

THE INFLUENCE OF THE DOKTER DETEKTIF INFLUENCER, BRAND TRUST, AND ONLINE CUSTOMER RATINGS ON PURCHASE DECISIONS FOR DAVIENA SKINCARE PRODUCTS FOLLOWING ALLEGATIONS OF OVERCLAIMING ON TIKTOK

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Abstrak

Penelitian ini bertujuan menganalisis pengaruh *influencer* Dokter Detektif, *brand trust*, dan *online customer rating* terhadap keputusan pembelian produk Daviena Skincare pada Generasi Z di Kota Madiun setelah munculnya dugaan *overclaim* di TikTok. Penelitian menggunakan pendekatan kuantitatif dengan 385 responden yang dipilih melalui purposive sampling. Data dikumpulkan melalui kuesioner daring dan dianalisis menggunakan regresi linier berganda dengan SPSS versi 25. Hasil penelitian menunjukkan bahwa *influencer* Dokter Detektif, *brand trust*, dan *online customer rating* berpengaruh positif dan signifikan terhadap keputusan pembelian. Temuan ini menunjukkan pentingnya informasi digital dan evaluasi konsumen dalam keputusan pembelian. Oleh karena itu, merek *skincare* perlu menjaga transparansi klaim produk, kepercayaan konsumen, serta mengelola rating dan ulasan secara aktif. Penelitian selanjutnya dapat menambahkan variabel dan karakteristik responden yang lebih luas.

Kata Kunci: *Influencer* Dokter Detektif, *Brand Trust*, *Online Customer Rating*, Keputusan Pembelian, Daviena Skincare, *Overclaim*

Abstract

This study aims to analyze the influence of the Dokter Detektif influencer, brand trust, and online customer ratings on purchasing decisions for Daviena Skincare products among Generation Z in Madiun City, following allegations of exaggerated product claims overclaims on TikTok. The study employs a quantitative approach with 385 respondents selected via purposive sampling. Data were collected through online questionnaires and analyzed using multiple linear regression with SPSS version 25. The results indicate that the Dokter Detektif influencer, brand trust, and online customer ratings have a positive and significant influence on purchasing decisions. These findings highlight the importance of digital information and consumer evaluation in the purchasing decision process. Consequently, skincare brands need to maintain transparency regarding product claims and consumer trust, as well as actively manage ratings and reviews. Future research could incorporate additional variables and a broader range of respondent characteristics.

Keywords: *Influencer Dokter Detektif, Brand Trust, Online Customer Rating, Purchasing Decision, Daviena Skincare, Overclaim*

A. INTRODUCTION

The rapid advance of information and communication technology has changed the way consumers search for product information. Social media now serves not only as a communication channel but also as a powerful and effective marketing medium (Kurniawan *et al.*, 2025) and as a source of information and education across many fields (Isabella *et al.*, 2025). TikTok is among the fastest-growing of these platforms. As of April 2025 Indonesia ranked first worldwide with approximately 184.95 million TikTok users, and survey data collected in December 2025 show that 76 per cent of Indonesian Generation Z respondents use the platform. For this cohort, short-form video, live streaming, influencer endorsement, and user reviews are primary inputs into brand perception.

Generation Z are digital natives who adapt quickly to technology and are active in searching for information, communicating, and consuming online (Kurniawan *et al.*, 2025). They tend to trust visual and audiovisual material such as review videos, user testimonials, and recommendations before deciding to purchase, which makes TikTok an effective channel for shaping purchase decisions in the beauty and skincare industry. Skincare refers to the set of skin-care activities carried out with particular products or methods in order to protect, nourish, and maintain skin health (Lutfiani *et al.*, 2024). Within the fast-moving consumer goods sector, personal care and beauty has been the leading growth contributor, reflecting sustained expansion in demand for skincare, bodycare, and cosmetics.

Alongside that growth, however, allegations of overclaiming have become widespread. Overclaim refers to an excessive statement about a product that does not correspond to its actual condition or benefit as declared on the packaging (Navila & Mustikasari, 2026), or a marketing claim that exceeds the available scientific evidence (Masadi, 2025). Typical examples include promises to whiten skin within three days or to eliminate acne after a single use. The issue gained broad public attention in Indonesia from September 2024, largely through TikTok, after a masked anonymous creator known as Dokter Detektif began publishing laboratory-based content exposing discrepancies between the active ingredients claimed on popular beauty products and the results of independent testing.

