

THE INFLUENCE OF INFORMATION QUALITY, INFLUENCER CREDIBILITY, AND CONSUMER TRUST ON PURCHASE DECISIONS OF AZARINE SERUM AMONG GENERATION Z

Krisminun Sangeeta¹, Tine Yuliantini²

¹²Study Program Management, Economy and Business Faculty, Universitas Mercu Buana
Jl. Raya Meruya Selatan, Kembangan, Jakarta 11650

krisminunsangeeta@gmail.com

Abstract - The aim of this research is to explore how the quality of information, the credibility of influencers, and the level of consumer trust affect the buying choices of Azarine skincare serum products among Gen Z individuals in Jakarta. The skincare industry has been rapidly expanding, and the rise of influencer marketing has notably altered consumer buying habits. This research utilized a quantitative approach, specifically through surveys. Questionnaires were given to 240 Gen Z participants who regularly use Azarine serum products to gather data. The sampling technique applied was purposive sampling. Data analysis was conducted using structural equation modeling (SEM) with the partial least squares (PLS) method, assisted by SmartPLS 4. 1 software. The findings reveal that information quality, influencer credibility, and consumer trust all significantly and positively affect purchasing decisions. Among these three factors, the quality of information stood out as the most impactful on buying choices. These results suggest that skincare companies should prioritize providing precise and trustworthy information, choosing credible influencers, and fostering consumer trust to boost purchasing behavior.

Keywords: Information quality; influencer credibility; consumer trust; purchase decision; skincare

INTRODUCTION

The skincare cosmetics industry has undergone swift expansion in the past few years, especially in Indonesia. This growth is primarily driven by increasing public awareness of skin health and changing lifestyles. This phenomenon is reflected in a consistent increase in market value, with projected revenue for this sector soaring from around IDR 980 billion in 2020 to around IDR 1.35 trillion in 2024. This indicates that consumer demand remains high and stable, making skincare products especially for the face a top priority for consumers.

Facing increasing competition, companies are increasingly relying on online marketing strategies, particularly through social media and partnerships with influencers. Influencers are seen as influential opinion leaders in shaping consumer perceptions of products and influencing their choices. This influence is even stronger among Generation Z, who are highly digitally active and often rely on online information, reviews, and influencer advice before making purchasing decisions.

In this context, information quality, influencer credibility, and consumer trust are considered key determinants of purchasing decisions. High-quality information facilitates better consumer understanding and evaluation of products. Meanwhile, credible influencers are able to convey messages more convincingly and effectively. Consumer trust is also essential because it can reduce uncertainty and strengthen confidence in online transactions. Previous research generally concludes that these three elements have a significant positive influence on purchasing decisions.

However, much previous research has focused on the general e-commerce context and often assumes that the information presented is accurate and trustworthy. However, in reality particularly in the skincare sector there are cases where product claims are not entirely accurate. For example, some products contain less active ingredients than advertised. This situation raises issues of transparency and accuracy, potentially leading to consumer disappointment, decreased trust, and changes in purchasing decisions.

Despite the increasing importance of these factors, research examining the interaction of information quality, influencer credibility, and consumer trust in situations of misleading or contradictory product information remains limited. Furthermore, most existing studies are general in nature and do not focus on specific brands, local skincare products, or Generation Z consumers in Indonesia.

Thus, this research seeks to address this deficiency by examining the influence of information quality, influencer credibility, and consumer trust on purchasing decisions for Azarine skincare products,

focusing on Generation Z consumers in Jakarta. By considering real-world conditions related to potential inaccuracies in product information, this study seeks to provide a more realistic understanding of consumer dynamics. behavior in digital marketing. Accordingly, the research questions are as follows:

1. Does information quality significantly affect purchase decisions?
2. Does influencer credibility significantly affect purchase decisions?
3. Does consumer trust significantly affect purchase decisions?

LITERATURE REVIEW

1. Stimulus–Organism–Response (S-O-R) Theory

The S-O-R (Stimulus-Organism-Response) model explains that consumer actions are influenced by various external stimuli, internal mental processes, and the outcomes of those actions. This model is frequently applied in digital marketing research in Indonesia to understand how marketing stimuli influence consumer decisions (Dewi and Auliya, 2025).

In this study, the stimulus element is represented by the quality of information and the credibility of influencers, both of which function as external factors that shape consumer perceptions. Previous research in Indonesia has demonstrated that digital stimuli such as live broadcasts, advertisements, and online content significantly influence how consumers evaluate products and make purchasing decisions (Sari, 2024; Islami and Susanto, 2024).

