

The Influence of Endorser Credibility, Brand Image, and Perceived Value on Customer Satisfaction Mediated by Brand Trust (Study of Jafra Consumers in Jakarta)

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Abstract

This study aimed to determine the effects of Endorser Credibility, Brand Image, and Perceived Value on Customer Satisfaction among Jafra consumers in South Jakarta, mediated by Brand Trust, Brand Image, and Perceived Value obtained through distributing questionnaires. The research population consisted of Jafra consumers in South Jakarta, with a sample of 100 people selected using purposive sampling. Data were analyzed using PLS-based SEM. The results indicated that the variables of Endorser Credibility, Brand Image, and Perceived Value had a significant effect on Brand Trust. Furthermore, the results demonstrated that Endorser Credibility, Perceived Value, and Brand Trust significantly influenced Customer Satisfaction. Additionally, it was found that Brand Trust mediated the relationship between Brand Image and Customer Satisfaction, as well as between Perceived Value and Customer Satisfaction.

Keywords: endorser credibility, brand image, perceived value, customer satisfaction, brand trust.

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1. Introduction

The beauty industry is characterized by stable growth and has shown resilience during various economic crises. According to McKinsey's data from 2020, the beauty industry generates US\$500 billion annually. Associate Partners at McKinsey, Emily Gerstell and Emma Spagnuolo, stated that despite the pandemic, the beauty industry remained relatively resilient, experiencing only a minor decline.

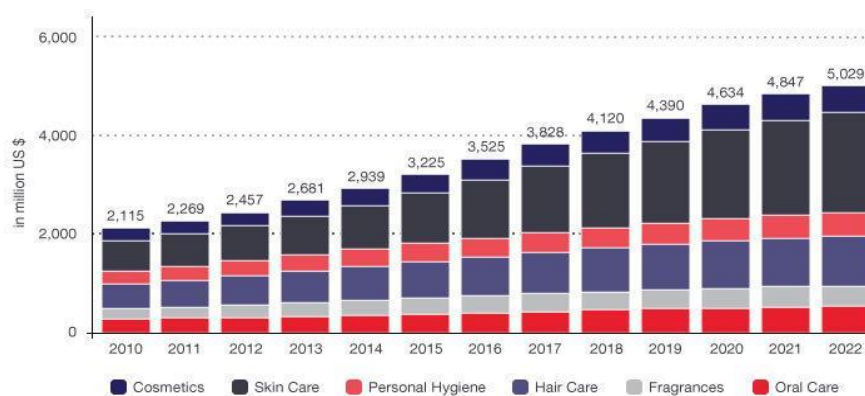


Figure 1. Domestic Cosmetics Market Value Data

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The data reveals a positive trend in cosmetics market value in the country, with continuous growth observed until 2022. By that year, the cosmetics market in Indonesia reached a value of US\$5,029 million. This market is one of the leading markets globally, with an expected annual growth rate of 7% until 2021. The Central Statistics Agency (Statistik, 2020) released data showing that the import value of cosmetics reached US\$226.74 million, representing an increase of almost 30% compared to the import value recorded in 2016, which was US\$175.48 million. The agency also reported that the import value of beauty products, including cosmetics, care products, and soap, from January to July 2018 amounted to US\$431.2 million, marking a 31% increase.

According to Jafra's official website, Jafra specializes in skin care products with a direct sales system that utilizes multi-level marketing (MLM). Established in 1956 in Malibu, California, Jafra became a subsidiary of Gillette Corporation in 1973. In 1998, it was acquired by Clayton, Dubilier & Rice Inc. Subsequently, in 2004, Jafra was acquired by Vorwerk & Co KG, ranked as the fourth largest direct sales company globally as of 2013. Jafra Cosmetics entered the Indonesian market in 2013.

