

ANALISYS INFLUENCER MARKETING AND COUNTRY OF ORIGIN IN INCREASING ONLINE PURCHASE INTENTION ON BEAUTY PRODUCT FROM SOUTH KOREA THROUGH PERCEIVED QUALITY

Misa Putri Tanjung^{1*}, Kokom Komariah², Faizal Mulia Z³

¹*Department of Business Administration, Universitas Muhammadiyah Sukabumi,*

²*Department of Business Administration, Universitas Muhammadiyah Sukabumi,*

³*Department of Business Administration, Universitas Muhammadiyah Sukabumi*

[*misaputritanjung@ummi.ac.id](mailto:misaputritanjung@ummi.ac.id)

ABSTRACT

The role of influencers is influential among young people as a creative strategy in marketing beauty products. The spread of promotions through social media makes it easier for users to select the desired product. It is not uncommon for the country of origin label to trigger buying interest with the country's image attached to its consistency in product innovation. However, the intense competition in the Indonesian cosmetic market affects the position of imported cosmetic brands which also affects market share. So that many cosmetic brands are competing to market their products through relevant influencers as an effective and efficient marketing strategy. This study aims to examine the role of perceived quality in mediating influencer marketing and country of origin in increasing online purchase intention among university students in Sukabumi who use beauty products. This research uses quantitative methods with an associative approach. The sampling technique used the Probability sampling method using proportional sampling calculation as many as 240 respondents. Data analysis using SEM-PLS with smartpls 4 software. The results of this study indicate that Influencer Marketing and Country of Origin have a positive effect on Online Purchase Intention and Perceived Quality has a positive and significant effect in mediating the influence of Influencer Marketing and Country of Origin on Online Purchase Intention.

Keywords: Influencer Marketing, Country of Origin, Perceived Quality, Online Purchase Intention.

INTRODUCTION

Indonesians, with a population of more than 260 million, are conscious of appearance and beauty, which makes Indonesia a large market for foreign cosmetic product manufacturers to expand their products (Amin & Yanti, 2021). Moreover, Indonesians still believe that imported products, especially from countries with cosmetics such as South Korea and Japan, have formulas that can make the face look cleaner and whiter (Ardisa et al., 2022). Supported by the K-wave trend spreading South Korean culture and lifestyle, one of which

is makeup and skincare, which encourages South Korean cosmetics manufacturers to open branches of their companies in Indonesia(Yunita, 2023).

Barenbliss as one of the K-Beauty brands entered the Indonesian market in 2021. As a newcomer, Barenbliss was very well received by cosmetic users and was awarded New Comer Brand Of The Year 2022, Best Sales growth 2023, Best Brand Of The Year 2024, and recorded significant sales growth on various e-commerce platforms (Mardana, 2024). Evidently in 2022, Barenbliss products became one of the beauty brands with the best-selling sales in shopee (Shopee, 2022). And led lip tint sales in e-commerce beating other imported products based on research conducted by Kompas at Shopee and Toko Pedia with 9,969 units of lip tint sold at the end of 2022 for the period December 16-31 with a market share of 13.9% (Salsabila, 2022).

In 2023 Barenbliss attracted a young actress and Influencer Baby Tsabina as Brand Ambassador when launching its newest product Mousse Tint which was included in one of the nominations for the lip tint brand that had the 3rd highest sales in e-commerce after Focallure and Implora with 20 thousand lip tints so that the lip tint market share reached 14.24% (Salsabila, 2023). This brand has managed to maintain its performance in captivating consumers with its superior products.

Update in 2024, precisely in August, Barenbliss is in 4th place with a market share of 7.2%, this position is below Wardah 33.5%, OTwoO 18.8% and Sea Makeup 9.9%. Seeing this, although at the end of 2022 to 2023 Barenbliss experienced an increase in sales, the market share decreased in 2024. This is due to the intense competition in the Indonesian cosmetics market which affects Barenbliss' position in the Cosmetics Industry.

