

The Influence of Influencer Credibility on Purchase Intention of Cosmetic Products (A Study on Followers of the Influencer Tasya Farasya)

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INTRODUCTION

The rapid advancement of social media has redefined how consumers seek information and make purchase decisions, particularly through peer-generated content (Lou & Yuan, 2019). This shift has led to the emergence of influencer marketing as a dominant strategy in digital environments, where social media influencers individuals perceived as credible and relatable play a significant role in shaping consumer attitudes and behaviors (Sokolova & Kefi, 2020).

Among the various industries utilizing influencer marketing, the beauty sector stands out due to its reliance on consumer trust and visual demonstration of product efficacy (Garg & Bakshi, 2024). In Indonesia, the cosmetic market continues to grow rapidly, driven by a young, digitally active consumer base. Surveys show that a substantial proportion of Indonesian women rely on local beauty influencers when making purchase decisions (ZAP Clinic, 2023). However, despite the increasing prevalence of influencer-based promotion, empirical research specifically examining the role of influencer credibility on purchase intention especially through platforms like TikTok remains limited.

Most existing studies have focused on general social media marketing effectiveness, without isolating how credibility dimensions such as attractiveness, trustworthiness, and expertise (Ohanian, 1990) impact purchase intention within Gen Z audiences in Indonesia. This research seeks to address this gap by examining the influence of influencer credibility on cosmetic purchase intention among TikTok followers of a leading beauty influencer. By focusing on a TikTok-based marketing context and applying the source credibility model, this

study contributes to a more nuanced understanding of how different credibility components affect consumer decision-making in the Indonesian beauty sector.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Purchase Intention

Purchase intention refers to an individual's psychological readiness and willingness to engage in a specific buying behavior. According to Mirabi et al. (2015), purchase intention can be defined as the consumer's tendency or desire to buy a product or service within a certain period. Kotler and Keller (2016) state that purchase intention reflects the probability of a consumer purchasing a product after evaluating various available alternatives. Kim and Ko (2010) emphasize that purchase intention serves as a measure of the likelihood that consumers will engage in a future purchase, thus often being used to predict brand profit potential.

Based on the Theory of Planned Behavior (TPB) developed by Ajzen (1991), intention is considered the main predictor that influences an individual's actual behavior. The TPB suggests that intention is shaped by three core dimensions: attitude toward the behavior, subjective norm, and perceived behavioral control (Ajzen & Fishbein, 1977; Ajzen, 1991). Attitude refers to an individual's positive or negative evaluation of performing the behavior. A positive experience with a product recommended by an influencer can shape a favorable attitude, thereby strengthening the formation of purchase intention (Armitage & Conner, 2001).

Subjective norm refers to an individual's perceived social pressure to perform or avoid a specific behavior (Ajzen, 1991; Ajzen et al., 2011). When consumers perceive that significant others approve of a particular behavior, their intention to engage in that behavior is likely to strengthen (Chetioui et al., 2021). Perceived behavioral control relates to an individual's perception of the ease or difficulty of performing the behavior. Higher perceived control increases the strength of purchase intention (Ajzen, 1991).

Influencers play a critical role in shaping purchase behavior through their perceived credibility and persuasiveness (Djafarova & Rushworth, 2017). Studies have shown that consumer attitudes toward brands endorsed by influencers directly affect purchase intention (Pradhan et al., 2016). Sokolova and Kefi (2020) and Yilmazdoğan et al. (2021) identified three indicators of purchase intention relevant to influencer marketing:

1. Transactional intention: willingness to buy a product reviewed by the influencer.
2. Referential intention: likelihood of recommending the product to close contacts.
3. Preferential intention: preference to purchase the influencer-endorsed product over similar alternatives.

Influencer Credibility

The effectiveness of communication conducted by an influencer plays an essential role in building their credibility in the eyes of the audience. Influencer credibility significantly shapes individuals' perceptions of the quality of information delivered. Credibility refers to individuals' perceptions of the communicator's trustworthiness and reliability in delivering information (Masuda et al., 2022). Influencer credibility includes the levels of trust, reliability, and attractiveness that influence the quality of information shared with followers (Wang et al., 2017). Credible influencers can drive positive consumer responses toward brand promotions, making credibility a key aspect in utilizing influencers effectively.

