Effectiveness of *Social Media Influencers* on *Perceived Value* and *Consumer Purchase Intentions* ERTO'S *Beauty Care* Products on Women of Gen-Y

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Abstract: ***This study aims to examine the effectiveness of social media influencers including celebrity endorsers, beauty vloggers, and electronic word of mouth (E-WOM) netizens against the perceived value and consumer purchase intentions of ERTO'S Beauty Care Products. The population in this study was women from generation Y (Millennials) in Mataram City with a total sample of 100 respondents. The data analysis technique used in this study was carried out using structural equation modeling (SEM) based on partial least square (PLS). The results of the analysis in this study indicate that there is a positive and significant relationship between celebrity endorser to consumer purchase intentions, beauty vlogger to consumer purchase intentions, electronic word of mouth (E-WOM) netizens to consumer purchase intentions, celebrity endorser to perceived value, beauty vlogger to perceived value, electronic word of mouth (E-WOM) netizens against perceived value, and perceived value to consumer purchase intentions.***

Keywords: *Social Media Influencers, Consumer Purchase Intentions, Perceived Value.*

1. Introduction

Along with the development of internet-based technology, it is easier for humans to communicate and seek information from various sources. Based on the results of a 2017 survey by the Indonesian Internet Service Providers Association (APJII), of the total 262 million Indonesian populations, 143.26 million of them are connected to the internet (www.apjii.or.id). The largest composition of internet usage is based on age categories, which is around 49.52% of the total population with users ranging in age from 19 years to 34 years (www.apjii.or.id). Age is included in the class Y generation or commonly referred to as the generation of millennials. In addition, around 87% of the total internet users use social media (www.apjii.or.id).

Social media is internet-based technology that facilitates conversations (Tjiptono, 2015). The users of social media have a variety of ways to increase their existence so that they can be known and influence various layers of society. These people are commonly referred to as social media influencers. Social media influencers are people who have quite a lot of followers on social media and they have a strong influence on their followers, such as artists, celebrities, bloggers, YouTube, and so on. (https://student.cnnindonesia.com).

On the other side, the activities of high social media influencers, in promoting, reviewing, and in commenting on a product or brand, trigger the creation of perceptions in the minds of consumers about the product or brand. Thus, companies are required to be more responsive to the desires of consumers by increasing the perceived value of the product, in the form of benefits received by customers in relation to the total costs incurred by purchasing (Kotler & Keller, 2009). Perceived value is created by the accumulation of knowledge of what is expected and what is received. Perception of good value for a product will give birth to purchasing intentions (Chi, Yeh, & Tsai, 2011).

Consumer interest grows because of a motive based on attributes that are in accordance with their wants and needs in using a product, based on this, research on how the process of interest from within the consumer is very important. Purchase intention is the tendencies of consumers to buy a brand or take actions related to purchases that are measured by the level of likelihood consumers make purchases (Assael, H., 2001). So, the better a person's review on a blog or web will cause a high buying interest.

ERTO'S Beauty Care is one of the original Indonesian beauty products produced by PT. Erto Berjaya International, which is a facial care company that also has a beauty clinic, ERTO'S Beauty Clinic (http://creamertosbeauty.com/). ERTO'S is one of Indonesia's original products that has recently boomed in the market, which is utilizing celebrity on a large scale for endorsement activities. On the other hand, the beauty vlogger also tries to make video content reviews about the product. However, the community response to the product in the comments column uploaded content gave different results, some gave a positive response, but not a few gave the opposite response.

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The role of social media influencers is quite large felt by consumers, triggering the emergence of various perceptions of perceived value of consumers and different attitude responses to a product. Various previous studies have examined the influence of influencer's social media on purchase intention.

Research by Jatmiko, M.R. (2013), states that Celebrity Endorser has a positive effect on consumer buying interest. However, several other studies state the opposite, that celebrity endorser does not have a direct influence on consumer buying interest (Stephanie, E., et. Al., 2013) or purchase intentions (Daud I., & Fitrianto, M.E., 2015). Other research by Achmad, S.J., & Hidayat, R., (2018) states that there is a significant effect of video advertisement by beauty vlogger and buying intentions and other research shows that YouTube beauty vlogger has a significant effect on consumer buying interest (Sinaga & Kusumawati, 2018). In addition, research by Eliza Z. N. (2017), states that there is a positive influence between electronic word of mouth (E-WOM) and buying interest. Supported by research by Prastyo & Suryadi (2013) which shows the results that electronic word of mouth on Twitter social media significantly influences consumer interest.