The organism element refers to the level of consumer trust, which reflects the psychological state formed after individuals process the information they receive. Several studies in Indonesia have shown that trust serves as a key connecting variable linking marketing stimuli to purchasing decisions (Mawarnie and Fahira, 2022; Aprilia and Muzdalifah, 2023; Zulfikar et al., 2024).

Meanwhile, this research illustrates the response as the choice to buy, which reflects the outcome of how consumers assess their options. Evidence from Indonesia indicates that both consumer confidence and digital marketing influences play an important role in buying choices, especially within the realms of e-commerce and social commerce.

2. Information Quality

Information quality refers to how accurate, complete, and relevant the information provided to customers about a product or service is. High-quality information helps customers understand important product characteristics, such as features, ingredients, benefits, and potential risks, before finalizing a buying choice. In the realm of online marketing, the importance of information quality is increasing, as customers tend to rely on online sources such as social media, websites, and e-commerce platforms to find product information (Agustina et al., 2019).

Rahmadi and Malik (2018) show that information quality significantly determines customer purchasing behavior, especially in the virtual world where they cannot physically inspect the product. Providing accurate and relevant information can reduce uncertainty and strengthen customer trust during their evaluation. Therefore, companies that convey product information clearly and transparently are more likely to build trust and encourage customers to make purchases.

- a) Several key aspects are associated with information quality (Rahmadi & Malik, 2018):
 - Information Search: Consumers actively seek information regarding product features, ingredients, and benefits before making a purchase decision.
 - b) Need Recognition: Consumers recognize their needs and evaluate whether the available information is suitable to fulfill those needs.
 - c) Evaluation of Alternatives: Consumers compare information from different brands to identify the most appropriate choice.

Furthermore, these aspects can be elaborated through several dimensions and indicators (Rahmizal & Yuvendri, 2020):

- a) Information Completeness: The degree to which the information provides comprehensive details about product ingredients, benefits, and usage instructions.
- b) Information Relevance: The extent to which the information aligns with consumer needs and is appropriate for the product being considered.
- c) Information Accuracy: The level of consistency between the product description and its actual characteristics and content.

In the skincare industry, delivering accurate and transparent information about product ingredients and benefits is especially crucial, as consumers are highly concerned with safety and effectiveness.

When people view the information as trustworthy, they are more inclined to form trust in the brand and proceed with their purchase decisions.

3. Influencer Credibility

The reliability of influencers serves as a measure of their impact on their audience, grounded in their proven expertise, dependability, and attractiveness. Influencers function as leaders in shaping opinions by swaying how consumers view and feel about products through diverse content they post on social media, including platforms like Instagram, TikTok, and YouTube (Anindyastri et al. , 2024).

In the realm of digital marketing, having a solid reputation is essential for affecting how consumers make buying choices. When an influencer is seen as knowledgeable and reliable, their audience is more inclined to trust their advice. Additionally, influencers who are deemed trustworthy can positively shape a brand's image and spark consumer interest in the products they endorse (Wiedmann and von Mettenheim, 2020). Thus, the credibility of influencers includes several key elements (Wiedmann and von Mettenheim, 2020):

- a) Expertise: Influencers possess relevant knowledge and experience related to the products they endorse.
- b) Attractiveness: Influencers display appealing personalities and communication styles that effectively capture audience attention.
- c) Trustworthiness: Influencers are regarded as honest and reliable when conveying product-related information.

These elements can be further elaborated through specific dimensions and indicators (Nawangsari, 2020):

- a) Attractiveness: Influencers produce engaging content and present themselves in a visually appealing way.
- b) Trustworthiness: Influencers provide authentic reviews without overstating product claims.
- c) Expertise: Influencers show a clear understanding of the products they promote and are able to explain their features effectively.

In the context of influencer marketing, credible influencers help companies deliver product information more effectively while also strengthening relationships and trust between brands and consumers.

4. Consumer Trust

Consumer trust can be understood as the level of confidence that consumers have. confident that a product or brand will meet their expectations and deliver the promised benefits. This is a crucial element in forming enduring connections among businesses and their customers. When a brand is trusted, consumers tend to purchase more frequently and remain loyal over a longer period (Chen et al., 2021).

In the skincare sector, trust is vital because consumers are highly concerned about product safety, the ingredients used, and its effectiveness. If a product is perceived as safe and trustworthy, consumers will be more confident in making purchasing decisions. According to Hidayati (2024), several key factors play a role in building consumer trust:

- a) Product Quality: Consistent product quality increases consumer confidence in a brand.
- b) Price Fairness: Prices that are perceived as reasonable and appropriate to the product's value help reinforce trust.

These factors can be further described through specific dimensions and indicators (Yulandra & Haryati, 2020):

- a) Benevolence: The extent to which a company demonstrates genuine concern for consumers' needs and interests.
- b) Ability: The capability of a company to produce products that are reliable and effective.
- c) Integrity: The degree to which a company behaves transparently and delivers on its promises.