As an MLM company, Jafra has specific regulations regarding business ethics for its Endorsers. One such regulation prohibits selling through online marketplaces such as Tokopedia, Shopee, Lazada, and Bukalapak. This regulation aims to mitigate competition among Endorsers. Endorsers, individuals engaged in Jafra's MLM sales business, employ various marketing strategies due to the restriction on marketplace sales. Some Endorsers market their products directly to potential customers, while others showcase them at community events. In the digital age, many Jafra Endorsers leverage social media platforms like YouTube, Facebook, Twitter, WhatsApp, Telegram, and Instagram for product marketing. Instagram stands out as one of the most commonly used social media platforms by Jafra Endorsers for marketing purposes. This preference is due to Instagram's potential as a promotional platform, as indicated by a survey conducted by WeAreSocial.net and Hootsuite, forecasting 86 million Instagram user accounts by 2021.

Through Instagram, Endorsers conduct promotions to friends, relatives, or followers. One way to promote products on Instagram is through an endorsement program, where social media users with a certain number of followers endorse products. The individual who endorses the product is called the endorser. The more followers an endorser has, the greater the audience for the promotion. Due to limitations in the distribution of Jafra products, as laws prohibit distributing products outside of the direct selling strategy, endorser credibility becomes crucial in achieving Jafra's product sales targets.

The credibility of advertising stars has a positive and significant influence on customer trust, as Baniya (2017) indicated that an endorser's credibility could affect customer trust in a product brand. The higher the credibility of a product's advertising star, the more trust customers will have in the product. Riskhi et al., (2018) revealed that endorser credibility is the extent to which an endorser can influence consumers to believe in what he conveys through his involvement in advertising a product. In addition to endorser credibility, perceived value positively and significantly influences trust. Hasan et al., (2014) found that the more benefits a product offers customers, the higher the likelihood of customers developing trust. Perceived value is essential for companies to consider, as customer behavior tends to be influenced by perceived value when making purchases.

However, other studies have found that endorser credibility and perceived value only sometimes significantly affect customer trust in a brand. For example, Chaudhary & Asthana (2015) found that endorser credibility did not significantly affect customer trust, and Saputra (2019) found that perceived value did not significantly affect trust. In these cases, endorser credibility and perceived value may not directly affect brand trust but are strengthened through brand trust as a mediator.

In addition to endorsement credibility and perceived value, brand image is equally important. According to research by Putri & Harti (2022) on beauty products, Brand Image positively and significantly affects consumer trust. Customers will have many considerations when marketing Jafra products as beauty products, especially considering widespread news about counterfeit cosmetic products and concoction creams containing dangerous chemicals, including counterfeit Jafra products. As a beauty product, Jafra is also subject to negative comments about the benefits and effects experienced by its users, which can be found on social media. The public can read these negative comments. The existence of negative indications about user satisfaction is the main topic addressed in this study.

Based on the identified problems and previous research, it is evident that there needs to be more research focusing on the relationship of these variables with Jafra's business, despite Jafra's global business expansion as a company with a direct selling system. Therefore, researchers are interested in research to measure the effect of Endorser credibility, Brand Image, and Perceived Value on customer satisfaction mediated by brand trust among Jafra consumers in Jakarta.

2. Literature Review

2.1. Endorsement Credibility

In Jafra, an endorser is defined as a person who is either a member of the business selling their products or commonly known as a seller. The credibility perception stems not only from the buyer's trust in the seller but also from the manner in which the seller demonstrates reliability (Sallam & Wahid, 2012). Spry et al. (2011) state that three factors influence the credibility of the endorser: attractiveness, trustworthiness, and expertise. According to Lou & Kim (2019), the credibility of the endorser plays a crucial role as it can influence consumer reactions toward brand endorsements. Credibility is perceived as the audience's judgment of the quality of one's communication (Sokolova & Kefi, 2020). Companies should gain insight into how endorsers influence followers before investing in influencer marketing, focusing on the affective/internalization process of followers when purchasing products recommended by influencers (Sokolova & Kefi, 2020). However, research on the mechanisms/processes of influencers' roles in shaping the relationships, perceptions, and behavior of followers that can impact the brands recommended by influencers is still limited (Lou & Kim, 2019)

Based on research Lou & Kim (2019) source credibility consists of 4 dimensions, namely:

- Expertise, namely the source's expertise in providing qualifications and knowledge in making judgments related to a topic/subject.
- Trustworthiness, namely the credibility of the source by the audience, where this tells how far the recipient of the message views the source in terms of honesty, sincerity or truthfulness.
- Attractiveness, refers to the physical attractiveness or likeability of the source,
- Similarity, is a feeling of similarity in terms of psychographics that followers feel about themselves and influencers.