In addition, several previous studies also examined the influence of social media influencers on perceived value. Research by Daud & Fitrianto (2015), states that celebrity endorsers have a positive and significant effect on perceived value. In addition, research by Aqueveque C. (2015) and Riani D. (2015), states the same thing, that word of mouth has a positive and significant effect on perceived value. Thus, the perception of a good value for a product will affect the consumer's attitude towards the product. Supported by several studies by Chi, Yeh & Tsai (2011); Hansudoh (2012), which shows the results that the perception of positive value for a product will effect to buying desires or buying interest, and have a significant effect on consumers' buying decisions (Priansa, D.J., 2016).

There have been many previous studies which examined individually the influence of celebrity endorser, beauty vlogger, and electronic word of mouth (E-WOM) on perceived value or purchase intention, and some of them gave different results. So there is no clarity about the relationship between these variables, and research needs to be done to clarify the relationship. In addition, studies have not been found to examine the effect of these three variables simultaneously. This has become a novelty of this study. Therefore, this study aims to determine the effectiveness of social media influencers including celebrity endorsers, beauty vloggers and electronic word of mouth (E-WOM) netizens on perceived value and consumer purchase intentions. This research was conducted on ERTO'S Beauty Care products aimed at women of the Y (millennials) generation in Mataram City.

2. Literature Review

2.1. Marketing Communication

According to Kotler & Keller (2009), marketing communication is a tool used by companies in an effort to inform, persuade, and remind consumers directly or indirectly about the products and brands sold. Through marketing communication, consumers can find out about how and why a product is used, by what people and where and when, consumers can also learn about who makes the product and what the company and brand maintain.

Effectiveness is the suitability between people who carry out the task and the intended target (Mulyasa, 2014). Effective communication according to Stewart L. Tubbs and Sylvia Moss has five signs, namely understanding, pleasure, influence on attitudes, better relationships, and actions (Rachmat, Jalaluddin, 2011).

2.2. Social Media Influencer

Jones (2010) defines social networking sites as public media where users can write, store and publish information online. Definition of Social Media according to Tjiptono (2016) is an internet-based technology that facilitates conversation. Meanwhile, Mandibergh in Nasrullah (2015) defines social media as a medium that accommodates cooperation between users who produce content (User generated content).

One marketing technique in utilizing social media to be more effective is to use influencer marketing, the influencer in question is someone or figure who is on social media who has a large or significant number of followers and the things they convey on social media can influence or respond behavior of followers (Hariyanti & Wirapraja, 2018).

2.3. Celebrity Endorser

According to Friedman and Friedman in Rodriguez (2008) said that celebrities as individuals are known to the public (actors, sports figures, entertainers, etc.). While endorsers are people who make 'testimonials', or write or oral statements, praise the goodness of some products.

McCracken in White, J. (2012), states that celebrity support has long been used by marketers to increase the attractiveness of a brand, where celebrity endorsers are usually defined as people who are recognized and confronted to advertise a product or brand.

Celebrity endorser credibility consists of three dimensions that influence the message to be believed and have persuasive power (according to Ohanian cited by Lafferty, B.A., et al., 2002), namely:

a) Attractiveness. The degree to which an object is considered interesting is seen in relation to certain concepts with physical attraction. Includes attractive, classy, beautiful, sexy, and elegant.
b) Trustworthiness. The degree to which an object is considered an honest source of information. Includes dependable, honest, reliable, sincere, and trustworthy.
c) Expertise. The degree to which an object is valued through sympathetic behavior, has ambition, intelligence and other personality characteristics. Includes expert, experienced, qualified, knowledgeable, and skilled.

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2.4. Beauty Vlogger

Vlog or video blog is a type of video that usually displays a record of someone's profile, daily activities carried out by that person, as well as the experience he felt and so on (Media, 2009). There are several types of vloggers that are currently developing, one of which is beauty vlogger. According to Widodo & Mawardi (2017) beauty vlogger is someone who makes and uploads videos about beauty. Beauty here is defined as what is used in connection with skincare, makeup, or other beauty tools by vlogger.