In general, confidence is crucial in shaping how consumers act, since people usually favor brands they view as trustworthy and dependable.

5. Purchase Decision

Purchase decision refers to the method by which buyers assess different alternatives and choose the product that best suits their needs. As described by Philip Kotler and Kevin Lane Keller in 2021, this procedure consists of multiple steps, such as realizing a requirement, looking for details, evaluating choices, deciding to buy, and thinking about the purchase afterward. Comprehending the

way consumers make purchase decisions is essential for companies, as it allows them to design marketing strategies that can effectively influence consumer behavior.

Marbun et al. (2022) state that a buying choice comes from evaluating different options, where consumers assess various available options before selecting the one they perceive as most suitable. The concept of purchase decision can be further described through several dimensions and indicators (Cesariana et al., 2022):

- a) Need Recognition: Consumers become aware of their need for skincare products to address particular skin concerns.
- b) Information Search: Consumers actively seek information about products through sources such as social media, influencers, and online platforms.
- c) Satisfaction with Decision: Consumers feel confident and satisfied after purchasing and using the chosen product.

In the context of skincare, purchase decisions are strongly influenced by the availability of reliable and accurate information, recommendations from influencers, and the level of trust consumers have in a brand.

6. Hypothesis Development

Influence of Information Quality on Purchase Decision

The quality of information significantly influences the buying choices of consumers, especially in online environments where people depend largely on digital resources for details about products. When the information presented is clear, precise, and in-depth, consumers are able to better understand product attributes such as characteristics, composition, benefits, and potential risks. This contributes to reduced uncertainty during the decision-making process. Furthermore, relevant and reliable information strengthens consumer confidence when evaluating products before making a purchase (Agustina et al., 2019).

In the skincare sector, data on ingredients, product benefits, and usage instructions are essential elements for consumers. Companies that present complete and precise product information tend to be perceived as trustworthy and credible entities. Rahmizal and Yuvendri (2020) assert that transparent and well-structured information enables consumers to make more rational and informed purchasing decisions.

Empirical research also confirms the relationship between information quality and purchasing decisions. Elizabeth et al. (2024) concluded that high-quality information significantly influences consumer purchasing decisions on online marketplace platforms. Similarly, Uge et al. (2024) stated that detailed and accurate product information has a positive impact on online purchasing behavior. Based on these findings, it can be concluded that information quality has a positive influence on consumer purchasing decisions.

Influence of Influencer Credibility on Purchase Decision

Influencer credibility has emerged as a key element in digital marketing strategies, particularly on social media platforms. Influencers who are perceived as credible are able to shape consumer attitudes and perceptions through the content, reviews, and advice they share. They are generally viewed as experts, trustworthy, and engaging, thus increasing the impact of marketing messages (Wiedmann & von Mettenheim, 2020).

Consumers often rely on influencers' opinions when evaluating products, particularly in the skincare industry, where personal experiences and user testimonials play a crucial role. When influencers are perceived as credible and possess in-depth knowledge of the products they promote, consumers are more likely to trust those recommendations and consider purchasing the product.

Empirical studies also strengthen the link between influencer credibility and purchasing decisions. Prasetyo and Indriani (2022) found that influencer credibility has a positive and significant impact on consumer purchasing decisions. Similarly, Maryati et al. (2023) demonstrated that credible influencers can shape positive consumer attitudes and strengthen purchase intentions. Based on these results, influencer credibility is hypothesized to have a positive influence on consumer purchasing decisions.

Influence of Consumer Trust on Purchase Decision

Consumer trust is an essential factor shaping an individual's decision to purchase a product or service. This trust reflects the consumer's level of confidence that a brand or product will meet

expectations and deliver the promised benefits. Once trust is established, consumers typically feel more secure in making purchasing decisions and are more likely to form long-term relationships with that brand (Chen et al., 2021).

In the skincare industry, trust is even more vital given consumer concerns about product safety, ingredient composition, and effectiveness. Consumers who trust a brand generally believe the company provides high-quality products and communicates product information honestly and openly.