2.2. Brand Image

According to Oktiani et al., (2018), brand image is the impression of learning outcomes from using a brand, reflected in consumers' understanding and impressions after use, closely tied to feelings of confidence and brand selection, ultimately leading to purchases. A robust brand image establishes a brand's superiority in competition. Brand image is the reflection or representation of a product's identity, as noted by Abidin & Roni (2017). It can be interpreted as the public perception of a brand's identity.

As stated by Sanjiwani & Suasana (2019), brand image encompasses a set of beliefs, ideas, and impressions that individuals hold about a brand. For example, Miniso is a brand that already possesses a positive image because its products meet consumer needs satisfactorily. Consequently, consumer attitudes and behaviors towards a brand are significantly influenced by its image.

2.3. Perceived Value

According to Pratama et al., (2021), perceived value is the difference between consumers' evaluations of all benefits and perceived costs of offers and alternatives. Perceived value is deemed instrumental in the character of store brands, as these brands typically oversee both production and distribution. It is utilized as the primary characteristic identified in these brands and also influences brand identification, as consumers will recognize and value brands based on their perception.

Chrystiantari et al (2020) identify eight factors that form perceived value in Indonesia:

- Brand Image, products sold under the brand are of superior quality compared to others, have a reliable reputation, and come with guaranteed availability.
- Responsiveness, satisfactory handling of customer complaints, provision of periodic updates, quick problem resolution, knowledgeable sales personnel, trustworthy service, and commitment keeping.
- Guarantee and Price. secure payment transactions, reasonable shipping costs, protection of customer data, pricing reflecting product quality, frequent discounts, product variety, streamlined buying process, and accurate product delivery.
- Brand Value, being a trusted reference in purchasing, possessing a strong and clear brand identity, satisfying customer desires, and promoting customer happiness.

- Corporate Image, convenient purchasing experience, wide product selection, and desired service features.
- Value of Information, access to useful product information and knowledge, and easy information retrieval.
- Social Value, enhanced communication and sharing experiences with others post-purchase.
- Non-monetary costs, reduced effort in seeking and considering product information, short wait times for product arrival, accurate delivery, and comprehensive online product information provided by the company.

2.4. Customer Satisfaction

According to Ferdinandus & Gomies (2021), customers evaluate their overall experience and satisfaction with a product or service after purchase and consumption, being particularly critical in their assessments. Their evaluation is subjective, varying between individuals based on their expectations and perceived value in relation to the sacrifices made. Customer satisfaction, therefore, is subjective and can differ between customers. Wilson & Christella (2019) suggest that customer satisfaction is a crucial tool for companies to derive added value from customers and to survive in competitive markets.

Customer satisfaction, as defined by Kotler et al (2020), is the feeling of pleasure or disappointment that arises from comparing perceived performance with expectations. If performance falls below expectations, customers are dissatisfied, if it meets expectations, they are satisfied, and if it exceeds expectations, they are very satisfied or happy. According to Karki & Panthi, (2018) there are four factors that drive customer satisfaction, namely:

- Product Quality, customers will be satisfied if the product provided is of good quality.
- Price, for price sensitive customers, usually a low price will be an important source of satisfaction. Because if customers can get low prices with good quality, a sense of satisfaction will arise from these customers.
- Service Quality, customers will be satisfied if the service can make them comfortable and match or exceed expectations.
- Emotional Factor, customers will be satisfied if they get the emotional value provided by the product brand.

Based on the opinions of experts, it can be concluded that satisfaction is a feeling of pleasure that arises from a person because his needs or desires can be fulfilled. The satisfaction that customers get is the result of an evaluation or assessment of the product or service features they use in fulfilling their needs, where the performance meets or even exceeds expectations.