The following are the dimensions of beauty vlogger based on the TEARS model (Shimp, Terence A., 2014), namely:

a) Trustworthiness. Refers to the extent to which the source is seen as having honesty, sincerity, and can be trusted.
b) Expertise. Refers to the characteristics of a person who is considered to have special skills, knowledge, or abilities in connection with a supported brand.
c) Attractiveness. Referring to one's personal characteristics which are considered interesting to be seen in relation to the concept of certain groups with physical attraction.
d) Respect. Refers to qualities that are admired or even valued because of one's personal qualities and achievements.
e) Similarity. Refers to the extent to which a person fits the audience in terms of characteristics related to age, gender, ethnicity, social status, problems faced and so on.

2.5. Electronic Word Of Mouth

Goldsmith (2008) suggests that electronic word of mouth (E-WOM) is social communication on the internet where web explorers send and receive information related to products online. Whereas, Thurau et al. (2004) in his research stated that electronic word of mouth is a positive or negative statement made by potential consumers, real consumers, or former consumers about a product or company that can be accessed by many people or institutions through the internet.

Goyette, et al., (2010) divides E-WOM in three dimensions, namely:

a) Intensity. The number of opinions written by consumers on a social networking site.
b) Valence of Opinion. Consumer opinions either positive or negative about products, services and brands. Valence of Opinion has two properties, namely negative and positive.
c) Content. Fill out information from social networking sites related to products and services.

2.6. Consumer Purchase Intentions

Spears & Singh in Rodriquez (2008), purchase intention is an individual plans to make an effort to buy a brand. Interest arises due to a positive stimulus that causes motivation. While buying interest in the perception of Schiffman and Kanuk (2007) is a person's attitude towards objects that are very suitable in measuring the attitudes of certain categories of products, services, or brands. Purchase intention is part of the behavior component in consuming.

Purchase intention can be identified through the following dimensions, namely (Ferdinand, 2002):

a) Transactional interest is the tendency of someone to buy a product.
b) Referential interest is the tendency of someone to refer products to others.
c) Preferential interest the behavior of someone who has a primary preference for the product. This preference can only be replaced if something happens with the preferred product.
d) Explorative interest is the behavior of someone who is always looking for information about the products that they are interested in and looking for information to support the positive attitudes of the product.

2.7. Perceived Value

Perception is a process where a person can choose, organize, and interpret information into a very meaningful picture in the world (Kotler & Armstrong, 2013). Yang & Peterson (2004) states that customer value is a ratio of benefits obtained by customers with sacrifice. According to Slater & Naver (2000) states that the value of consumer products is created when the benefits obtained by consumers are greater than the long-term costs perceived by consumers to obtain products. The process of comparison between perceived quality and sacrifice is called perceived value.

The measurement of perceived value is formed by four dimensions (Sweeney & Soutar, 2001), namely:

a) Emotional value, which is a utility that comes from feelings or affective / positive emotions arising from consuming a product.
b) Social value, which is a utility obtained from the product's ability to improve the consumer's (social) self concept.
c) Quality / performance, namely the utility obtained from the perception of the quality of the expected performance of a product.
d) Price / value for money, ie the utility obtained from the product due to short-term or long-term cost reduction.

2.8. Generation Y

The Ministry of Communication and Information of the Republic of Indonesia (KOMINFO RI), said that millennial generation or generation Y is also familiarly called the generation me or echo boomers. Literally there is no specific demographic in determining this generation. However, experts classify it according to the beginning and end of the year. Generation Y is formed for those born in 1980-1990, or in early 2000, and so on (https://www.kominfo.go.id).

According to Don Tapscott in his book Grown Up Digital (in Avisha, 2018), saying that when this generation was born, communication technology was intensively developed. If compared to the previous generation, the millennial generation is indeed unique, the results of research released by the Pew Research Center (in Putri, A., 2018), explain the uniqueness of the millennial generation compared to previous generations. The life of the millennial generation

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cannot be separated from technology, especially the internet, especially as entertainment, which has become a basic need for this generation.