Empirical research also strengthens the relationship between consumer trust and purchasing decisions. Mustika and Arifin (2021) concluded that consumer trust has a positive and significant influence on online purchasing decisions. Similarly, Sinaga et al. (2023) demonstrated that consumer trust plays a key role in shaping purchasing behavior in online marketplaces. Based on these findings, consumer trust is anticipated to have a positive impact on purchasing decisions. The conceptual framework of this study is illustrated in Figure 1 below:

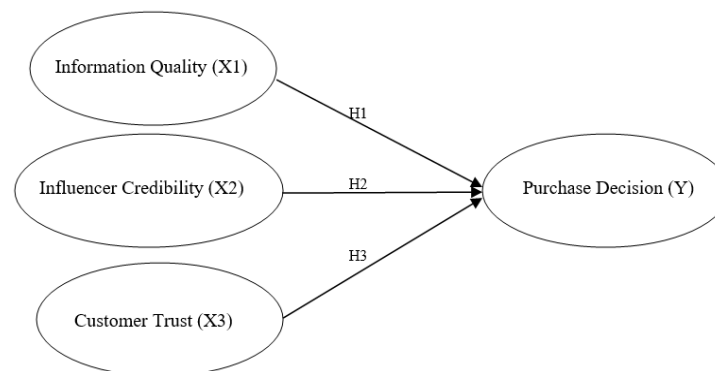


Figure 1.
Conceptual Framework Source: Author 2026

With reference to the conceptual framework mentioned earlier, tests of hypotheses are carried out to investigate the connection between the independent variables and the dependent variable. Thus, the hypotheses for this research are stated as follows:

H1: Information quality has a positive and significant effect on purchase decisions.

H2: Influencer credibility has a positive and significant effect on purchase decisions.

H3: Consumer trust has a positive and significant effect on purchase decisions.

METHODS

This research utilized a quantitative methodology to explore how information quality, the reliability of influencers, and consumer trust affect the buying choices of Generation Z in Jakarta, focusing on the Azarine skincare serum. The study, carried out in 2025, gathered survey data from individuals who regularly used this product.

The research began by identifying the key issue, followed by examining existing literature to create a conceptual framework. Questionnaires were then distributed to participants, and the gathered information was subjected to statistical analysis. The study aimed at Generation Z individuals living in Jakarta who had previously used Azarine serum.

A purposive sampling technique was employed, selecting participants who fit specific criteria, namely Generation Z members with experience using the product. A total of 240 individuals were involved in this research. Data collection was performed using a structured questionnaire featuring a Likert scale from 1 (strongly disagree) to 5 (strongly agree).

The study's measurement tool was created to evaluate four primary variables. Out of these, the first three information quality, influencer credibility, and consumer trust were identified as independent variables, whereas purchase decisions were the dependent variable. Each variable was expressed through indicators derived from established marketing and consumer behavior theories.

The analysis of the data utilized Structural Equation Modeling (SEM) through the Partial Least Squares (PLS) method, aided by SmartPLS software version 4. 1. The evaluation process consisted of descriptive statistics, measurement model analysis (outer model), and structural model assessment (inner model). The accuracy and consistency of the outer model were measured using indicators such as convergent validity, discriminant validity, Cronbach's alpha, and composite reliability.

Furthermore, the structural model was analyzed using metrics like R-square, F-square, and Q-square to determine the strength and predictive accuracy of the connections between the variables. Hypothesis testing was performed using bootstrapping methods to explore the significant influence of information quality, credibility of influencers, and consumer trust on buying choices.

The SEM-PLS method was chosen due to its capability to analyze complex variable relationships without requiring strict assumptions about how data is distributed, allowing for the simultaneous analysis of multiple variables within an integrated framework.

Table 1. Operational Variable

Variable	Conceptual Definition	Key Indicators	Scale	Source
Information Quality (X1)	Information quality can be defined as the degree to which the information provided by a company about a product is accurate, complete, and relevant, enabling consumers to effectively evaluate the product before making a purchase decision.	- Information completeness (product ingredients and benefits clearly explained) - Information relevance (information matches consumer needs) - Information accuracy (information reflects actual product characteristics)	Likert 1–5	Rahmizal & Yuvendri (2020); Agustina et al. (2019)
Influencer Credibility (X2)	Influencer credibility can be understood as the capacity of influencers to shape consumer attitudes and purchase behavior through their perceived expertise, attractiveness, and trustworthiness when promoting products on social media platforms.	- Attractiveness (influencer appearance and communication style attract audiences) - Trustworthiness (influencer is perceived as honest and reliable) - Expertise (influencer demonstrates knowledge about the promoted product)	Likert 1–5	Nawangsari (2020); Wiedmann & von Mettenheim (2020)
Consumer Trust (X3)	Consumer trust can be defined as the level of confidence consumers have that a product or brand will fulfill their expectations and consistently deliver reliable benefits and quality.	- Benevolence (company shows concern for consumer interests) - Ability (company is capable of providing quality products) - Integrity (company operates honestly and transparently)	Likert 1–5	Yulandra & Haryati (2020); Chen et al. (2021)
Purchase Decision (Y)	Purchase decision can be defined as the process through which consumers assess various product alternatives and ultimately choose the one that best aligns with their needs and preferences.	- Need recognition - Information search - Satisfaction with purchase decision	Likert 1–5	Cesariana et al. (2022); Kotler & Keller (2021)

RESULT AND DISCUSSION

This section details the findings from a quantitative study investigating how information quality, the trustworthiness of influencers, and consumer confidence influence buying choices related to Azarine skincare serum among Generation Z individuals in Jakarta. To ensure the results are dependable and properly interpreted, the analysis begins with a review of the validity and consistency of the measurement tools used. A Structural Equation Modeling Partial Least Squares (SEM-PLS) technique is implemented in this research to evaluate the causal links between the variables.

