
	Bound Variables:		
2	Brand trust	0,200	Normally Distributed Data
	Independent Variables:		
	Influencer Credibility		
	Overclaim		
	Bound Variables:		
	Repurchase Intention		

Primary data sources processed by researchers, 2025

Based on the results of the data normality test with the Kolmogorov-Smirnov test in the table above, the result of equation one with a Sig value of 0.117 and the result of equation two with a Sig of 0.200 was obtained. The significance value is greater than the set significance level, which is 0.05. Thus, it can be concluded that the two equations have normally distributed data, so the regression model is feasible to use in further analysis tests.

Multicollinearity Test Results

Table 5. Test Results of Multicollinearity

Variabel	Tolerance	VIF	Assumptions of <i>Multicollinearity</i>
Free Bound			
<i>Brand trust Credibility</i>	0,998	1,002	Not Happening
<i>Influence</i>			
<i>Overclaim</i>	0,998	1,002	Not Happening
<i>Repurchase Credibility</i>	0,722	1,385	Not happening
<i>Intention Influencer</i>			
<i>Overclaim</i>	0,755	1,324	Not Happening
<i>Brand Trust</i>	0,576	1,736	Not Happening

Source: Primary data processed by researchers, 2025

Based on the table above, it is shown that all dependent variables in the regression model of this study have a tolerance value greater than 0.1 and a VIF value of less than 10, thus it is stated that the two regression models do not occur *multicollinearity*.

Heteroscedasticity Test Results

The assumption of heteroscedasticity in this study was tested using the Glejser test which regresses dependent variables using residual absolute values. The test results are shown in table 6.

Table 6. Heteroscedasticity Test Results

Variabel	<i>P value</i>	Heteroscedasticity Assumptions
Free Bound		
<i>Brand trust Credibility Influence Overclaim</i>	0,141	Not Happening
<i>Repurchase Kredibilitas Intention Influencer Overclaim</i>	0,054	Not Happening
<i>Brand Trust</i>	0,101	Not Happening
	0,085	Not Happening
	0,802	Not Happening

Primary data sources processed, 2025

Based on the table above, it is shown that these dependent variables do not significantly affect the residual absolute value for both models. It is said that the regression model is free from heteroscedasticity because all variables have significance values or *p values* above 0.05.

Multiple Linear Regression Test Results

The results of the multiple linear tests of the two regression models are shown by table 7.

Table 7. Multiple Linear Regression Test Results

Variabel	B	t-count	Itself	Information
Free Bound				
<i>Brand trust Credibility Influence Overclaim</i>	0,257	6,093	0,001	H1 Accepted
<i>Repurchase Kredibilitas Intention Influencer Overclaim</i>	0,299	5,587	0,001	H2 Accepted
<i>Brand Trust</i>	0,098	2,206	0,030	H3 Accepted
	0,174	3,166	0,002	H4 Accepted
	0,398	4,387	0,001	H5 Accepted

Primary data sources processed, 2025

Based on the results of table 7, the equation for regression model 1 can be formulated as follows:

$$Y_1 = 0.257X_1 + 0.299X_2$$

Information:

Y_1 = Brand Trust

X_1 = Influencer Credibility

X_2 = Overclaim

The interpretation of the regression equation is:

- A regression coefficient of 0.257 indicates that every one-unit increase in the Influencer Credibility variable will increase Brand Trust (Y_1) by 0.257, assuming the Overclaim variable remains constant. In other words, the higher the credibility of influencers in promoting SCORA products, the greater the consumer trust in the brand. Influencers who are considered to have expertise, integrity, and appeal can foster a good brand perception in the minds of consumers..

- b. A regression coefficient of 0.299 indicates that every one-unit increase in the overclaim variable will increase brand trust (Y_1) by 0.299, assuming the Influencer Credibility variable remains constant. These results show that the higher the overclaim rate in a promotion, as long as the claim remains attractive and relevant to consumers, the level of trust in the SCORA brand will increase. Persuasive and innovative statements can reinforce a positive perception of the product.

The equation for the second regression model can be formulated as follows:

$$Y_2 = 0.098X_1 + 0.174X_2 + 0.398Y_1$$

Information:

Y_2 = Repurchase intention

X_1 = Influencer Credibility

X_2 = Overclaim

Y_1 = Brand Trust

The interpretation of the regression equation is:

- A coefficient of 0.098 indicates that every one increase in the influencer credibility variable will increase repurchase intention by 0.098, assuming the other variables (overclaim and brand trust) remain constant. In other words, the higher the credibility of influencers used in the promotion of SCORA products, the greater the intention of consumers to repurchase the product. Credibility regarding expertise, integrity, and attractiveness can create trust and loyalty to the recommended product.
- A coefficient of 0.174 indicates that every one unit increase in the overclaim variable will increase the repurchase intention by 0.174, assuming the other variables remain constant. These results suggest that an increase in the overclaim rate in promotions, provided they remain within reasonable and attractive limits, will increase consumer interest in making a repurchase. Persuasive promotional claims can reinforce consumers' positive perceptions of SCORA products.
- A regression coefficient of 0.398 indicates that every single unit increase in brand trust will increase repurchase intention by 0.398, assuming the other variables remain constant. This shows that consumers' increased trust in the SCORA brand is directly proportional to their intention to make a repeat purchase. Brand trust is a crucial element that increases consumer confidence in product quality and credibility, thus influencing the decision to make a repeat purchase.