2.9. Framework

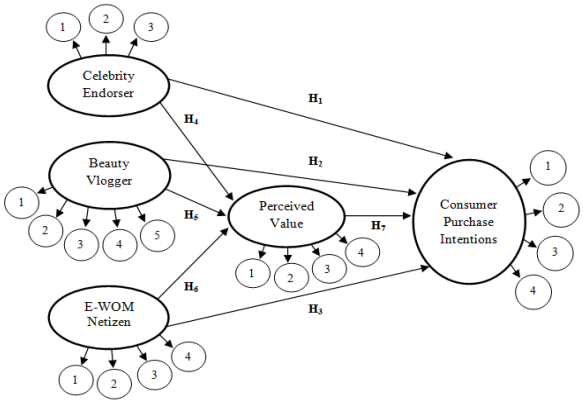

Figure 1: Research Conceptual Framework

2.10 Hypothesis

Based on the conceptual framework above, the hypothesis can be known in this study, including:

H1: Celebrity Endorser has a positive effect on Consumer Purchase Intentions.
H2: Beauty Vlogger has a positive effect on Consumer Purchase Intentions.
H3: Electronic Word of Mouth (E-WOM) Netizens have a positive effect on Consumer Purchase Intentions.
H4: Celebrity Endorser has a positive effect on Perceived Value.
H5: Beauty Vlogger has a positive effect on Perceived Value.
H6: Electronic Word of Mouth (E-WOM) Netizens have a positive effect on Perceived Value.
H7: Perceived Value has a positive effect on Consumer Purchase Intentions.

3. Methodology

3.1 Type of Research

The type of research used in this study is associative research with a quantitative approach. According to Suliyanto (2006), associative research is research that aims to determine the relationship or influence between two or more variables. The population in this study were women of generation Y (millennials) in Mataram City. The number of samples used is 100 respondents, with the following criteria:

a) Aged from 19 to 34 years
b) Actively using social media
c) Find out ERTOS Beauty Care products
d) Based in the city of Mataram.

3.2 Data Analysis Procedure

The variable measurement scale used in this study is the Likert Scale. Alternative answers using a Likert scale have gradations from very negative to very positive which are made into 5 (five) answer choices. Meanwhile, the data analysis technique is using the technique of Stuctural Equation Modeling (SEM) based on Partial Least Squares (PLS) using SmartPLS software version 3.0. PLS is a variant-based SEM analysis that can simultaneously test measurement models and can also test structural models (Abdillah & Jogiyanto, 2009). The measurement model (Inner Model) is used to validity test and reliability test, while the structural model (Outer Model) is used to causality test (hypothesis test with prediction models).

4. Data Analysis and Result

4.1. Overview of Research Objects

ERTO'S Beauty Care is a product from PT. Erto Berjaya International, a facial care company that also has a beauty clinic, ERTO'S Beauty Clinic. ERTO'S Beauty Care is a series of skin care products that can be the right, fast, halal and safe solution (http://creamertosbeauty.com).

Based in Jakarta, ERTO'S Beauty Care is an original Indonesian brand that was established in 2012. Through Facebook Ads, ERTO'S Beauty Care is prospective to be able to increase revenue together with increasing their customer base and resellers. According to Rina Busri as CEO & founder of PT. Erto Berjaya Internasional, stated that Facebook helped him start the business from scratch and simplified the marketing of his business by reaching out and expanding distributors in more than 27 provinces throughout Indonesia (https://buatanbandung.com/).

4.2. Overview of Respondents

This research was conducted by giving a questionnaire to 100 respondents who were sampled. After conducting research at several sampling locations in the city of Mataram, it can be seen a description of the range of characteristics of the respondents. The description of the respondents characteristics is divided into several categories, including the age of the respondent, the respondent's job, and the monthly income of the respondent.

Based on the results of the analysis, it can be seen that the dominating respondents are the age range between 25 years and 27 years. This age can be considered as a mature age, where a woman can determine and decide for herself. Furthermore, for the job category, the dominating respondents are students. In this case, the intended students are either those who are undertaking Diploma level, Undergraduate or Postgraduate studies, so that there are variations in age in this category. And if viewed based on the amount of monthly income received by respondents, the dominating respondents are those with income of Rp.2.500.001 to Rp.4.000.000 per month. This means that the level of monthly income received by respondents is above the regional minimum wage based on the Decree of the Governor of West Nusa Tenggara that the minimum wage of Mataram in 2019 is Rp.2.013.165. This illustrates the purchasing power of respondents in this study.