2.5. Brand Trusts

Brand trust, as highlighted by Dharmayana & Rahanatha (2017), refers to consumers' trust in specific brands, playing a vital role in companies' efforts to establish strong relationships with their consumers. According to Ferrinadewi (2016), brand trust encompasses two key aspects: brand reliability, which reflects the brand's ability to fulfill promised value, and brand intention, based on consumer belief that the brand prioritizes consumer interests. The relationship between brand trust and loyalty formation hinges on the brand's ability to meet or exceed consumer expectations, consistently provide quality, and become integrated into the consumer's identity (Lukman et al., 2019).

Suryani & Rosalina (2019) define brand trust as the customer's willingness to depend on a brand despite the risks involved, driven by positive expectations. Trust evolves from the anticipation that the brand will act according to consumer needs and desires. The brand trust holds significance for consumers as it streamlines the brand selection process and alleviates uncertainties in purchasing decisions. Well-established brands offer consumers information, knowledge, and trust (Lestari et al., 2023).

3. Research Method and Materials

The research conducted in this study is quantitative, employing the path analysis research method. The population targeted for the study on the Effect of Endorser Credibility, Brand Image, and Perceived Value on Customer Satisfaction Mediated by Brand Trust (Case Study on Jafra Consumers in Jakarta) comprises all Jafra consumers in Jakarta. Sampling was purposive and subjective, utilizing a non-probability method with a Convenience sampling technique, selecting samples based on their accessibility and proximity to the researcher. Additionally, snowball sampling was employed, starting with a small number of data sources and gradually increasing (Sugiyono, 2019). Sugiyono (2019) suggests a minimum sample size of 30 for feasibility. Considering the research time constraints and the statement above, the sample size chosen for this study was 100 individuals. Primary data was collected through questionnaire responses. The research instrument was a closed questionnaire, providing respondents with predefined answer options. The

questionnaire utilized a 1-4 scale for responses. Data processing and analysis for hypothesis testing were conducted using Structural Equation Modeling (SEM) analysis with the Partial Least Squares (PLS) approach.

4. Result and Discussion

4.1. Data Description

4.1.1. Customer Satisfaction

Interest variable is measured by 5 indicators. The results of the respondents' answers to the customer satisfaction indicator show that respondents have a fairly high level of customer satisfaction in the products offered by Jafra where the average percentage of all indicator questions leads to answers agreeing with an average score of 3.24.

4.1.2. Brand Trusts

Brand Trust Variable is measured by 3 indicators. From the results of respondents' answers to the Brand Trust indicator, it can be seen that respondents have a fairly high level of brand trust in products marketed by Jafra where the average percentage of all indicator questions leads to answers agreeing with an average score of 3.22.

4.1.3. Endorsement Credibility

The Endorser Credibility variable is measured by 3 indicators. From the results of respondents' answers to the Endorser Credibility indicator, it can be seen that respondents felt the credibility of the endorsers who used Jafra products where the average percentage of all indicator questions led to answers agreeing with an average score of 3.22.

4.1.4. Brand Image

Security Variable is measured by 3 indicators. From the results of respondents' answers to the Brand Image indicator, it can be seen that respondents felt the brand image of Jafra products was good where the average percentage of all indicator questions led to answers agreeing with an average score of 3.18.

4.1.5. Perceived Value

Perceived Value variable is measured by 3 indicators. From the results of respondents' answers to the Perceived Value indicator, it can be seen that respondents felt good Perceived Value where the average percentage of all indicator questions led to answers agreeing with an average score of 3.23.