Daviena Skincare, a local Indonesian brand founded in 2017 and marketed heavily through TikTok and marketplaces, became one of the brands drawn into this discussion. One of its products, a high-dose body lotion, was reported as a suspected overclaim case because the niacinamide content stated on the label was not detected in laboratory testing (Andini *et al.*, 2025). Sales data indicate that the brand experienced a decline in the period from late September to October 2024, immediately after the review circulated. The episode makes the brand a suitable setting for examining how influencer information, brand trust, and consumer ratings operate once a brand has come under public suspicion.

Prior findings on these three antecedents remain inconsistent. Wardana *et al.*, (2025) and Irvan & Angellice, (2023) report that influencers have a positive and significant effect on purchase decisions, whereas (Setiyawan & Susanti, 2024) find no significant effect. (Andini *et al.*, 2025) and (Firmadona *et al.*, 2025) report that brand trust significantly shapes purchase decisions, while (Khotimah, 2025) finds it insignificant and argues that Generation Z weigh product quality, price, social trends, and influencer opinion more heavily. Amalrozi *et al.*, (2025) report a positive and significant effect of online customer rating, whereas (Utami & Hendratmoko, 2025) find no significant effect. The divergence suggests that the influence of each variable is contingent on context, source credibility, and audience characteristics.

Discrepancies in prior research findings indicate an empirical research gap that warrants further investigation. Consequently, this study analyzes the influence of the influencer Dokter Detektif, brand trust, and online customer ratings on the purchasing decisions of Generation Z consumers in Madiun City regarding Daviena Skincare products, following allegations of exaggerated product claims overclaiming on TikTok. This research aims to contribute to the understanding of consumer behavior when encountering product related information and controversies on social media, while also offering insights for brands on maintaining consumer trust and managing product information transparently.

1. Theory and Hypothesis Study

a. Grand Theory

The grand theory underlying this study is the Theory of Planned Behaviour (Ajzen, 1991). Behaviour does not arise spontaneously; it is preceded by intention. Intention is

formed by attitude toward the behaviour, subjective norm, and perceived behavioural control (Farki et al., 2016). In this study, influencer information shapes attitude toward the brand, online customer ratings function as a form of social reference, and brand trust reduces the perceived risk of purchasing, so that the three variables map onto the antecedents of intention that precede an actual purchase decision.

b. Doctor Detective Influencer

An influencer is an individual able to affect the decisions and behaviour of others, particularly in purchasing, through popularity, a large following, and specific expertise (Rosidania, 2025). Kotler *et al.*, (2024) similarly describe influencers as individuals capable of shaping consumer attitudes and behaviour through communication delivered on social media. Dokter Detektif differs from a conventional beauty influencer in that the content combines review with laboratory verification of ingredients, safety, legality, and the correspondence between claims and scientific fact. Following Pasaribu *et al.*, (2023), the construct is measured through four indicators: credibility, trust, authenticity, and charisma.

c. Brand Trust

Brand trust is the willingness of the average consumer to rely on the ability of a brand to perform its stated function (Delgado-Ballester, 2003). Rosidah *et al.*, (2025) frame it as the consumer perception that a brand delivers benefits and meets expectations, formed through experience and satisfaction in use. Liu & Wang, (2023) position brand trust as the foundation of brand loyalty, since trust precedes repeat purchase. In a digital environment of high information transparency, however, trust is no longer built solely on personal experience or corporate reputation; it is also shaped by information originating from other consumers. Following Firmadona *et al.*, (2025), brand trust is measured through three indicators: trust in the brand, brand safety, and brand honesty.