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4.3. Data Analysis

1) Outer Model

a) Convergent Validity

The convergent validity test for reflective indicators can be seen from the recommended loading factor values greater than 0.70. This means that the correlation between indicators and variables with a loading factor value of more than 0.70 can be included in the subsequent analysis. The following is the Outer Model after estimation.

Table 1: The Result of Outer Loadings after Estimation

Constructs	Items		*Outer Loadings*
Celebrity endorser (X1)	*Attractiveness*	X1.1	**0.853**
	Trustworthiness	X1.2	**0.754**
	Expertise	X1.3	0.589
Beauty Vlogger (X2)	*Trustworthiness*	X2.1	**0.733**
	Expertise	X2.2	**0.794**
	Attractiveness	X2.3	0.303
	Respect	X2.4	**0.752**
	Similarity	X2.5	0.610
E-WOM *Netizens* (X3)	*Intensity*	X3.1	**0.722**
	Valence of Positive Opinion	X3.2	**0.751**
	Valence of Negative Opinion	X3.3	0.481
	Content	X3.4	**0.711**
Consumer Purchase Intention (Y)	Transactional Interest	Y.1	**0.847**
	Referential Interest	Y.2	**0.836**
	Preferential Interest	Y.3	**0.802**
	Explorative Interest	Y.4	**0.813**
Perceived Value (Z)	*Emotional Value*	Z.1	**0.810**
	Social Value	Z.2	**0.835**
	Quality/Performance	Z.3	**0.854**
	Price/Value for Money	Z.4	0.654

Based on the results of the analysis, it can be seen that some indicators have a loading factor value of less than 0.70, so they must be eliminated. The following is the result of Outer Loadings which after re-estimation.

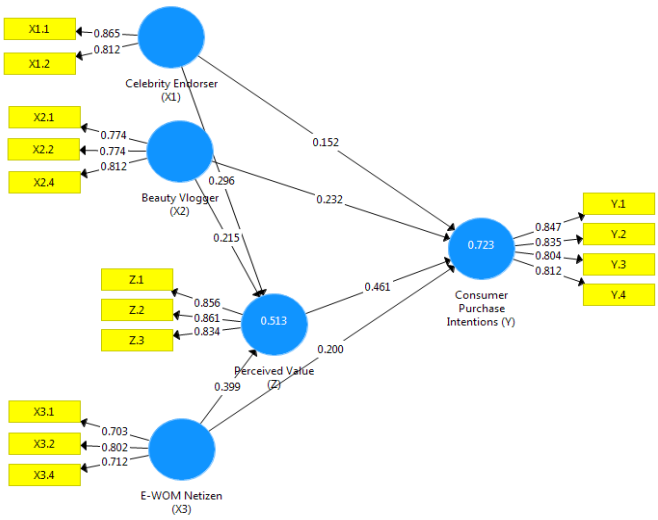

Figure 2

The Result of Outer Loadings after Re-Estimation

Based on the picture above, it can be seen that after re-estimation by eliminating indicators of variables that do not meet the criteria with the value of outer loadings below 0.70, and some of the remaining variable indicators experience changes in factor loading values.

b) Discriminant Validity

In this study, discriminant validity is done by comparing the square root value of Average Variance Extracted (AVE) for each construct with a correlation between constructs and other constructs (among other latent variables). Correlation between indicators is considered valid if the square root value of AVE is greater than the correlation among the latent variables.

Table 2: The Square Roots Value of AVE

Constructs	AVE	√AVE
X1	**0.704**	0.839
X2	**0.619**	0.787
X3	**0.548**	0.740
Y	**0.680**	0.825
Z	**0.724**	0.851

The following is a comparison between the square roots value of AVE and the correlation between constructs.