4.2. Algorithmic Model Results

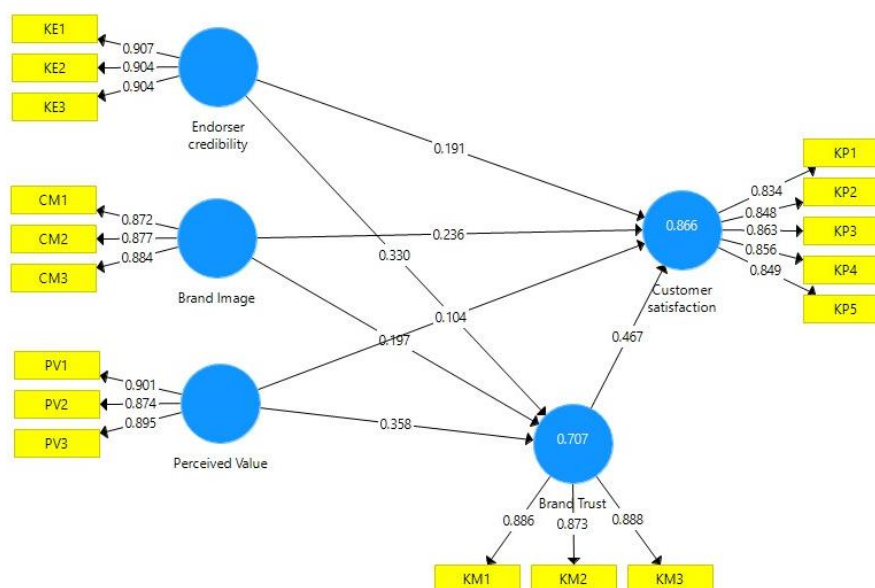


Figure 1. Algorithm Model

The results of this algorithm model are used to see the validity and reliability tests. The indicator is convergent validity if the value is > 0.7. However, Ghozali & Latan (2015) argue that the 0.50-0.60 algorithm is still acceptable in scale development research. Based on the analysis of the algorithm model above, all indicators can be considered valid and reliable because their values are above 0.7.

4.3. Measurement Model Test (Outer Model Evaluation)

Reflective model measurement, as used in this study, shows how manifest or observed variables represent latent constructs to be measured by testing the validity and reliability of indicators forming latent variables (Customer et al., Brand Image, and Perceived Values). There are three criteria for using data analysis techniques with SmartPLS to assess the outer model: Convergent Validity, Discriminant Validity, and Composite Reliability.

4.3.1. Convergent Validity

For the indicator convergent validity test with SmartPLS 4.0.8.7 it can be seen from the outer loading value and the Average Variance Extracted (AVE).

a. Outer Loadings

The convergent validity test of indicators with the smartPLS 4.0.8.7 program can be seen from each construct indicator's outer loading values in the PLS algorithm. The criterion in outer loadings is that each indicator that measures the construct must have a value of outer loadings > 0.70 or AVE > 0.50. The results of the outer loading output on Table 1 show that all indicators have outer loadings > 0.70, which means that all indicators are valid as measurements of latent variables.

Table 1. Outer Loading

	Brand Image	Brand Trust	Customer satisfaction	Endorser credibility	Perceived Value
CM1	0.872				
CM2	0.877				
CM3	0.884				
KE1				0.907	
KE2				0.904	
KE3				0.904	
KM1		0.886			
KM2		0.873			
KM3		0.888			
KP1			0.834		
KP2			0.848		
KP3			0.863		
KP4			0.856		
KP5			0.849		
PV1					0.901
PV2					0.874
PV3					0.895

b. Average Variance Extracted (AVE)

Another test result that can be used to see convergent validity is to look at the AVE value in the PLS algorithm. The criterion in Average Variance Extracted (AVE) is that each indicator that measures the construct must have an AVE value > 0.50. The AVE output results on Table 2 show that the AVE value is suitable for all constructs of Customer Satisfaction (Y), Brand Trust (Z), Endorser Credibility (X1), Brand Image (X2), and Perceived Value (X3). This means the AVE value has met consistent validity because all indicators exceed 0.5.

Table 2. Average Variance Extracted (AVE)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0.851	0.851	0.909	0.770
Brand Trust	0.858	0.861	0.913	0.778
Customer satisfaction	0.904	0.904	0.929	0.723
Endorser credibility	0.890	0.890	0.932	0.819
Perceived Value	0.869	0.870	0.920	0.793

4.3.2. Discriminant Validity

The Discriminant Validity test for indicators with the SmartPLS 4.0.8.7 program can be seen from the following Cross Loading values.

The table 1 shows that the construct correlation of Endorser Credibility (X1) with its indicators is higher than the correlation of other indicator constructs. This also applies to the others, namely, the correlation of the Brand Image construct (X2) with its indicators is higher than the correlation of other indicator constructs, the correlation of the Perceived Value construct (X3) with its indicators is higher than the correlation of other indicator constructs, the correlation of the Brand Trust (Z) construct with the indicator is higher than the correlation of other construct indicators, the construct correlation of Customer Satisfaction (Y) with the indicator is higher than the correlation of other construct indicators.