d. Online Customer Rating

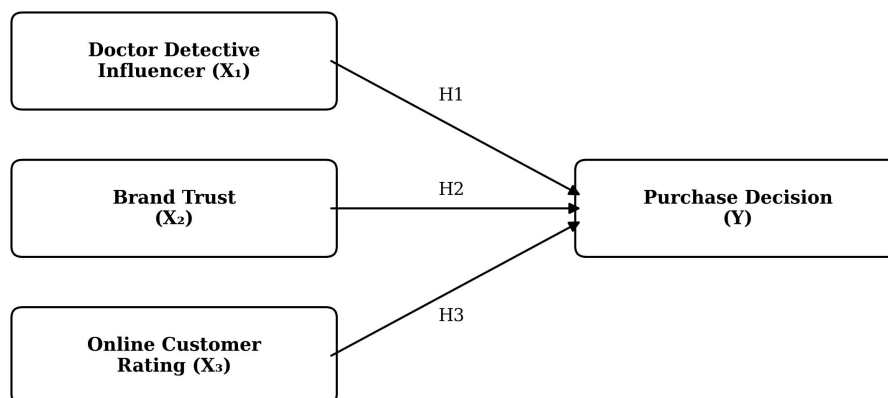
Online customer rating is a quantitative evaluation given by consumers to a product or service online, typically on a one-to-five star scale, reflecting satisfaction, experience, and perceived quality, and serving as a reference for prospective buyers (Utami & Hendratmoko, 2025). Ratings are produced by buyers who have completed an online purchase and are

published on the seller page, forming part of the feedback loop between buyer and seller (Arinda *et al.*, 2025). Rating scores constitute information capable of influencing purchase decisions (Wu, 2024). Where a product is suspected of overclaiming, ratings become more consequential: negative reviews act as a warning, while consistently positive reviews reinforce trust. Following (Permana & Arianty, 2025), the construct is measured through perceived usefulness, perceived trust, and perceived enjoyment.

e. Purchase Decision

A purchase decision is the outcome of evaluating the various factors that form perception and preference toward a product (Kotler *et al.*, 2024). Kotler & Keller (2016) a purchase decision is part of consumer behavior specifically, how individuals, groups, and organizations select, purchase, and use goods, services, ideas, or experiences to satisfy their needs, and identify five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour. The information search and evaluation stages are precisely where influencer content and consumer ratings enter. Following Firmadona *et al.*, (2025), the construct is measured through six indicators: product choice, brand choice, dealer choice, purchase quantity, purchase timing, and payment method.

2. Conceptual Framework



Picture 1. Conceptual Framework

Source: Adapted from Rosidania, (2025); Andini *et al.*, (2025); Amalrozi *et al.*, (2025)

3. Hypothesis

Based on the research background and previous studies, the hypotheses of this study are formulated as follows:

H1: It is allegedly that the Doctor Detective influencer has a positive and significant effect on the purchase decisions for Daviena Skincare products following the emergence of alleged overclaiming on the TikTok platform among Generation Z in Madiun City.

H2: It is allegedly that Brand Trust has a positive and significant effect on the purchase decisions for Daviena Skincare products following the emergence of alleged overclaiming on the TikTok platform among Generation Z in Madiun City.

H3: It is allegedly that Online Customer Rating has a positive and significant effect on the purchase decisions for Daviena Skincare products following the emergence of alleged overclaiming on the TikTok platform among Generation Z in Madiun City.

B. METHOD

This study employed a quantitative design to examine the effects of the Doctor Detective influencer (X_1), brand trust (X_2), and online customer rating (X_3) on purchase decisions (Y). The study was conducted in Madiun City from March to June 2026.

The population consisted of Generation Z in Madiun City aged 14–29 years, with an estimated population of 49,082 people. Using the Isaac and Michael formula at a 5% error level, the required sample a total of 385 respondents. Respondents were selected using purposive sampling based on predetermined criteria, including residing in Madiun City, belonging to Generation Z, actively using TikTok and having seen Dokter Detektif content regarding the alleged overclaim of Daviena Skincare, and having purchased or intended to purchase Daviena Skincare products. Data were collected through an online questionnaire using Google Forms.

The study involved three independent variables Doctor Detective influencer, brand trust, and online customer rating and one dependent variable, purchase decision. All variables were measured using a five-point Likert scale.

Data were analyzed using IBM SPSS 25 through descriptive statistics, validity and reliability tests, classical assumption tests, and multiple linear regression. Validity was

assessed using the correlation coefficient, while reliability was evaluated using Cronbach's alpha with a threshold of 0.70. Classical assumption tests included normality, multicollinearity, and heteroscedasticity tests. Hypotheses were tested using the partial t-test and coefficient of determination (R^2).