Table 3: The Square Roots Value of AVE and Correlation between the Constructs

Constructs	X1	X2	X3	Y	Z
X1	**0.839**	0.551	0.364	0.610	0.560
X2	0.551	**0.787**	0.373	0.632	0.526
X3	0.364	0.373	**0.740**	0.612	0.587
Y	0.610	0.632	0.612	**0.825**	0.785
Z	0.560	0.526	0.587	0.785	**0.851**

Based on the table above, it can be seen that the AVE square roots of each construct is greater than the correlation between the latent variables. So, the variables used in this study are declared valid.

c) Composite Reliability

Reliability test in this research is done by composite reliability. Criteria variable can be said to be reliable if the composite reliability value is above 0.70. The following are the results of the composite reliability test.

Table 4: Composite Reliability

Constructs	*Composite Reliability*
X1	0.826
X2	0.830
X3	0.784
Y	0.895
Z	0.887

Based on the table above, it can be seen that all latent variables have composite reliability values of more than 0.70. So, all of these variables can be declared reliable or have a fairly high level of accuracy.

2) Inner Model

Evaluation of the structural model (Inner Model) is done to see the relationship between variables, significance values and R-Square of the research model.

Model assessment begins by looking at R-Square for each endogenous variable, which in this study consists of consumer purchase intentions (Y) and perceived value (Z)

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variables. The following are the values of R-Square and R-Square Adjusted.

Table 5: R-Square and R-Square Adjusted

Constructs	*R-Square*	*R-Square Adjusted*
Y	0.723	**0.711**
Z	0.513	**0.497**

Based on the table above, it can be seen that the R-square adjusted value for the consumer purchase intentions variable is 0.711, which means 71.1% of the variance of consumer purchase intentions is influenced by social media influencers such as celebrity endorsers, beauty vloggers, and electronic word of mouth (E-WOM) netizens. Whereas, for the variable perceived value as a mediator in this study it has an Adjusted R-square value of 0.497 which means that 49.7% of the variance perceived value is influenced by the social media influencers. in this case, the perceived value variable only performs "part mediation" or does not mediate in full between the social media influencers and consumer purchase intentions.

3) Result

In PLS, statistical testing of each hypothesized relationship is carried out using simulation. In this case the bootstrap method is done with bootstrapping calculations to test the hypothesis. The following is the result of bootstrap method for testing hypotheses.

Table 6: Final Results

Hipotesis	Coefficient Value	Sample Mean	*Standard Deviation*	*T Statistics*	*P Values*
X1 → Y	0.152	0.155	0.071	2.144	0.033
X2 → Y	0.232	0.296	0.068	3.420	0.001
X3 → Y	0.200	0.235	0.060	3.308	0.001
X1 → Z	0.296	0.211	0.085	3.488	0.001
X2 → Z	0.215	0.200	0.080	2.668	0.008
X3 → Z	0.399	0.400	0.074	5.376	0.000
Z → Y	0.461	0.453	0.072	6.436	0.000

The following is the hypothesis testing in this study.

a) Effectiveness of Celebrity Endorser on Consumer Purchase Intention

Based on the results of the analysis, it can be seen that the celebrity endorser (X1) variable which is assessed based on several indicators including attractiveness, trustworthiness and expertise has a positive and significant effect on consumer purchase intentions (Y). This can be seen from the value of t-statistics which is greater than the value limit in the t-table (1.960) with a significant level of 5%, which is equal to 2.144. Thus, hypothesis 1 in this study was accepted.

The results of this study are in line with several previous studies, including the research by Jatmiko, M.R. (2013), celebrity endorser which shows the results that the variables of attractiveness, trustworthiness, and expertise, have a positive and significant influence on attitudes towards consumer buying interest. In addition, it is also supported by research by Putra & Sulistyawati (2015) which states that celebrity endorsers have a significant positive effect on purchase intention.

This shows that the better the credibility of celebrity endorser, the higher the impact on consumer purchase intentions on ERTO'S Beauty Care products in Mataram City. Thus, the effectiveness of celebrity endorser in triggering consumer purchase intentions has proven to have a fairly high influence.

b) Effectiveness of Beauty Vlogger on Consumer Purchase Intention

Based on the results of the analysis, it can be seen that the beauty vlogger (x2) variable which is assessed based on several indicators, including trustworthiness, expertise, attractiveness, respect, and similarity has a positive and significant effect on consumer purchase intentions (Y). This can be seen from the value of t-statistics which is greater than the value limit in the t-table (1.960) with a significant level of 5% which is equal to 3,420. Thus, hypothesis 2 in this study was accepted.