4.3.3. Reliability

Construct reliability test was carried out to prove the accuracy, consistency and accuracy of the instrument in measuring the construct. To measure the reliability of constructs in SEM can be done in two ways, namely by Composite Reliability and Cronbach's Alpha.

a. Composite Reliability

The construct is considered reliable if the composite reliability value is above 0.70. The construct test results show that all construct variables Endorser Credibility (X1) is 0.859, Brand Image (X2) is 0.865, Perceived Value (X3) is 0.881, Brand Trust (Z) is 0.859. Customer Satisfaction (Y) is 0.911 and has a composite reliability value above 0.70. It can be concluded that all constructs are reliable.

b. Cronbach's Alpha

The construct is said to have good reliability if the composite Alpha value is above 0.70. The results of the construct test show that all construct variables Endorser Credibility (X1) is 0.855, Brand Image (X2) is 0.861, Perceived Value (X3) is 0.879, Brand Trust (Z) is 0.858. Customer Satisfaction (Y) is 0.909 and has a composite Alpha value above 0.70. It can be concluded that all constructs are reliable.

4.4. Bootstrapping Model Results

The results of the bootstrapping model (Figure 2) are used to determine how much influence the variables in this study have. To find out the results of bootstrapping, select the calculate menu and then select bootstrapping.

4.5. Structural Model Test (Evaluation Inner Model)

After testing or evaluating the measurement model (measurement) is fulfilled, the next test is carried out on the structural model. Structural model testing includes testing the coefficient of determination (r^2) and the significance of exogenous variables' influence on endogenous variables (t-test).

4.5.1. Coefficient of Determination (R2)

The coefficient of determination shows the fitness of the model (goodness of fit) with the actual situation. The closer to number one, the better the model is considered. This study has two structural similarities, namely the influence of Endorser Credibility, Brand Image, and Perceived Value on Brand Trust and the influence of Endorser Credibility, Brand Image, Perceived Value, and Brand Trust on Customer Satisfaction, so there are two R2 values. The R2 value is shown in the table 4.

Table 3. Cross Loading

	Brand Image	Brand Trust	Customer Satisfaction	Endorser credibility	Perceived Value
CM1	0.872	0.685	0.754	0.766	0.782
CM2	0.877	0.696	0.746	0.722	0.729
CM3	0.884	0.671	0.736	0.742	0.723
KE1	0.756	0.728	0.785	0.907	0.773
KE2	0.788	0.728	0.763	0.904	0.793
KE3	0.757	0.726	0.773	0.904	0.768
KM1	0.746	0.886	0.837	0.756	0.770
KM2	0.668	0.873	0.752	0.674	0.680
KM3	0.642	0.888	0.755	0.692	0.681
KP1	0.667	0.805	0.834	0.681	0.679
KP2	0.735	0.720	0.848	0.721	0.718
KP3	0.718	0.746	0.863	0.745	0.708
KP4	0.735	0.758	0.856	0.761	0.739
KP5	0.754	0.744	0.849	0.724	0.747
PV1	0.768	0.710	0.753	0.770	0.901
PV2	0.747	0.704	0.734	0.748	0.874
PV3	0.752	0.743	0.769	0.777	0.895

Table 4. R-Square

	R Square	R Square Adjusted
Brand Trust	0.825	0.819
Customer satisfaction	0.886	0.881

The results of the table 4 show that the R2 value for the first equation model is 0.825, which means Endorser Credibility, Brand Image, and Perceived Value can explain the Brand Trust variable of 82.5%. In comparison, the other 17.5% (100-82.5%) are explained by other variables not included in the model. In the second equation, the model has an R2 -R2-adjusted value of 0.881, meaning Endorser Credibility, Brand Image, Perceived Value, and Brand Trust can explain the Customer Satisfaction variable of 88.1%. The other 11.9% is explained by variables other than Endorser Credibility, Brand Image, Perceived Value, and Brand Trust.