In addition, the characteristics of the respondents are presented to give a demographic snapshot of the participants in the study. This information encompasses aspects such as gender, age, and job status. This overview is intended to guarantee that the analyzed data faithfully represents the intended demographic. A comprehensive outline of the respondents' characteristics can be found in Table 2.

Table 2. Respondent Description

Criteria	Description	Count	Percentage (%)
Gender	Female	160	75%
	Male	80	25%
Total		240	100%
Age	17–20 Years	42	17.5%
	21–24 Years	111	46.3%
	25–28 Years	87	36.2%
Total		240	100%
Occupation	Student	77	32.1%
	Employee	114	47.5%
	Entrepreneur	43	17.9%
	Others	6	2.5%
Total		240	100%

Source: Output SmartPLS 4.1 (2026)

Based on Table 2, 240 respondents participated in this study. Gender distribution shows a predominance of female respondents (160) and male respondents (80). Regarding age, the majority of respondents were between 21 and 24 years old (46.3%), followed by 87 (36.2%) aged 25 and 28, and 42 (17.5%) aged 17 and 20. This finding indicates that the sample is dominated by young adults from Generation Z, who are generally active users of social media and digital platforms.

Regarding occupation, the majority of respondents were employees (47.5%), followed by 77 students (32.1%), 43 entrepreneurs (17.9%), and 6 respondents with other occupations (2.5%). This composition reflects the diversity of professional backgrounds among the respondents.

Validity Test (Outer Model)

Convergent Validity

Convergent validity was evaluated to ensure that the indicators for each construct adequately represented the related latent variable. This evaluation was carried out by analyzing the outer loading and Average Variance Extracted (AVE) metrics. Indicators were considered valid when they reached an outer loading score greater than 0.70 and an AVE score exceeding 0.50.

The analysis began with an assessment of the measurement model (outer model), which aimed to test convergent validity, discriminant validity, and reliability of the indicators associated with each construct. Specifically, convergent validity was analyzed based on the outer loading value of each indicator. According to Hair et al. (2019), an indicator is considered valid if its value exceeds the recommended threshold of 0.70. The findings of the convergent validity test are summarized in Table 3.

Table 3. Validity Convergent Result Test

Variable	Indicator	Outer Loading	Status
Information Quality (X1)	IQ1	0.870	Valid
	IQ2	0.731	Valid
	IQ3	0.744	Valid
	IQ4	0.780	Valid
	IQ5	0.734	Valid
	IQ6	0.761	Valid
Influencer Credibility (X2)	IC1	0.809	Valid
	IC2	0.756	Valid
	IC3	0.787	Valid
	IC4	0.740	Valid
	IC5	0.739	Valid

	IC6	0.792	Valid
Consumer Trust (X3)	CT1	0.798	Valid
	CT2	0.759	Valid
	CT3	0.764	Valid
	CT4	0.728	Valid
	CT5	0.796	Valid
	CT6	0.721	Valid
Purchase Decision (Y)	PD1	0.851	Valid
	PD2	0.754	Valid
	PD3	0.770	Valid
	PD4	0.766	Valid
	PD5	0.759	Valid
	PD6	0.818	Valid

Source: Output SmartPLS 4.1 (2026)

The findings depicted in Table 3 reveal that all indicators have outer loading values greater than 0.70, indicating that each indicator is valid and accurately represents its related construct. These results demonstrate that the measurement model meets convergent validity criteria and is suitable for proceeding to the structural model analysis stage.

In order to examine the connections between the variables of information quality, influencer credibility, consumer trust, and purchase decisions, the structural model (inner model) must be evaluated. To ascertain the significance of each suggested association, hypothesis testing was carried out using SmartPLS's bootstrapping method.