The creative strategy used by Barenbliss in marketing its products to increase consumer buying interest is to use Influencer Marketing services. This brand is widely recommended by Beauty Enthusiasts and circulates on Instagram and Youtube social media. One of them is in the content of a famous Influencer Makeup Artist Naomi Lane on her Instagram account who often mentions the Barenbliss Brand in Korean Makeup Look Tutorials as a brand that is suitable for use by natural makeup lovers. The role of Influencers who have many followers and are influential among young people is the right way in this digital era. In addition to creating consumer awareness of Barenbliss products, it is also to attract their buying interest (Karima, 2024).

The product carried by Jina Kim, a famous makeup artist from South Korea, characterizes Barenbliss products as a K-Beauty brand that carries the natural concept of K- pop Idol style. With the trend and perspective of the Indonesian people towards South Korea, it

can trigger interest in buying Barenbliss online. Because Country Of Origin can affect the perception of quality by comparing products from the country of origin. The better the quality of the products produced, the better the consumer's perception of the overall product of that country (Azis et al., 2020). This assumption is proven by several previous studies which state that cosmetic products that are often purchased are foreign products compared to local products (Yamini & Andriani, 2024).

In addition, to get a positive consumer perspective on product quality, Barenbliss has a Clean Philosophy B+N+B, namely Bare Essential, Nature Inspired, Bliss Momened. Here Barenbliss guarantees that all its products are effective and safe after dermatological testing. Barenbliss also uses natural ingredients and environmentally friendly packaging to create bliss momened in beauty. Thus, attracting consumer buying interest in cosmetic products can be done by understanding consumer needs and desires (Nik Mud et al., 2020). Because consumers tend to look for information first about the products they need before choosing online shopping and analyzing similar competing products (Anjani Suherlan et al., 2023; Selly & Purba, 2020). Online Purchase Intention is related to consumer behavior, perceptions and attitudes which can change under the influence of perceived quality (Alfrina & Nawangsari, 2023).

Using this Influencer Marketing strategy is supported by previous research which states that Influencer Marketing has a positive effect on Online Purchase Intention (Agustin & Amron, 2022; Anjali Seruni et al., 2024; Tantilofa & Widagdo, 2023). And also the findings of Binabu et al. (2023), Dwi Tamara et al. (2024), Utomo et al. (2023) which examines the Country of Origin variable has a positive and significant effect on Online Purchase Intention. However, different results researched by Pasaribu et al. (2023) and Wibowo & Heryjanto (2020) revealed that there were negative results on the effect of Influencer Marketing on Purchase Intention. Likewise, the findings of Amin & Yanti (2021), Auliya & Naiim (2021), Shinta (2020) state that the perception of the country of origin has no positive and insignificant effect on consumer buying interest in a product.

There are differences in opinion and the results of previous research, so the authors use the Perceived Quality variable as an intermediary between Influencer Marketing and Country of origin on Online Purchase Intention, because in research (Faruq, 2024; Firdausa Nuzula & Wahyudi, 2022; Khohar & Hermanto, 2024) states that Perceived Quality has a positive effect on Online Purchase Intention. Also found the results of research by Isalman et al. (2023) which states that there is a positive influence between Influencer Marketing

variables and Perceived Quality. As well as in the research of Sahertian & Rinimasse (2021) also proves a positive relationship between the Country Of Origin variable and Perceived Quality.

Based on the explanation above, the objectives of this study are (1) To find out the effect of Influencer Marketing on Perceived Quality (2) To find out the effect of Country Of Origin on Perceived Quality (3) To find out the effect of Perceived Quality on Online Purchase Intention 4) To find out whether Perceived Quality successfully mediates the influence of Influencer Marketing on Online Purchase Intention.

Literature Review

Marketing Management is the grand theory in this study. According to Kotler, P. dan Keller (2016) Marketing Management is the art and science of selecting target markets to gain, retain, and bring in customers by creating, delivering and communicating superior customer value.