4.5.2. *Path Coefficients*

The significance test for the effect of variables is carried out using the t-test where the criterion is if the t-count/statistical value > t-table or p-value <0.05, and then the exogenous variable has a significant effect on the endogenous variable and vice versa if t-count/statistical < t-table or p-value > 0.05, then exogen has no significant effect on endogenous variables.

The results of the table 5 show that Endorser Credibility has a significant effect on Brand Trust Using Jafra, as shown by the p-value (0.022) <0.05. These results suggest an influence between endorsement credibility and brand trust acceptance. Thus, the higher the level of Jafra Endorser Credibility, the better the level of Jafra Brand Trust. The results of this study are the same as those of previous studies conducted by Wardhana (2016) and Santoso (2020), which show that endorsement credibility has a significant effect on consumer trust. In choosing skin care products, a high level of trust is required from its users. Given the limited marketing of Jafra in e-commerce, a vital role is in creating brand trust; Jafra depends heavily on the credibility of its endorsers.

The study results show that Endorser Credibility significantly affects Jafra Customer Satisfaction, as shown by the p-value (0.009 <0.05). These results conclude that There is an Influence between Endorser Credibility and Jafra Customer Satisfaction. This means that if the application manager wants to increase Jafra Customer Satisfaction, one of the efforts that can be made is to improve the credibility of the Endorser from Jafra. The results of this study are the same as the

previous research conducted by Nuraeni et al (2015), which gave results. The strength of the credibility of reservation officers in interpersonal communication is a positive and significant relationship with customer satisfaction at Rancamaya Golf and Country Club. This study proved that Endorser's credibility is considerable in building brand trust and customer satisfaction for Jafra users.

Table 5. Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image -> Brand Trust	0.403	0.400	0.108	3.728	0.000
Brand Image -> Customer satisfaction	0.101	0.104	0.086	1.181	0.234
Brand Trust -> Customer satisfaction	0.303	0.300	0.103	2.950	0.003
Endorser credibility -> Brand Trust	0.249	0.243	0.109	2.285	0.022
Endorser credibility -> Customer satisfaction	0.241	0.248	0.092	2.624	0.009
Perceived Value -> Brand Trust	0.304	0.312	0.102	2.990	0.003
Perceived Value -> Customer satisfaction	0.350	0.344	0.098	3.568	0.000

The results also show that brand image significantly affects Jafra brand trust, which is shown by the p-value (0.000) <0.05. These results suggest that there is an influence between brand image and brand trust. Thus, the higher the Jafra Brand Image, the better the level of Jafra Brand Trust. This means that if the application manager wants to increase Jafra's Brand Trust, one effort can be made to improve the Company's Brand Image. The results of this study are the same as those of previous studies conducted by El Nissi & Budiono (2019) and Sastrawan & Pramudana (2022), also showing a positive and significant effect on brand image and trust. The study results show that brand image has no significant effect on customer satisfaction, which is indicated by the p-value (0.237) > 0.05. These results suggest an influence between brand image and customer satisfaction. However, the indirect effect, explained in the next section, shows that brand image can influence customer satisfaction mediated by brand trust, shown by the p-value (0.021) <0.05.

The results showed that perceived value significantly affects brand trust, shown by the p-value (0.003) <0.05. These results can provide a conclusion that states that there is an influence between perceived value and brand trust. Thus, the higher the perceived Value of Jafra customers, the better the level of trust in the Jafra brand. This means that if the application manager wants to increase Jafra Brand Trust, one of the efforts that can be made is to improve the perceived value. The results of this study are the same as the previous research conducted by Hasan et al., (2014), which found that perceived value has a positive and significant influence on trust, where the more benefits a product offers to customers, the higher the opportunity which leads customers to a higher level of trust as well.

The results also show that perceived value significantly affects Jafra customer satisfaction, as shown by the p-value (0.000) <0.05. These results suggest that perceived value influences customer satisfaction. Thus, the higher the perceived Value of Jafra customers, the better the level of Jafra customer satisfaction. This means that if the application manager wants to increase Jafra Customer Satisfaction, then one of the efforts that can be made is to improve the perceived value. The results of this study are the same as those of previous studies conducted by Akmal & Trenggana (2019) and Malini & Ginting (2017), which show that perceived value has a significant and positive effect on customer satisfaction. Perceived value is necessary for companies to pay attention to because there is a tendency for customers' behavior based on perceived value.