The results of this study are in line with several previous studies which showed that video ads by beauty vloggers have contributed to consumer buying intentions (Achmad, S.H. & Hidayat, R., 2018). Other research by Sinaga, R.E.M. & Kusumawati, A. (2018) shows that YouTube beauty vlogger has a significant effect on consumer buying interest.

This shows that the better the credibility of beauty vlogger, the higher the impact on consumer purchase intentions on ERTO'S Beauty Care products in Mataram City. So, the effectiveness of beauty vlogger in triggering consumer purchase intentions proved to be quite high.

c) Effectiveness of E-WOM Netizens on Consumer Purchase Intention

Based on the results of the analysis, it can be seen that the electronic word of mouth (E-WOM) netizens (X3) variable which is assessed based on several indicators, including intensity, valence of positive opinions, valence of negative opinions, and content has a positive and significant effect on consumer purchase intentions (Y). This can be seen from the value of t-statistics which is greater than the value limit in the t-table (1960) with a significant level of 5% which is equal to 3,308. Thus, hypothesis 3 in this study was accepted.

The results of this study are in harmony with several previous studies, including the research by Prastyo & Suryadi (2013), showing the results that there is a positive and significant influence between E-WOM and buying interest. In addition, research by Putri & Prabowo (2015) states that the E-WOM variable consisting of intensity, positive valence, negative valence, and content sub-variables has a positive and significant influence on purchase intention.

This shows that the stronger the message of electronic word of mouth (E-WOM) netizens, the higher the impact on consumer purchase intentions on ERTO'S Beauty Care products in the city of Mataram. Thus, the effectiveness of electronic word of mouth (E-WOM) netizens in triggering consumer purchase intentions proved to be quite high.

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d) Effectiveness of Celebrity Endorser on Perceived Value

Based on the results of the analysis, it can be seen that the Celebrity Endorser (X1) variable which is judged based on several indicators including attractiveness, trustworthiness and expertise has a positive and significant effect on perceived value (Z). This can be seen from the value of t-statistics which is greater than the value limit in the t-table (1960) with a significant level of 5% which is equal to 3.488. Thus, hypothesis 4 in this study was accepted.

The results of this study are in line with several previous studies which stated that celebrity endorser has a positive effect on perceive value (Hansudoh 2012; Daud & Fitrianto, 2015). Also supported by other research by Riani, D. (2015) which shows similar results, namely celebrity endorser has a positive and significant effect on perceived value.

This shows that the better the credibility of celebrity endorser, the greater the effect on perceived value that is formed in the minds of consumers on ERTO'S Beauty Care products in Mataram City. Thus, the effectiveness of celebrity endorser in forming perceived value in the minds of consumers has proven to be quite high.

e) Effectiveness of Celebrity Endorser on Perceived Value

Based on the results of the analysis, it can be seen that the beauty vlogger (X2) variable is assessed based on several indicators including trustworthiness, expertise, attractiveness, respect, and similarity which have a positive and significant effect on perceived value (Z). This can be seen from the value of t-statistics which is greater than the value limit in the t-table (1960) with a significant level of 5% which is equal to 2.668. Thus, hypothesis 5 in this study was accepted.

According to Lee & Watkins (2016), a review of beauty bloggers can have a positive impact and negatively impact sales performance. And also has a positive impact if beauty bloggers display the positive side of the value of the products they offer so that there is a expected purchase decision, as well as a higher perception of the brand after consumers watch the vlog. According to Evans, Jamal & Foxall (2009), recommendations from reference groups play an important role in consumers, especially in purchasing new products. Based on the uploaded content, it triggers various responses or responses from the audience and followers. So, in this case, it will also affect the perceptions that arise in their minds.