Table 4. Discriminant Validity Test Result

Indicator	Quality Information (X1)	Influencer Credibility (X2)	Consumer Trust (X3)	Purchase Decision (Y)
X1.1	0.870	0.504	0.614	0.374
X1.2	0.731	0.371	0.507	0.269
X1.3	0.744	0.445	0.535	0.317
X1.4	0.780	0.410	0.518	0.337
X1.5	0.734	0.420	0.529	0.390
X1.6	0.761	0.366	0.534	0.335
X2.1	0.349	0.317	0.418	0.809
X2.2	0.274	0.254	0.417	0.756
X2.3	0.354	0.339	0.501	0.787
X2.4	0.338	0.319	0.413	0.740
X2.5	0.334	0.308	0.393	0.739
X2.6	0.369	0.303	0.474	0.792
X3.1	0.452	0.798	0.487	0.291
X3.2	0.416	0.759	0.495	0.298
X3.3	0.423	0.764	0.486	0.328
X3.4	0.350	0.728	0.421	0.313
X3.5	0.417	0.796	0.451	0.256
X3.6	0.429	0.721	0.455	0.336
Y.1	0.630	0.505	0.851	0.464
Y.2	0.522	0.464	0.754	0.439
Y.3	0.532	0.508	0.770	0.506
Y.4	0.563	0.478	0.766	0.418

Y.5	0.552	0.461	0.759	0.391
Y.6	0.504	0.478	0.818	0.466

Source: Output SmartPLS 4.1 (2026)

Before proceeding to the structural model analysis, it is necessary to verify that each construct represents a distinct concept. Discriminant validity is measured using a cross-loading approach, where each indicator is expected to have a greater stress on its own construct compared to other constructions.

For example, indicator X1.1 recorded a loading of 0.870 on Information Quality (X1), which is higher than its loadings on Influencer Credibility (0.504), Consumer Trust (0.614), and Purchase Decision (0.374).

Similarly, indicator X2.1 had the highest loading on Influencer Credibility (0.809), indicator X3.1 on Consumer Trust (0.798), and indicator Y.1 on Purchase Decision (0.851). These findings confirm that each indicator is more closely related to its intended construct than the others, thus the model meets the requirements for discriminant validity. Thus, each variable in the research model can be considered empirically distinct and ready for further analysis in the structural model.

Table 5. Discriminant Validity Test Results (Fornell-Larcker Criterion)

Variable	Consumer Trust (X3)	Purchase Decision (Y)	Influencer Credibility (X2)	Information Quality (X1)
Consumer Trust (X3)	0.762			
Purchase Decision (Y)	0.613	0.787		
Influencer Credibility (X2)	0.399	0.569	0.771	
Information Quality (X1)	0.546	0.701	0.438	0.772

Source : Processed Data, 2026

According to the Fornell-Larcker criterion, each construct's square root of its AVE is higher than its correlation with other constructs. For example, the values for Consumer Trust (0.762), Purchase Decision (0.787), Influencer Credibility (0.771), and Information Quality (0.772) all exceed their respective inter-construct correlations (e.g., 0.613, 0.569, 0.438).

These results confirm the achievement of discriminant validity, meaning each construct is empirically distinct and the measurement model successfully captures separate and unique concepts..

Table 6. Discriminant Validity Heterotrait-Monotrait Ratio (HTMT)

Variable	Information Quality (X1)	Consumer Trust (X3)	Purchase Decision (Y)	Influencer Credibility (X2)
Information Quality (X1)				
Consumer Trust (X3)	0.632			
Purchase Decision (Y)	0.804	0.707		
Influencer Credibility (X2)	0.505	0.464	0.649	

Source : Processed Data, 2026

The HTMT results indicate that all inter-construct correlations are below the generally accepted threshold of 0.90, thus meeting discriminant validity. This confirms that Information Quality (X1), Consumer Trust (X3), Purchase Decision (Y), and Influencer Credibility (X2) are empirically distinct from each other. In other words, each construct represents a distinct concept without substantial overlap within the model.

Table 7. Cronbach's Alpha Test Result

Variable	Cronbach's Alpha	Remark
Consumer Trust	0.855	Reliable
Influencer Credibility	0.864	Reliable
Information Quality	0.863	Reliable
Purchase Decision	0.877	Reliable

Source : *Processed Data, 2026*

Cronbach's Alpha results indicate that all variables exceed the threshold value of 0.70, reflecting strong internal consistency and reliability. Specifically, Consumer Trust (0.855), Influencer Credibility (0.864), Information Quality (0.863), and Purchase Decision (0.877) are all classified as reliable constructs. These findings underscore that the measurement items for each variable are consistent and reliable, making them suitable for use in further analysis.