The values showed that brand trust significantly affects customer satisfaction, which the p-value (0.003) <0.05 indicates. These results suggest an influence between brand trust and customer satisfaction. Thus, the higher the level of Brand Trust using Jafra, the better Jafra Customer Satisfaction. This means that if the application manager wants to increase Jafra Customer Satisfaction, one of the efforts that can be made is to improve the level of Endorser Credibility, Brand Image, Perceived Value, and Brand Trust of the company. The results of this study are the same as those conducted by Rahmadhani et al., (2022) and Marsellina & Budiono (2019), which also shows that brand trust has a significant and positive effect on customer satisfaction.

4.5.3. *Indirect Effects*

Table 6. Indirect Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Brand Image -> Brand Trust -> Customer satisfaction	0.122	0.120	0.053	2.317	0.021
Endorser credibility -> Brand Trust -> Customer satisfaction	0.078	0.072	0.042	1.793	0.073
Perceived Value -> Brand Trust -> Customer satisfaction	0.092	0.094	0.047	1.984	0.047

The results of the indirect effect show that brand trust cannot mediate the relationship between endorser credibility and customer satisfaction, as indicated by the p-value (0.073) > 0.05. These results conclude that there is an influence between Endorser Credibility and Customer Satisfaction mediated by Brand Trust. However, based on the results of direct effect research, the Endorser Credibility variable can directly affect Customer Satisfaction.

The results of the Indirect effect show that Brand Trust can mediate the relationship between Brand Image and Customer Satisfaction, as indicated by the p-value (0.021) <0.05. These results conclude that there is an influence between brand image and customer satisfaction mediated by accepted brand trust. Based on the results of this study, brand image cannot directly influence customer satisfaction; instead, it must be mediated by brand trust. In this case, the Brand Image can form the level of Trust in the Jafra Brand, which can later influence Customer Satisfaction using Jafra, which provides benefits for the company, meaning that indirectly, if the company wants high Jafra Customer Satisfaction, the company must pay attention to the Brand Image of the company.

The results of the Indirect effect show that Trust can mediate the relationship between Perceived Value and Customer Satisfaction, as indicated by the p-value (0.047) <0.05. These results conclude that perceived value influences customer satisfaction mediated by accepted brand trust. In this study, perceived value can affect customer satisfaction directly or mediated by brand trust, meaning that if a company wants a high level of customer satisfaction from Jafra, it must pay attention to perceived value and brand trust from Jafra.

5. Conclusion

The research findings highlight the critical importance of Endorser credibility and perceived value, as they are directly linked to brand trust and customer satisfaction. Additionally, the development of the brand image is crucial for nurturing brand trust, given their strong interrelation. Brand trust plays a vital mediating role in the relationship between brand image and customer satisfaction, as brand image alone does not directly impact customer satisfaction. To delve into specifics, the Endorser Credibility Variable, comprising indicators such as visibility (popularity), credibility, and attractiveness, significantly influences both trust in the Jafra brand and Jafra Customer Satisfaction. However, Endorser Credibility does not have a significant direct effect on customer satisfaction when mediated by trust in the Jafra brand.

Similarly, the Brand Image variable, consisting of indicators like strengths, uniqueness, and likes, significantly impacts both trust in the Jafra brand and Jafra Customer Satisfaction. Notably, Brand Image also significantly affects customer satisfaction when mediated by trust in the Jafra brand. Moreover, the Perceived Value variable, encompassing indicators such as offering good value, worth the price, and appropriateness, significantly affects both trust in the Jafra brand and Jafra Customer Satisfaction. Additionally, the Perceived Value variable significantly influences Customer Satisfaction when mediated by trust in the Jafra Brand. Lastly, the Brand trust variable, which includes indicators related to brand characteristics, company characteristics, and brand consumer characteristics, significantly affects Jafra Customer Satisfaction.

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