Consumer Behavior is the Middle Range Theory in this study. Kotler, P. dan Keller (2016) define Consumer Behavior as the study of how individuals, groups and organizations choose, buy, use, dispose of goods, services, and ideas, or experiences to meet their needs and wants.

Online purchase intention is a stimulus that arises when seeing a product and creates an interest in buying to own it which will spontaneously arise by itself if consumers are interested or a positive response to what is offered by the seller (Fitri & Wulandari, 2020). After obtaining information online, customers tend to have a real picture of the plan that has been formed to buy the product via the web or social media (Juliana, 2023; Saputra et al., 2020).

There are 5 dimensions of Online Purchase Intention according to (Juliana, 2023; Purnama, 2020) including: 1) Interested in finding information, with indicators of interest in product information, interest in product promotion, interest in the effectiveness of promotional media. 2) Consider buying, with indicators of interest in buying products after getting information, comparing products with other brands before buying, the ability to pay for the desired product 3) Interested to try, with indicators of interest in trying products, interest in social media content, interested in finding out user reviews before buying 4) Desire to know with indicators of interest in knowing the ingredients in the product, desire to know the benefits of the product, looking for information on how to apply the product 5) Desire

to use with indicators of enthusiasm for using the product, desire to use the product in a daily routine, willingness to recommend the product after trying it.

Perceived Quality is a form of customer assessment of the overall superiority of a product or service by comparing existing alternatives and is inseparable from product capability and durability (Purnamasari & Fadli, 2023; Setiawati et al., 2023). To measure the Perceived Quality variable, 5 dimensions were used which were adapted from (Fira & Aprilia, 2018; Nurhanifah et al., 2024; Susmikawati & Sunarti, 2017), namely 1) Feature, with indicators of the diversity of product functions, ease of applying the product, innovation of the latest formula 2) Performance, with indicators of product benefit functions, product effectiveness when used, suitability of product claims 3) Reliability, with indicators of product durability, consistency of use results, product durability in accordance with environmental conditions 4) Style, with indicators of rough shape according to trends, packaging aesthetics, packaging design characteristics 5) Fit & Finish, with indicators of product material quality, usage results as expected, quality of environmentally friendly packaging.

Country Of Origin can be interpreted as mental associations and beliefs triggered by a country (Kotler, P. dan Keller, 2016) According to Setianing Pandika et al. (2021) there are three dimensions of Country Of Origin, namely: 1) Country Beliefs with indicators of trust in South Korean innovation in creating products, trust in South Korean technological advances, trust in the popularity of South Korea as a developed country 2) People affect with indicators of the creativity of South Korean human resources, the quality of South Korean human resources, the reputation of South Korean resources 3) Desired Interaction with indicators of emotional attachment to using South Korean products, the tendency to explore South Korean products, having positive interactions with South Korean cosmetic brands.

Influencer Marketing is a strategy in marketing activities by utilizing social media as a promotional place by using someone who is believed to be influential for others who follow him (Agustin & Amron, 2022). This study adopts 3 dimensions of Influencer Marketing according to Ramdan et al. (2023), namely 1) Influencer Selection, with indicators of relevance to cosmetic brands, audience reach, credibility of Influencers owned by the audience. 2) Content Creation, with indicators of content quality, creativity, content variety. 3) Reach and engagement, with indicators of ability to reach a wide audience, ability to drive engagement levels, forms of interaction.

METHODOLOGY

The research method is a scientific way to obtain data with specific purposes and uses and is carried out rationally, empirically and systematically. In this study, the authors used quantitative research methods with an associative approach in measuring the effect of independent variables on the dependent or indirect relationship through mediation (Sugiyono, 2014).