C. RESULTS AND DISCUSSIONS

1. Descriptive Statistics

Table 1 reports the descriptive statistics for the four constructs together with the average item score on the five-point scale.

Table 1. Descriptive Statistics of Research Variables

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Influencer Dokter Detektif	385	24,00	40,00	33,92	2,977
Brand Trust	385	21,00	30,00	26,91	1,953
Online Customer Rating	385	20,00	30,00	25,96	2,091
Keputusan Pembelian	385	42,00	60,00	51,86	3,500
Valid N (listwise)	385				

Source: SPSS 25 output (2026)

Table 1 presents the descriptive statistics of the four research variables based on 385 respondents. The Influencer Dokter Detektif variable has a mean of 33.92, Brand Trust has a mean of 26.91, Online Customer Rating has a mean of 25.96, and Purchase Decision has a mean of 51.86. These results indicate that the respondents generally had relatively high perceptions of the Influencer Dokter Detektif, Brand Trust, Online Customer Rating, and Purchase Decision variables. The standard deviation values, ranging from 1.953 to 3.500, indicate that the respondents' responses were relatively consistent.

2. Validity and Reliability

The validity and reliability test results in Table 2 indicate that all 32 questionnaire items were valid, as the calculated r-values for all variables exceeded the r-table value of 0.100. The calculated r-values ranged from 0.452–0.582 for Doctor Detective Influencer (X_1),

0.471–0.555 for Brand Trust (X_2), 0.499–0.570 for Online Customer Rating (X_3), and 0.331–0.561 for Purchase Decision (Y). Furthermore, the Cronbach's Alpha values were 0.817, 0.729, 0.737, and 0.830, respectively, all exceeding the 0.70 threshold. Thus, all research instruments were declared valid and reliable and were suitable for further analysis.

Table 2. Validity and Reliability Test Results

Variable	Items	Range of r-count	r-table	Cronbach's Alpha	Description
Doctor Detective Influencer (X_1)	8	0.452 - 0.582	0.100	0.817	Valid and reliable
Brand Trust (X_2)	6	0.471 - 0.555	0.100	0.729	Valid and reliable
Online Customer Rating (X_3)	6	0.499 - 0.570	0.100	0.737	Valid and reliable
Purchase Decision (Y)	12	0.331 - 0.561	0.100	0.830	Valid and reliable

Source: SPSS 25 output (2026)

3. Classical Assumption Testing

Table 3. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			385
Normal Parameters a,b	Mean		.000
	Std. Deviation		0.469
Most Extreme Differences	Absolute		.044
	Positive		.044
	Negative		-.030
Test Statistic			.044
Asymp. Sig. (2-tailed)			.074 ^c

Source: SPSS 25 output (2026)

The Kolmogorov-Smirnov normality test results in Table 3 show an Asymp. Sig value of 0.074, which is greater than the 0.05 significance level. The test was based on 385 observations, with a test statistic of 0.044. Therefore, the residuals are considered normally distributed, indicating that the normality assumption for the regression model has been satisfied

Table 4. Multicollinearity and Heteroskedasticity Test Results

Test	Variable	Value	Criterion	Conclusion
Normality (Kolmogorov-Smirnov)	Unstandardised residual	Sig. 0.074	Sig. > 0.05	Normally distributed
Multicollinearity	Doctor Detective Influencer (X ₁)	Tol. 0.771; VIF 1.296	Tol. > 0.10; VIF < 10	No multicollinearity
	Brand Trust (X ₂)	Tol. 0.695; VIF 1.439	Tol. > 0.10; VIF < 10	No multicollinearity
	Online Customer Rating (X ₃)	Tol. 0.667; VIF 1.498	Tol. > 0.10; VIF < 10	No multicollinearity
Heteroscedasticity	Doctor Detective Influencer (X ₁)	Sig. 0.099	Sig. > 0.05	No heteroscedasticity
	Brand Trust (X ₂)	Sig. 0.138	Sig. > 0.05	No heteroscedasticity
	Online Customer Rating (X ₃)	Sig. 0.500	Sig. > 0.05	No heteroscedasticity

Source: SPSS 25 output (2026)

The classical assumptions are likewise satisfied. The Kolmogorov-Smirnov test returned an asymptotic significance of 0.074, above the 0.05 threshold, so the residuals are normally distributed. Tolerance values exceed 0.10 and all variance inflation factors fall below 10, indicating no multicollinearity. The heteroscedasticity test produced significance values above 0.05 for all three predictors, indicating no heteroscedasticity. The results are summarised in Table 4.