Table 8. Reliability Test Results

Variable	Cronbach Alpha's	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted AVE
(X1)	0.863	0.867	0.898	0.595
(X2)	0.864	0.867	0.898	0.595
(X3)	0.855	0.856	0.892	0.580
(Y)	0.877	0.879	0.907	0.620

Source : *Processed Data, 2026*

The reliability test results revealed that all constructs met the recommended criteria. Cronbach's alpha values ranged from 0.855 to 0.877, composite reliability (rho_a) between 0.856 to 0.879, composite reliability (rho_c) between 0.892 to 0.907, and AVE between 0.580 to 0.620. These values all exceeded the standard thresholds (Cronbach's alpha > 0.70, CR > 0.70, and AVE > 0.50).

These findings demonstrate that the measurement model has robust reliability and adequate convergent validity. This means that the constructs consistently measure the intended variables and produce reliable data for subsequent structural model analysis.

Table 9. Coefficient of Determination (R²) Test Result

Endogenous Variable	R-Square
Purchase Decision (Y)	0.624

Source : *Processed Data, 2026*

The R² value for Purchase Decision (Y) reached 0.624, indicating that Information Quality, Influencer Credibility, and Consumer Trust collectively explained 62.4% of the variance in Purchase Decision. This reflects the model's moderate explanatory power, with the remaining 37.6% of the variance likely influenced by other factors beyond the scope of this study.

Table 10. F Square Test Results

Dependent Variable vs. Independent Variable	f-square
Information Quality → Purchase Decision	0,327
Influencer Credibility → Purchase Decision	0,152
Consumer Trust → Purchase Decision	0,127

Source : *Processed Data, 2026*

The f-square results illustrate varying degrees of effect size on Purchase Decisions. The relationship between Information Quality and Purchase Decisions (X1 → Y) recorded an effect size of 0.327, which is considered quite strong. Meanwhile, Influencer Credibility (X2 → Y) with a value of 0.152 and Consumer Trust (X3 → Y) with a value of 0.127 are in the small to medium effect range.

Based on Cohen's α criterion (0.02 = small, 0.15 = medium, 0.35 = large), these findings indicate that Information Quality has the most dominant influence on Purchase Decisions. Conversely, Influencer Credibility and Consumer Trust also contribute to the model, although their impacts are relatively weaker.

Table 11. Q Square

Result	Q ² -Square
Shows strong observed results	0,604

Source : Processed Data, 2026

A Q² value of 0.604 indicates that the model has strong predictive relevance. Because this value is greater than zero, the model is able to effectively predict the endogenous construct. Thus, the model excels not only in explanation but also in predictive ability.

Table 12. Hypothesizes Test Result

Variable	Original Sample	Sample Mean	Standard Deviation	T statistics	P values
Consumer Trust -> Purchase Decision	0.267	0.266	0.068	3.931	0.000
Information Quality -> Purchase Decision	0.272	0.277	0.062	4.372	0.000
Information Quality -> Purchase Decision	0.437	0.432	0.069	6.365	0.000

Source : Processed Data, 2026

Based on the results of hypothesis testing, several conclusions can be drawn:

1. Information Quality is found to have a positive and statistically significant effect on Purchase Decision. This is indicated by an original sample value of 0.437, a t-statistic of 6.365, which exceeds the critical value of 1.645, and a p-value of 0.000, which is below the 0.05 significance level. These findings confirm the existence of a significant relationship. Therefore, the first hypothesis (H1) is accepted, suggesting that information quality positively contributes to purchase decisions.
2. Influencer Credibility also shows a positive and significant influence on Purchase Decision. This is supported by an original sample value of 0.272, a t-statistic of 4.372 (greater than 1.645), and a p-value of 0.000 (less than 0.05). Accordingly, the second hypothesis (H2) is accepted, indicating that influencer credibility has a positive impact on purchase decisions.
3. Consumer Trust likewise demonstrates a positive and statistically significant effect on Purchase Decision. The results show an original sample value of 0.267, a t-statistic of 3.931, which is above the threshold of 1.645, and a p-value of 0.000, confirming statistical significance. Thus, the third hypothesis (H3) is accepted, meaning that consumer trust positively influences purchase decisions.

1. Influence of Information Quality on Purchase Decision

The analysis revealed that information quality had a positive and statistically significant influence on the purchase decision for Azarine skincare serum among Generation Z consumers in the Special Capital Region of Jakarta. This finding supports the first hypothesis, which states that higher-quality information increases the likelihood of consumers making a purchase. Information quality plays a crucial role in reducing uncertainty in the decision-making process by providing clear, accurate, and relevant details regarding product composition, benefits, and usage instructions.

In the digital marketing realm, consumers often rely on information from social media platforms, online marketplaces, and influencer-generated content. When the information provided is complete and reliable, consumers are better equipped to assess the product's suitability to their needs and expectations. Detailed product descriptions, including transparent explanations of ingredients and expected results, can enhance the product's perceived credibility. Consequently, accurate and relevant information strengthens consumers' confidence in making purchasing decisions.