The inherent characteristics of influencers, such as credibility, play an important role in attracting brands to collaborate in promoting products or services. Consumers tend to accept or trust opinions when influencers collaborate with brands aligned with their personal area of expertise (Hall, 2016). An influencer's expertise is one of the factors in gaining public

recognition, which ultimately enhances their credibility (Schouten et al., 2021). Furthermore, an influencer's attractiveness and trustworthiness are effective persuasive factors in convincing others to act. Referring to the research model developed by Ohanian (1990) in Yılmazdoğan et al. (2021), there are three main dimensions in building credibility: attractiveness, expertise, and trustworthiness. These dimensions are key factors in shaping public opinion and encouraging purchase intention.

Attractiveness

Attractiveness is one dimension of influencer credibility. According to McGuire's (1985) Source Attractiveness Theory, a communicator's attractiveness includes physical appearance, personality, and similarity to the audience, which enhances marketing communication effectiveness. Gupta and Nair (2021) found that physically attractive celebrities tend to capture public attention and elicit positive responses, playing an important role in shaping consumer perceptions. For beauty products, physical attractiveness is contextually important, aligning the influencer's image with the advertised product.

Attractive influencers can create positive first impressions, capturing audience attention and stimulating purchase intention (Yılmazdoğan et al., 2021). Weismueller et al. (2020) demonstrated that influencer attractiveness has a significant positive effect on consumer purchase intention. Martiningsih and Setyawan (2022) and Zhu et al. (2022) support this, showing that consumers perceive attractive influencers as more credible, thus increasing purchase intention. Based on this theoretical and empirical evidence, the first hypothesis is proposed as follows:

H1: Influencer attractiveness has a positive effect on purchase intention.

Expertise

Expertise refers to the communicator's ability and knowledge to deliver convincing information (Hovland & Weiss, 1951). Consumers tend to trust sources perceived as competent (Weismueller et al., 2020; Gupta & Nair, 2021). Bohner et al. (1995) argue that when consumers lack motivation or ability to analyze messages deeply, they rely more on the source's expertise.

In the context of beauty products, influencers with credible expertise demonstrated through relevant knowledge and experience shape consumer confidence. Ohanian (1990) described five indicators of expertise: expertise in the field, experience, knowledge, competence, and relevant qualifications (Yılmazdoğan et al., 2021). Garg and Bakshi (2024) and Mabkhot et al. (2022) confirm that influencer expertise significantly affects purchase intention. Studies by Yılmazdoğan et al. (2021), Sokolova and Kefi (2020), and Gupta and Nair (2021) reinforce the positive impact of perceived expertise. Accordingly, the second hypothesis is proposed as follows:

H2: Influencer expertise has a positive effect on purchase intention.

Trustworthiness

Trustworthiness is a critical dimension in online marketing, especially in the uncertain digital environment (Zhu et al., 2022). When consumers cannot directly assess product quality, they rely on trusted sources (Hovland & Weiss, 1951). Trustworthiness relates to the degree of honesty, sincerity, and reliability perceived by the audience (Ohanian, 1990; Zhu et al., 2022).

In influencer marketing, trust mitigates skepticism about the authenticity of online endorsements. Transparent, honest influencers build long-term relationships and drive purchase intention (Kamaldeep, 2021). Indicators include being trustworthy, reliable, credible, sincere, and honest (Yılmazdoğan et al., 2021).

Weismueller (2020), Lou and Yuan (2019), and Garg and Bakshi (2024) demonstrate that influencer trustworthiness positively affects purchase intention. When consumers perceive influencers as credible sources, they develop higher trust, strengthening their purchase intention

(Mabkhot et al., 2022; Martiningsih & Setyawan, 2022). Thus, the third hypothesis is proposed as follows:

H3: Influencer trustworthiness has a positive effect on purchase intention.

RESEARCH METHOD

This study employs a causal research design to analyze the effect of influencer credibility, which consists of attractiveness, expertise, and trustworthiness, on consumers' purchase intention of cosmetic products endorsed by TikTok influencer Tasya Farasya. Causal research is selected to determine the cause-and-effect relationship between the independent variables (attractiveness, expertise, trustworthiness) and the dependent variable (purchase intention).

The population of this study comprises TikTok users who follow the influencer Tasya Farasya and are frequently exposed to her cosmetic product review content. According to Sekaran and Bougie (2016), the population is defined as the entire group of people, events, or objects of interest that the researcher wishes to investigate. The sample is selected using a non-probability sampling method, specifically purposive sampling, which is based on specific criteria deemed most relevant to the research objectives. The criteria for respondents are:

- (1) they must be followers of the TikTok influencer @tasyafarasya, and
- (2) they must frequently watch her cosmetic product recommendation videos on TikTok.