Hypothesis Test Results

Model Feasibility Test Results (F Test)

Table 8. Model Feasibility Test Results (F Test)

Variabel	F-count	Sig	Information
Free Bound			
<i>Brand trust</i> Credibility			
<i>Influence</i>	35,690	0,001	Model fit
<i>Overclaim</i>			

<i>Repurchase Kredibilitas</i>			
<i>Intention Influencer</i>	29,291	0,001	Model fit
<i>Overclaim</i>			
<i>Brand Trust</i>			

Source: primary data processed by researchers, 2025

The F-count value obtained from the first regression model test involving influencer credibility and overclaim to brand trust was 35.690 with a significance value of 0.001. Because the significance value < 0.05 , it can be concluded that influencer credibility and overclaim simultaneously have a significant effect on brand trust, so the first regression model is feasible.

The F-count value obtained from the second model regression test, which involved influencer credibility, overclaim, and brand trust towards Repurchase Intention was 29.291 with a significance value of 0.001. Because the significance value < 0.05 , it can be concluded that influencer credibility, overclaim, and brand trust simultaneously have a significant effect on Repurchase Intention so that the second regression model is also considered feasible or suitable for use.

Partial Test Results (t-test)

Table 9. Partial Test Results (t-test)

Variabel	t-count	T-Table	Sig.	Information
Free Bound				
<i>Brand trust Credibility</i>	6,093		0,001	H1 Accepted
<i>Influence</i>				
<i>Overclaim</i>	5,587		0,001	H2 Accepted
<i>Repurchase Credibility</i>	2,206	1984	0,030	H3 Accepted
<i>Intention Influencer</i>				
<i>Overclaim</i>	3,166		0,002	H4 Accepted
<i>Brand Trust</i>	4,387		0,001	H5 Accepted

Source: Primary data processed by researchers, 2025

- The influencer credibility variable t was calculated as 6.093 and the significance value was 0.001. The t -value of the calculation is greater than the t -value of the table (1.984) and the significance value is < 0.05 so that it is stated that H1 of this study is accepted, namely the credibility of influencers has a positive and significant effect on brand trust.
- The overclaim variable t is calculated as 5.587 and the significance value is 0.001. The t -value of the calculation is greater than the t -value of the table (1.984) and the significance value is < 0.05 so that it is stated that H2 of this study is accepted, namely overclaim has a positive and significant effect on brand trust.
- The influencer credibility variable t was calculated as 2.206 and the significance value was 0.030. The t -value of the calculation is greater than the t -value of the table (1.984) and the significance value is < 0.05 so that it is stated that H3 of this study is accepted, namely the credibility of influencers has a positive and significant effect on repurchase intention.
- The overclaim variable t count 3.166 and the significance value is 0.002. The t -value of the calculation is greater than the t -value of the table (1.984) and the significance value is $<$

0.05 so that it is stated that H4 of this study is accepted, namely overclaim has a positive and significant effect on repurchase intention.

- e. The brand trust variable t is calculated 4.387 and the significance value is 0.001. The t -value of the calculation is greater than the t -value of the table (1.984) and the significance value is < 0.05 so that it is stated that H5 of this study is accepted, namely brand trust has a positive and significant effect on repurchase intention.

Determination Coefficient Test Results

The results of the determination coefficient test are seen from the value of R^2 as follows:

Table 10. Determination Coefficient Test Results

Bound variables	Independent variables	R^2
<i>Brand trust</i>	Influencer Credibility <i>Overclaim</i>	0,424
<i>Repurchase Intention</i>	Influencer Credibility <i>Overclaim</i> <i>Brand Trust</i>	0,478

Source: Primary data processed by researchers, 2025.

The table shows that 42.4% of brand trust changes can be explained by changes in influencer credibility and overclaim, while 57.6% are explained by other factors not considered in this study. In the second regression model, it was shown that 47.8% of changes in repurchase intention could be explained by changes in influencer credibility, overclaim and brand trust, while 52.2% were explained by other factors not considered in this study.

Sobel Test Results

The results of the sobel test for the influence of influencer credibility on repurchase intention through brand trust are shown as follows:

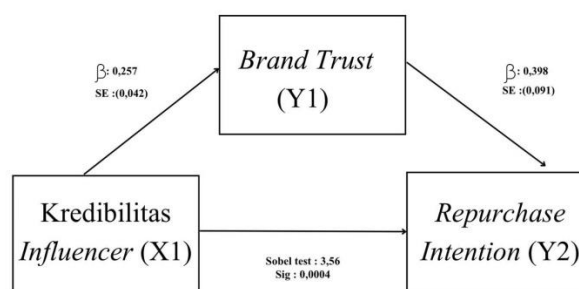


Figure 1. The Influence of Credibility Influence against Repurchase Intention through Brand Trust

Source: Primary data processed by researchers, 2025

The results of the Sobel test for the influence of influencer credibility on repurchase intention through brand trust obtained a Sobel value of 3.56 and a significance value of 0.0004 ($p < 0.05$) so that it was stated that brand trust can be an intervening variable of the relationship

between influencer credibility and repurchase intention.