In this study, the sampling technique used probability sampling. Probability sampling is a sampling technique that provides equal opportunities for each member of the population selected as a sample. The sample technique used is Sample Proportion which is the process of determining how many certain characteristics are in the sample as a whole. The number of research samples was 240 using Haryono's theory, (2016), namely the weight of the statement item multiplied by 5, where the researcher has 48 statements.

This study applies the Smart PLS 4.0 method to analyze data after measuring attitudes with semantic differential. Smart PLS is a component-based SEM model that does not require multivariate normal distribution, with latent variable estimates calculated through linear combinations of indicators, and includes an external relationship (outer model) between latent variables and indicators (Ghozali & Kusumadewi, 2023).

RESULTS AND DISCUSSION

This study conducted testing through smartpls 4.0 software with the second order reflective model used. PLS analysis consists of two sub models, namely the measurement model (outer model) and the structural model (inner model). The outer model shows how observed variables represent latent variables to be measured. Outer model can be tested through convergent validity and discriminant validity.

a. Validity and Reliability Test (Outer Model)

Convergent validity tests the relationship between reflective items and latent variables and can be measured by loading factors. A value of >0.70 indicates a valid indicator, while a loading factor value of 0.5 - 0.6 is sufficient. The model is considered to have good convergent validity if the AVE value is more than 0.50, which indicates that the construct is more than half of the indicator variance (Ghozali & Latan, 2019).

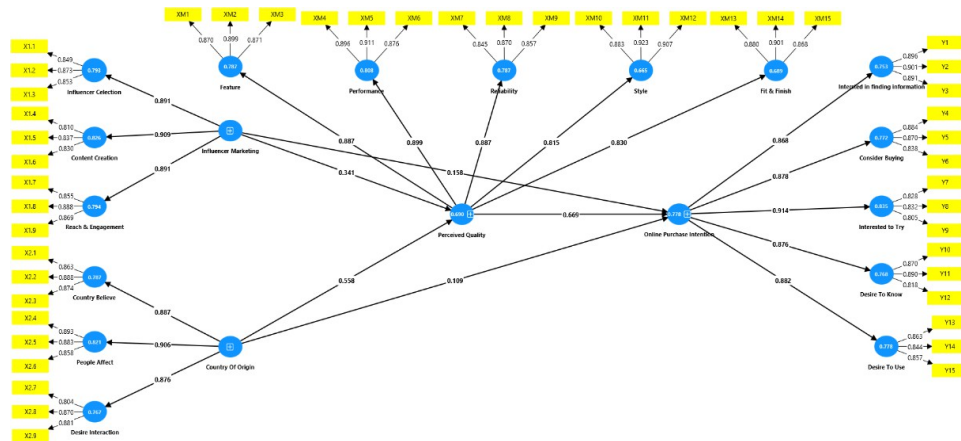


Figure 1. Measurement Model Output Source: Processed by the author, 2025

The loading factor value of the results of the convergent validity test can be seen in the following table:

Table 1. Results of Factor Loading Values

Latent Variable	Dimensions	Loading Factor	Indikator	Loading Factor	Description
<i>Influencer Marketing</i>	<i>Influencer Celection</i>	0,793	X1.1	0,849	Valid
			X1.2	0,873	Valid
			X1.3	0,853	Valid
	<i>Content Creation</i>	0,826	X1.4	0,810	Valid
			X1.5	0,837	Valid
			X1.6	0,830	Valid
	<i>Reach and Angagemnt</i>	0,794	X1.7	0,855	Valid
			X1.8	0,888	Valid
			X1.9	0,869	Valid
<i>Country Of Origin</i>	<i>Country Believe</i>	0,787	X2.1	0,863	Valid
			X2.2	0,888	Valid
			X2.3	0,874	Valid
	<i>People Affect</i>	0,821	X2.4	0,893	Valid
			X2.5	0,883	Valid
			X2.6	0,858	Valid
	<i>Desire Interaction</i>	0,767	X2.7	0,804	Valid
			X2.8	0,870	Valid
			X2.9	0,881	Valid
<i>Perceived Quality</i>	<i>Feature</i>	0,787	XM.1	0,870	Valid
			XM.2	0,899	Valid
			XM.3	0,871	Valid
	<i>Performance</i>	0,808	XM.4	0,896	Valid
			XM.5	0,911	Valid
			XM.6	0,876	Valid
	<i>Reliability</i>	0,787	XM.7	0,845	Valid
			XM.8	0,870	Valid
			XM.9	0,857	Valid
	<i>Style</i>	0,665	XM.10	0,883	Valid
			XM.11	0,923	Valid
			XM.12	0,907	Valid