This shows that the better the credibility of beauty vlogger, the greater the effect on perceived value formed in the minds of consumers on ERTO'S Beauty Care products in Mataram City. Thus, the effectiveness of beauty vlogger in shaping the perceived value in the minds of consumers has proven to be quite high.

f) Effectiveness of E-WOM by Netizen on Perceived Value

Based on the results of the analysis, it can be seen that the electronic word of mouth (E-WOM) netizens (X3) variable which is judged based on several indicators, including intensity, valence of positive opinions, valence of negative opinions, and content has a positive and significant effect on perceived value (Z). This can be seen from the value of t-statistics which is greater than the value limit on the t-table (1960) with a significant level of 5%, which is equal to 5,376. Thus, hypothesis 6 in this study was accepted.

The results of this study are in line with several previous studies which showed results that word of mouth has a positive and significant effect on perceived value (Riani, D., 2015). The results of other studies indicate that positive word of mouth positively influences perceived quality and perceived value (Aqueveque, C., 2015).

This shows that the stronger the message of electronic word of mouth (E-WOM) netizens, the greater the effect on perceived value formed in the minds of consumers on ERTO'S Beauty Care products in Mataram City. So, the effectiveness of E-WOM netizens in forming perceived values in the minds of consumers has proven to be quite high.

g) Effectiveness of Perceived Value on Consumer Purchase Intention

Based on the results of the analysis, it can be seen that the Perceived Value (Z) variable is assessed based on several indicators, including emotional value, social value, quality / performance, and price/value for money has a positive and significant effect on consumer purchase intentions (Y). This can be seen from the value of t-statistics which is greater than the value limit on the t-table (1960) with a significant level of 5% which is equal to 6,436. Thus, the 7th hypothesis in this study was accepted.

The results of this study are in line with several previous studies which showed results that perceived value had a positive and significant effect on buying interest (Asanti, A.M., 2015; Priansa, D.J., 2016). Research by Riani, D. (2015) states that perceived value has a positive and significant effect on interest in brand switching. In addition, it is also supported by research by Chi, Yeh, & Tsai, (2011) which states that the perception of good value for a product will give effect to purchasing intention.

This shows that the better the perceived value is formed in the minds of consumers, the higher the impact on consumer purchase intentions on ERTO'S Beauty Care products in Mataram City. Thus, a high perceived value formed in the minds of consumers proven to be effective can trigger consumer purchase intentions.

5. Conclusions and Suggestions

5.1. Conclusions

The following are conclusions that can be drawn in this study, namely:

1) Based on the distribution of respondent's responses to the research questionnaire items, the variable that has the highest mean is the electronic word of mouth (E-WOM) netizens (X3) variable with a value of 3.82. Then followed by variables consumer purchase intention (Y), celebrity endorser (X1), beauty vlogger (X2), and

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perceived value (Z), with each value of 3.78, 3.74, 3.70, and 3.67.

2) Based on the results of the analysis, it can be seen that the R-Square Adjusted value for the consumer purchase intentions variable is higher than the perceived value variable which is equal to 0.711 and 0.497. Which means that the direct relationship between celebrity endorser, beauty vlogger, and electronic word of mouth (E-WOM) netizens against consumer purchase intentions is higher than indirectly relationship if the perceived value is an intervening variable. In this case, perceived value variable only affects 'part mediation' as a mediator between the social media influencers and consumer purchase intentions.
3) In addition, after further testing of the research variables, it is known that the relationship between one variable and the other variables has a positive and significant influence with the overall t-statistic value above the critical limit value t-table with a significant level of 5%. In other words, the results of the analysis in this study are in line with the research hypothesis.

5.2. Suggestions

The following are suggestions in this study, namely:

1) Based on the limitations in this study, this study is limited to women of generation Y (millennials) in Mataram City only. It is expected for further research should be carried out on consumers with male gender and also can be directed to generations different like generation X and generation Z, and can expand the research population carried out in different locations.
2) In addition, based on the results of the analysis, it is known that the R-Square value for the consumer purchase intentions (Y) variable is higher than perceived value (Z) variable, which variable means that the effect of social media influencers is greater directly than indirectly if through the perceived value variable. Based on this, it is expected that for further research, try to use other variables as intervening variables, for example using variable brand awareness, brand image, and so on.
3) And for future research, it is expected that researchers will conduct further research to examine the role of social media influencers to trigger repurchase intentions that lead to purchase decisions. It can be done by adding customer relationship management (CRM) variable and also can adding corporate social responsibility (CSR) variables as intervening variables.

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