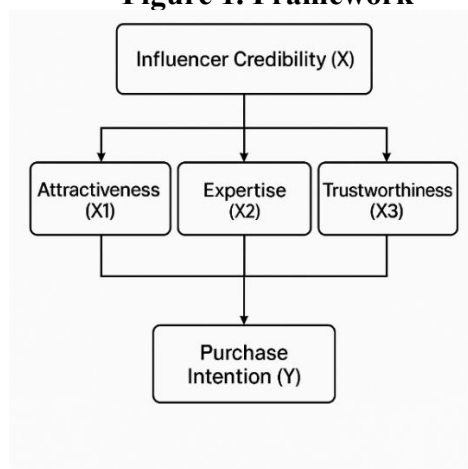
The sample size is determined based on the guideline by Hair et al. (2014), which suggests that the ideal sample size should range from five to ten times the number of indicators used. This study uses 18 indicators; thus, the required sample size is calculated as follows:

$$\begin{aligned}\text{Sample} &= \text{Number of Indicators} \times 10 \\ &= 18 \times 10 \\ &= 180 \text{ respondents.}\end{aligned}$$

To increase the accuracy, validity, and generalizability of the findings, this study uses a sample size of 180 respondents.

Data analysis is conducted using SPSS software. SPSS is considered appropriate because it provides robust statistical tools for analyzing quantitative data, ensuring the validity and reliability of the results. The software enables the researcher to perform descriptive and inferential analyses efficiently and systematically. The following is a research framework as a conceptual model.

Figure 1. Framework



RESULTS

Descriptive Analysis

The study identified the characteristics of respondents who follow TikTok influencer Tasya Farasya, focusing on gender, age, education level, occupation, monthly expenditure, place of residence, and preferred cosmetic brand. Out of 180 respondents, the majority were female (160 people or 88.9%), while only 20 respondents (11.1%) were male. In terms of age, most respondents were between 17 and 25 years old (154 people or 85.6%), followed by those aged 26–34 years (17 people or 9.4%). Regarding education level, the largest group held a bachelor's degree or equivalent (105 people or 58.3%), and 68 respondents (37.8%) had completed senior high school. For occupation, most respondents were students (131 people or 72.8%), followed by private employees (24 people or 13.3%) and entrepreneurs (16 people or 8.9%). In terms of monthly expenditure, 65 respondents (36.1%) spent between IDR 1,000,000 and IDR 2,000,000, while 57 respondents (31.7%) spent less than IDR 1,000,000 per month. Most respondents lived in Western Indonesia (140 people or 77.8%). As for preferred cosmetic brands, Skintific was the most popular choice (56 people or 31.1%), followed by Time Phoria (22 people or 12.2%) and Glad2Glow (17 people or 9.4%). These demographic data illustrate that the majority of Tasya Farasya's followers are young, educated women with moderate monthly spending and a strong preference for well-known local skincare brands.

Validity Testing

Validity testing assesses whether a questionnaire accurately measures the intended variables (Sekaran & Bougie, 2016). In this study, validity was examined through factor analysis using the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) in IBM SPSS 27. Items are considered valid if the KMO, anti-image, and factor loading values exceed 0.50 (Hair et al., 2019).

Table 1. Validity Testing

Variabel	Item	KMO Measure of Sampling Adequacy	Anti Image Correlation	Factor Loading	Keterangan
Attractiveness (X1)	X1.1	0,822	0,828	0,760	Valid
	X1.2		0,819	0,778	Valid
	X1.3		0,847	0,733	Valid
	X1.4		0,817	0,702	Valid
	X1.5		0,803	0,753	Valid
Expertise (X2)	X2.1	0,831	0,803	0,808	Valid
	X2.2		0,835	0,726	Valid
	X2.3		0,852	0,729	Valid
	X2.4		0,846	0,698	Valid
	X2.5		0,832	0,771	Valid
Trustworthiness (X3)	X3.1	0,799	0,812	0,772	Valid
	X3.2		0,780	0,790	Valid
	X3.3		0,774	0,677	Valid
	X3.4		0,787	0,735	Valid
	X3.5		0,847	0,704	Valid
Niat Beli (Y)	Y.1	0,664	0,623	0,863	Valid
	Y.2		0,730	0,767	Valid
	Y.3		0,664	0,816	Valid