The results of the sobel test for the effect of Overclaim on repurchase intention through brand trust are shown as follows:

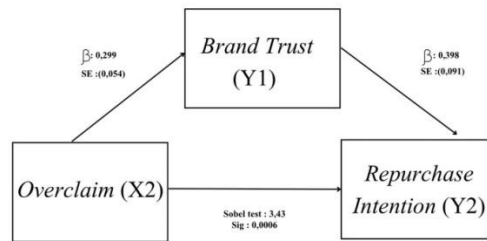


Figure 2. Influence Overclaim against Repurchase Intention through Brand Trust

Source: Research-processed data, 2025

The results of the Sobel test for the effect of Overclaim on repurchase intention through brand trust obtained a Sobel value of 3.43 and a significance value of 0.0006 ($p < 0.05$) so that it is stated that brand trust can be an intervening variable of the relationship between Overclaim and repurchase intention.

The Influence of Influencer Credibility on Brand Trust

Influencer credibility includes trustworthiness, expertise, and attractiveness—it has been proven to increase brand trust because the influencer's positive attributes are "contagious" to the brand; attractiveness is often even the most defining dimension of attitudes towards brands (Muttaqien et al., 2025), in line with the findings that authenticity, competence, and transparency of influencers strengthen long-term trust and loyalty (Cahyadiningrum & Rahardjo, 2023; Sijabat et al., 2023); The implication is that influencer selection should weigh reputation, expertise, and consistency of message.

The Effect of Overclaim on Brand Trust

Overclaim has a significant positive effect on brand trust ($\beta=0.299 >$ credibility $\beta=0.257$) when strategically packaged, balanced, and evidence-based, because assertive claims trigger cognitive elaboration, curiosity, and engagement (Interest, 2016; De Veirman & Hudders, 2020; Kotler & Keller, 2016); In SCORA's case, the prompt and transparent response to the niacinamide issue restored as well as strengthened trust, confirming that post-issue openness can turn negative perceptions into positives.

The Influence of Influencers' Credibility on Repurchase Intention

Influencer credibility (expertise, trust, appeal, popularity) increases repurchase intention because recommendations are perceived to be informative and experience-based, not just promotional; collaboration with trusted experts such as Tasya Farasya reinforces SCORA's image of safety and quality, in line with evidence that influencer competence and integrity drive trust and repeated loyalty (Geraldi & Tunjungsari, 2023; Novitasari et al., 2023).

The Effect of Overclaim on Repurchase Intention

Overclaim when selective, realistic, and supported by product performance—can trigger virality, expand awareness, foster curiosity, and lead to re-purchases when the user experience delivers on promise; this effect is consistent with the finding that bold claims are not always rejected if real product value is perceived (Limbu & Wolf, 2012; Reid, 2018), while SCORA's quick clarification turned controversy into quality confirmation.

The Influence of Brand Trust on Repurchase Intention

Brand trust has a significant positive effect on repurchase intention because it provides a sense of security, quality confidence, and emotional closeness that sustains loyalty; In the digital ecosystem, trust is formed not only by product quality, but also by social value, transparency, reviews, and authentic communication, as well as mediating the impact of marketing activities on repurchase behavior (Cookie Jackcie, 2023; Gökerik, 2024).

Brand Trust as an Intervening Variable between Influencers' Credibility and Repurchase Intention

The Sobel test shows that brand trust mediates the influence of influencers' credibility on repurchase intention: credibility triggers trust in the brand first, then that trust drives repurchase; therefore, increasing influencer credibility must be accompanied by strengthening brand evidence so that reliability is truly internalized (Tarabieh et al., 2024; Abail, 2019).

Brand trust as an intervening variable between overclaim and repurchase intention

Brand trust also mediates the influence of overclaims on repurchase intention: bold claims that are reasonable and consistent with consumer experience increase confidence in the brand, which then drives repurchases; In reputable brands, strong claims are considered creative strategies when supported by positive experiences and data, so trust is the key so that overclaims lead to repurchase intent (Jeffry et al., 2023; Ahmed, 2025).

CONCLUSION

This study concluded that influencer credibility and overclaim positively and significantly affected brand trust and repurchase intention for SCORA products. Influencers with high expertise, integrity, and appeal, such as Tasya Farasya, were able to build consumer trust and encourage repurchases. Interestingly, overclaims, typically viewed negatively, had a positive effect by generating curiosity and increasing brand exposure. Brand trust served as a key mediator linking influencer credibility and overclaim to repurchase intention, with loyal consumers maintaining trust despite negative issues. Managerially, SCORA should collaborate with credible influencers, ensure accurate and data-driven product claims, promote transparency, and actively gather consumer feedback to align products with market needs. However, this study was limited by respondent demographic data and did not explore viral marketing in depth. Future research should include variables like brand image, satisfaction, and brand engagement to provide a more comprehensive understanding of consumer loyalty in the digital era.

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