Furthermore, the study showed that information quality was the most dominant factor influencing purchasing decisions. This indicates that Generation Z consumers place a high value on

transparency and clarity of product information, especially for skincare products that directly impact skin health. This finding is consistent with previous studies that emphasize the significant influence of information quality on consumer purchasing decisions, especially in online environments where digital information sources take center stage.

2. Influence of Influencer Credibility on Purchase Decision

The research findings also revealed that influencer credibility had a positive and statistically significant impact on the purchase decision for Azarine skincare serum. These results support the second hypothesis, which implies that influencers perceived as credible are able to effectively shape consumer attitudes and influence their purchasing behavior. Credibility is generally reflected in the influencer's level of expertise, trustworthiness, and attractiveness when conveying product-related information to their audience.

Influencers with in-depth knowledge and experience in the skincare industry are often viewed as reliable sources of information. When they share authentic experiences, provide honest assessments, and clearly explain product benefits, consumers are more likely to trust their recommendations. This trust, in turn, shapes consumer perceptions of the product and increases purchase intention. Thus, influencer credibility plays a crucial role in shaping consumer responses to a product.

In today's digital marketing era, where social media dominates, influencer endorsements have become one of the most effective promotional strategies. Generation Z consumers, in particular, rely heavily on influencer recommendations when evaluating products. Therefore, brands are advised to partner with influencers who demonstrate high levels of authenticity and credibility to ensure their marketing messages are perceived as trustworthy and convincing.

3. Influence of Consumer Trust on Purchase Decision

Further analysis showed that consumer trust had a positive and statistically significant influence on purchasing decisions, thus supporting the third hypothesis. This finding underscores that consumers who trust a brand or product are more likely to make a purchase. Trust plays a crucial role in reducing perceived risk, particularly in the skincare industry, where product safety and effectiveness are highly relevant.

Consumer trust is shaped by various factors, such as prior experience, product quality, brand reputation, and the reliability of information from the company and influencers. When consumers believe a product can deliver the promised benefits and the company operates transparently and honestly, their purchase intention increases.

Furthermore, trust forms the basis for building and maintaining long-term relationships between companies and consumers. Consistently providing accurate information, guaranteeing product quality, and meeting consumer expectations contribute to strengthening trust, which in turn positively influences purchase decisions. These results align with previous research that places consumer trust as a key determinant of purchase intention, particularly in the context of digital and online shopping.

CONCLUSION

The results of this study indicate that information quality, influencer credibility, and consumer trust all have a positive and significant influence on the purchasing decisions of Generation Z consumers in Jakarta when purchasing Azarine skincare serum. These findings underscore the vital role digital marketing plays in shaping consumer behavior, particularly in the skincare sector, where reliance on online content and social media often precedes purchase transactions.

Among these three factors, information quality demonstrates the strongest impact. When consumers receive clear, accurate, and relevant information about a product such as its composition, benefits, and effectiveness, they are better able to make informed evaluations. This transparency builds trust, making consumers more comfortable and willing to proceed with the purchase. Essentially, the presentation of good and trustworthy information is a key driver of purchasing decisions.

Influencer credibility also plays a significant role. Influencers who are perceived as knowledgeable, honest, and close to their audience tend to wield greater influence. Their ability to communicate engagingly and authentically shapes consumers' perceptions of the product. In today's social media landscape, influencers serve as a bridge between brands and consumers, strengthening brand perception and appeal.

Consumer trust is another factor that positively influences purchasing decisions. In the skincare industry, where concerns about safety and effectiveness frequently arise, trust is crucial. When consumers have confidence in a brand and perceive the information they receive as reliable, they are more likely to make a purchase without hesitation.

From a practical perspective, these findings recommend that skincare brands like Azarine prioritize providing transparent, high-quality product information, collaborating with credible influencers, and consistently building customer trust. Maintaining product quality and honest communication can strengthen consumer confidence and improve purchase outcomes, especially in today's competitive digital environment.

For future research, expanding the scope by including additional variables such as brand image, product quality, electronic word of mouth (e-WOM), and price perception would be beneficial. Researchers could also explore other consumer groups or regions to gain a broader understanding of purchasing behavior across contexts.

This study has several limitations. Its focus is limited to a single brand, Azarine, and specifically targets Generation Z consumers in Jakarta, which may limit the generalizability of the findings. Furthermore, the cross-sectional approach only captures consumer perceptions at a single point in time and does not reflect changes in opinions or behavior over time.

Finally, only three independent variables were tested, while other potential factors such as price, brand image, and product quality were not included. Future studies are encouraged to address this limitation through larger samples, additional variables, and alternative research methods for a more comprehensive perspective on consumer behavior.

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