	<i>Fit and Finish</i>	0,689	XM.13	0,880	Valid
			XM.14	0,901	Valid
			XM.15	0,868	Valid
<i>Online Purchase Intention</i>	<i>Interested in Finding Information</i>	0,753	Y.1	0,896	Valid
			Y.2	0,901	Valid
			Y.3	0,891	Valid
	<i>Consider Buying</i>	0,772	Y.4	0,884	Valid
			Y.5	0,870	Valid
			Y.6	0,838	Valid
	<i>Interested To Try</i>	0,835	Y.7	0,828	Valid
			Y.8	0,832	Valid
			Y.9	0,805	Valid
	<i>Desire To Know</i>	0,768	Y.10	0,870	Valid
			Y.11	0,890	Valid
			Y.12	0,818	Valid
	<i>Desire To Use</i>	0,778	Y.13	0,863	Valid
			Y.14	0,844	Valid
			Y.15	0,857	Valid

Source: Processed by the author, 2025 (using smartpls 4.0)

Based on the results of the loading factor above, it can be seen that the value is <0.70 , which indicates that each indicator meets the criteria for convergent validity. Next, namely using Average Variance Extracted (AVE) to test the convergent validity of the model, as shown in the table below:

Table 2. AVE Analysis Results

Variable	Average Variance Extracted (AVE)
<i>Influencer Markering</i>	0,583
<i>Country Of Origin</i>	0,597
<i>Perceived Quality</i>	0,583
<i>Online Purchase Intention</i>	0,576

Source: Processed by the author, 2025 (using smartpls 4.0)

In the table above, it can be seen that the AVE value for each variable indicator is >0.50 , which proves that all variables in this study can be said to meet the criteria for convergent validity.

The reliability test on smartpls can be done using the Composite Reliability and Cronbach's Alpha methods. A construct or indicator is declared reliable if the Composite Reliability and Cronbach's Alpha values are >0.70 .

Table 3. Reliability Testing Results

Variable	Composite reliability	Cronbach's Alpha	Description
Influencer Marketing	0,911	0,910	Reliable
Country of Origin	0,916	0,915	Reliable
Perceived Quality	0,949	0,949	Reliable
Online Purchase Intention	0,948	0,947	Reliable

Source: Processed by the author, 2025 (using smartpls 4.0)

The results in the table above show that the average value of Composite Reliability and Cronbach's Alpha in each variable is 0.90, where these results are > 0.70 , proving that the indicators in each variable have good reliability because they have met the criteria.

a. Structural Model Evaluation (Inner Model)

Inner model is the next test after the outer model. This test is conducted to see the strength of the estimate between latent variables or constructs.

R-Square (R²)

The r-square test is carried out to see how much influence the independent variable has on the dependent variable. The R-Square assessment criteria are 0.75 (strong), 0.50 (moderate), and 0.25 (weak). (Ghozali & Latan, 2019).

Table 4. R-square Test Results

Variabel	R-square	Description
<i>Perceived Quality</i>	0,690	Strong
<i>Online Purchase Intention</i>	0,778	Strong

Source: Processed by the author, 2025 (using smartpls 4.0)

The results of the r-square test show that Perceived Quality as a mediating variable has an r-square value of 0.690, which means that the perceived value of the independent variables Influencer Marketing and Country Of Origin is moderate. Meanwhile, the r-square value on the dependent variable Online Purchase Intention is 0.778, which indicates that the perceived value of Influencer Marketing, Country Of Origin and Perceived Quality can simultaneously influence Online Purchase Intention in the strong category.