4. Regression and Hypothesis Testing

The estimated model is as follows:

$$Y = 13.706 + 0.376X_1 + 0.331X_2 + 0.644X_3 + e$$

The constant of 13.706 represents the level of purchase decision when the three predictors are zero. A one-unit increase in the influencer variable raises the purchase decision by 0.376 units, a one-unit increase in brand trust by 0.331 units, and a one-unit increase in online customer rating by 0.644 units, holding the other variables constant. All coefficients are positive.

Table 5. Regression Coefficients, Partial (t) Test

Model	B	Std. Error	Beta	t	Sig.	Result
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Model	B	Std. Error	Beta	t	Sig.	Result
(Constant)	13.706	1.966		6.971	0.000	
Doctor Detective Influencer (X ₁)	0.376	0.048	0.320	7.849	0.000	H1 accepted
Brand Trust (X ₂)	0.331	0.077	0.185	4.306	0.000	H2 accepted
Online Customer Rating (X ₃)	0.644	0.073	0.385	8.787	0.000	H3 accepted

Source: SPSS 25 output (2026). Dependent variable: Purchase Decision

The results of the regression and partial (t) test in Table 5 show that Doctor Detective Influencer (X₁), Brand Trust (X₂), and Online Customer Rating (X₃) have positive and significant effects on Purchase Decision (Y), as their significance values are $0.000 < 0.05$. Therefore, H1, H2, and H3 are accepted. Based on the standardized Beta coefficients, Online Customer Rating has the strongest influence (0.385), followed by Doctor Detective Influencer (0.320) and Brand Trust (0.185).

Table 6. Coefficient of Determination

Model Summary^{b,c}

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716 ^a	.512	.508	2.454

a. Predictors: (Constant), Online Customer Rating, Brand Trust, Influencer Dokter Detektif

b. Variable: Keputusan Pembelian

Sumber: Data diolah dengan SPSS Ver. 25 (2026)

The coefficient of determination of 0.512 indicates that the three variables jointly explain 51.2 per cent of the variation in purchase decisions, with the remaining 48.8 per cent attributable to factors outside the model.

D. CONCLUSIONS

This study concludes that the Doctor Detective influencer, brand trust, and online customer rating each exert a positive and significant influence on purchase decisions for

Daviena Skincare products among Generation Z consumers in Madiun City following the overclaim allegation on TikTok. Online customer rating is the strongest of the three and brand trust the weakest, indicating that when a brand's claims have been publicly contested, consumers rely more heavily on independently verifiable information than on the reputation the brand had previously accumulated. Critical influencer content does not merely suppress demand; by reducing informational asymmetry it helps consumers decide with greater confidence. The findings are consistent with the Theory of Planned Behaviour, in which attitude, subjective norm, and perceived behavioural control jointly form the intention preceding behaviour.

Several limitations should be borne in mind. The study covers only Generation Z respondents in Madiun City who use TikTok and have encountered the relevant content, so the results cannot be generalised to other age groups or regions. Only three antecedents were examined, and roughly half the variation in purchase decisions remains unexplained by the model. The study focuses on a single brand in a single post-allegation episode on one platform, so the pattern may not hold for other skincare brands or other social media environments. Finally, data were gathered by self-report questionnaire, so responses depend on the perception, recall, and candour of each respondent and may diverge from actual behaviour.

E. SUGGESTIONS

For brands, transparency should be prioritized by ensuring that product claims are verifiable, maintaining consistent quality, and actively monitoring and responding to TikTok ratings and reviews. Consumers are encouraged to carefully evaluate skincare information before purchasing by considering source credibility, customer reviews, and product suitability for their individual skin needs. For regulators, the findings support closer supervision of marketing claims and broader consumer education regarding verified product information.

Future research could include additional variables such as price, product quality, brand image, electronic word of mouth, promotion, and lifestyle. Expanding the geographical scope, using different respondent characteristics, comparing several skincare brands, and applying

longitudinal designs could also provide broader insights and examine changes in brand trust over time.

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