F-Square (F²)

Shows the effect of exogenous variables on endogenous by looking at changes in the R-Square value. The F-Square value categories are 0.02 (small), 0.15 (medium), and 0.35 (large) (Ghozali & Latan, 2019).

Table 5. F-Square test results

Variable	X1	X2	M	Y
<i>Influencer Marketing</i>			0,197	0,050
<i>Country Of Origin</i>			0,529	0,015
<i>Perceived Quality</i>				0,623

Source: Processed by the author, 2025 (using smartpls 4.0)

In the table above, it can be seen from the f-square test results that the effect of Influencer Marketing on Perceived Quality is 0.197 which can be interpreted as moderate, while the effect of Influencer Marketing on Online Purchase Intention is 0.050 which can be

interpreted as small. This shows that the effect of Influencer Marketing on mediation is greater than the direct effect on the dependent variable (y). Then it can be seen that the effect value of Country Of Origin on Perceived Quality is 0.529, while the effect of Country Of Origin on Online Purchase Intention is lower with a value of 0.015. It can also be seen that the f-square test results on Perceived Quality on the dependent variable (y) are 0.623 which shows that it has a large influence.

Q – Square (Predictive Relevance)

Q-square testing is used to be able to represent the synthesis of crossvalidation and fitting functions with predictions of observed variables and estimates of construct parameters. The model is said to be predictive relevance if the Q2 value > 0.

Tabel 6. Q- Square test results

Variable	Q- Square	Predictive Relevance
Perceived Quality	0.398	Ya
Online Purchase Intention	0.442	Ya

Source: Processed by the author, 2025 (using smartpls 4.0)

From the Q-Square test results above, it can be seen that the Perceived Quality variable has a value of 0.398 and Online Purchase Intention has a value of 0.442, which can be concluded that the two variables obtained a Q value > 0 model has Predictive Relevance.

Influence Summary Matrix

The value of all variables is summed up in one matrix to make it easier for researchers to analyze the results of the influence between latent variables. The following is a summary matrix of the influence between variables in this study:

Table 7. Influence Summary Matrix

<i>Path</i>	T-Statistic Path Coefficient	<i>P- Value</i>	Direct effect	Indirect effect	Total effect
<i>Influencer Marketing (X1) Perceived Quality (M)</i>	5,902	0,000	0,341	0,000	0,341
<i>Country Of Origin (X2) Perceived Quality (M)</i>	9,811	0,000	0,558	0,000	0,558
<i>Influencer Marketing (X1) Online Purchase Intention (Y)</i>	6,480	0,000	0,158	0,000	0,158
<i>Country Of Origin (X2) Online Purchase Intention (Y)</i>	8,228	0,000	0,109	0,000	0,109
<i>Perceived Quality (M) Online Purchase Intention (Y)</i>	10,173	0,000	0,669	0,000	0,669

<i>Influencer Marketing (X1)</i> <i>Perceived Quality (M)</i> <i>Online Purchase Intention (Y)</i>	4,800	0,000	0,158	0,228	0,386
<i>Country Of Origin (X2).</i> <i>Perceived Quality (M)</i> □ <i>Online Purchase Intention (Y)</i>	7,921	0,000	0,109	0,373	0,483

Source: Processed by the author, 2025 (using smartpls 4.0)

From the table above, it can be seen that the direct effect of the Perceived Quality variable on Online Purchase Intention has a high influence with a value of 0.669 and is significant. Influencer Marketing and Country Of Origin on Perceived Quality have a significant value and a higher influence than the value of the direct effect on Online Purchase Intention. It can be concluded that Perceived Quality has a Full Mediation role in this study.

The effect of Influencer Marketing (X1) on Perceived Quality (M)

Hypothesis testing shows that there is a positive and significant influence that occurs between Influencer Marketing (X1) on Perceived Quality (M). These results are in line with the research of Isalman et al. (2023) which states that Influencer Marketing has a positive and significant effect on Perceived Quality by paying attention to the attractiveness of influencers in promoting products. For example, when an influencer promotes beauty products, it must be someone who is beautiful / handsome and attractive so that the content presented is relevant to the product offered by the influencer, so that it can encourage a positive attitude and perception of the quality of the product.

In this study Influencer marketing is measured using 3 dimensions. Content Creation is the dimension that has the highest value, where an influencer must have high creativity in creating quality content and vary according to the product being promoted. The Reach and Engagement dimension pays attention to the influencer's ability to encourage audience engagement after viewing promotional content, paying attention to the variety of interactions offered by the influencer and the influencer's ability to attract followers. The Influencer Selection dimension pays attention to the influencer's accuracy in reaching the audience, the audience's trust in the influencer and whether the influencer is relevant to the product brand being promoted.

In this case, promoting Barenbliss products requires creative and varied content such as product review content seen from the results of influencer usage, battle of Barenbliss products with other brands, and product evaluations submitted by influencers after usage which can provide an overview of the audience about Barenbliss products. The understanding gained can have a positive impact that will affect consumers' quality

perceptions of Barenbliss products.

The effect of Country Of Origin (X2) on Perceived Quality (M)

The results of hypothesis testing show that there is a positive and significant effect on the Country Of Origin (X2) and Perceived Quality (M) variables. This is in line with the research of Sahertian & Rinimasse (2021) which states that Country of Origin has a positive and significant effect on Perceived Quality as measured using country beliefs, people affect and desire interaction. In this study, it answers the respondents' level of trust in the rapid technological development in the country of origin of products that create sophisticated products with good product design.

In this study, Country of Origin is measured using 3 dimensions. People affect is the dimension that gets the highest score, most respondents recognize the creativity of human resources in South Korea, the quality and good reputation of human resources in South Korea. Country beliefs dimension with indicators of trust in South Korea's technological progress, trust in South Korea's population as a developed country, trust in South Korean innovation in creating products. Desire interaction dimension with indicators of having positive interactions with South Korean cosmetic brands, the tendency to explore South Korean products, and emotional attachment to using South Korean products.

In this context, the perceived quality of the country of origin of Barenbliss products, namely South Korea, has an influence on the perception of product quality attached to cosmetic users. Because the more positive consumer confidence in the perceived quality of the country of origin of a product will create a positive perception of the product. This is supported by research (Susmikawati & Sunarti, 2017).

The effect of Perceived Quality (M) on Online Purchase Intention (Y)

The results of hypothesis testing in this study indicate a positive and significant influence between the Perceived Quality variable and Online Purchase Intention. These results are supported by the research of Apriyani & Oktavia (2024) which states that Perceived Quality has a positive and significant effect on Purchase Intention. One of the main driving factors in purchasing decisions is consumer awareness of product quality which can convince consumers of products that are worth using. A high perception of quality is a motivation for consumers to take the first step in obtaining the product as a representative form of consumer desire.

The Perceived Quality variable has a high influence value of 0.669 on Online Purchase Intention compared to the direct influence of the Influencer Marketing and

Country Of Origin variables on Online Purchase Intention, which shows that the Perceived Quality variable has a full mediating role in this study using 5 dimensions. Most respondents consider

Performance is one of the important factors in assessing a product by looking at the effectiveness of the product when used, the function of product benefits and the suitability of product claims. Others assess style is a factor that Barenbliss producers must pay attention to by looking at the aesthetics of the packaging, the characteristics of the packaging design and the shape of the packaging in accordance with the latest trends. So it can be concluded that all dimensions and indicators are positively accepted by respondents, which means that the better the perceived product quality, the more it will increase consumer buying interest in the product. This finding is in line with (Puteri & Anomsari, 2023).

The mediating effect of Perceived Quality (M) in the relationship between Influencer Marketing (X1) on Online Purchase Intention (Y)

Hypothesis testing of the role of Perceived Quality variables that mediate the relationship between Influencer Marketing and Online Purchase Intention shows positive and significant results. The results of testing direct and indirect effects can be seen in table 4.7 which proves that the direct effect of the Influencer Marketing variable on Online Purchase Intention is more rendah with a value of 0.158 than the indirect effect of the Perceived Quality variable on Influencer Marketing to Online Purchase Intention with a value of 0, 228. Thus, the results of this study are full mediation.

This study uses 5 dimensions of Online Purchase Intention. The Interested to Try dimension gets the highest score with indicators of interest in content on social media, interest in trying products, interested in finding out user reviews before buying. The Consider Buying dimension with indicators of consideration of buying products after getting information, comparing products with other brands before buying, the ability to buy the desired item. The Desire To Use dimension with indicators of enthusiasm for using the product after receiving information, hope to use the product in a daily routine, willingness to recommend the product after trying it. The Desire To Know dimension with indicators of interest in knowing the ingredients in the product, desire to know the benefits of the product, looking for information on how to apply the product correctly. While the Interested in finding information dimension gets the lowest score with indicators of interest in the effectiveness of social media, interest in product information and interest in product promotion. So it can be concluded that respondents are interested in trying and are interested

in social media content where Influencers can easily understand the content needs desired by the audience on social media by playing an important role in creating the latest trends to lead the perception of product quality and influence consumer purchasing decisions on Barenbliss products.

The mediating effect of Perceived Quality (M) in the Country Of Origin (X2) relationship on Online Purchase Intention (Y)

Hypothesis testing of the role of Perceived Quality variables that mediate the relationship between Country Of Origin and Online Purchase Intention shows positive and significant results. The results of testing direct and indirect effects can be seen again in table 4.7 which proves that the direct effect of the Country Of Origin variable on Online Purchase Intention has a lower value of 0.158 compared to the indirect effect of the Perceived Quality variable on Influncer Marketing to Online Purchase Intention with a value of 0.373. Thus, the results of this study are full mediation.

Revisited from the results of respondents' assessment of the Country Of Origin dimension which shows that South Korea builds a positive image as a developed country with human resources who are trusted to use advanced technology in creating innovative cosmetic products suitable for Asian women's skin and the use of natural ingredients that are acceptable to cosmetic users in Indonesia so that positive perceptions of products from this country of origin arise which can encourage consumer involvement to try and use Barenbliss products as one of the brands from South Korea. Therefore, the results show that the People Affect dimension of the Country Of Origin variable contributes significantly to perceived quality, where the performance dimension is the main factor in shaping consumers' positive perceptions of the product. Furthermore, this high perception of quality has a direct impact on online purchase intentions, with the interested to try dimension influenced by consumer interest in social media content.

CONCLUSION AND RECOMMENDATIONS

The results of this study show a significant influence between Influencer Marketing variables on Perceived Quality and Online Purchase Intention. Influencer Marketing on Barenbliss products has a high level of involvement in attracting product purchase interest in university students in Sukabumi. Country of Origin is positive and significant on Perceived Quality and Online Purchase Intention. Country Of Origin for Barenbliss products has an important role as a perception of a positive product origin country image so that it can attract

consumer buying interest. The effect of the Perceived Quality variable on Online Purchase Intention shows a positive and significant. Perceived Quality has the highest value in mediating the relationship between Influencer Marketing and Country Of Origin on consumer online buying interest in Barenbliss products.

Suggestions for Barenbliss companies to increase sales and optimize sales promotions are to choose influencers that suit the needs of sales promotions and influencers that are relevant to the promotion of beauty content, then maintain customers' positive perceptions of Barenbliss products by continuing to improve product quality so as to increase product sales in e-commerce.

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