Source: Data Processed SPSS

Based on Table 1. shows that the Kaiser-Meyer-Olkin (KMO) values for the indicators of attractiveness, expertise, trustworthiness, and purchase intention are all above 0.5, with Anti-Image values also exceeding 0.5, based on responses from 180 participants. This indicates that all indicators in the questionnaire are valid and can be used for further analysis

Reliability

Reliability refers to the extent to which a measurement instrument can be trusted or relied upon. Reliability testing was carried out using the Cronbach's Alpha coefficient in SPSS, based on responses from 180 participants who follow the TikTok influencer Tasya Farasya. A Cronbach's Alpha value greater than 0.7 indicates that the instrument is reliable. Based on the calculations using SPSS 27, the reliability values for each variable are shown below.

Table 2. Reliability

Variabel	Item	Cronbach's Alpha	Keterangan
Attractiveness <i>Influencer</i> (X1)	X1.1	0,799	Reliable
	X1.2		Reliable
	X1.3		Reliable
	X1.4		Reliable
	X1.5		Reliable
Expertise <i>Influencer</i> (X2)	X2.1	0,800	Reliable
	X2.2		Reliable
	X2.3		Reliable
	X2.4		Reliable
	X2.5		Reliable
Trustworthiness <i>Influencer</i> (X3)	X3.1	0,789	Reliable
	X3.2		Reliable
	X3.3		Reliable
	X3.4		Reliable
	X3.5		Reliable
Niat Beli (Y)	Y.1	0,745	Reliable
	Y.2		Reliable
	Y.3		Reliable

Source: Data Processed SPSS

Based on Table 2. the reliability test results show that the Cronbach's Alpha values are greater than 0.7, indicating that all variables used in this study can be considered reliable.

Coefficient of Determination Adjusted R-Square

This test was conducted by examining the R^2 value. The coefficient of determination ranges between zero and one. A value closer to one indicates that the independent variables provide almost all the information needed to predict variations in the dependent variable (Ghozali, 2018). This study uses the R^2 value because it can increase or decrease when an independent variable is added to the tested model. The R^2 value is presented in the following table.

Table 3. Coefficient of Determination (Adjusted R-Square)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,586 ^a	0,343	0,332	1.886

Source: Data Processed SPSS

Table 3. shows the coefficient of determination (R^2) results, indicating that the influence of the independent variables (attractiveness, expertise, and trustworthiness of the influencer) on the dependent variable (purchase intention) is $R^2 = 0.343$. This means that attractiveness contributes to explaining 34.3% of the variance in purchase intention (Y), while the remaining 65.7% is influenced by other factors not examined in this study.

Multiple Linear Regression

This study employed a multiple linear regression analysis to examine the effect of influencer credibility, consisting of attractiveness, expertise, and trustworthiness, on the purchase intention of cosmetics among Tasya Farasya's TikTok followers. The analysis used a sample size of 180 respondents with a significance level of 95% ($\alpha = 5\%$).

Table 4. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.381	1.111		2,143	.033
	Attractiveness	-.034	.065	-.046	-.527	.599
	Expertise	.162	.081	.210	2,010	.046
	Trustworthiness	.329	.073	.440	4,479	.000

Source: Data Processed SPSS

Table 4. shows that the constant is 2.381, with the coefficients for attractiveness (X_1) at -0.034, expertise (X_2) at 0.162, and trustworthiness (X_3) at 0.329. Based on these values, the multiple linear regression equation can be formulated as:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

where:

Y = Purchase Intention

a = Constant

β = Regression coefficient

X_1 = Attractiveness

X_2 = Expertise

X_3 = Trustworthiness

e = Error term

Substituting the calculated coefficients yields:

$$Y = 2.381 - 0.046X_1 + 0.210X_2 + 0.440X_3$$

Hypothesis Testing

Table 5. Hypothesis Testing

Variable	t-Statistic	t-Tabel	Sig.	Description
H1 : Attractiveness has a positive effect on purchase intention	-.527	1,96	0,599	Not supported
H2 : Expertise has a positive effect on purchase intention	2.010	1,96	0,046	Supported
H3 : Trustworthiness has a positive effect on purchase intention	4.479	1,96	0,000	Supported

Source: Data Processed SPSS

Based on the hypothesis testing results of this study, it is evident that the first hypothesis is not supported, while the second and third hypotheses are supported and proven to have a significant effect on purchase intention. These findings highlight that in influencer-based marketing strategies, credibility dimensions such as expertise and trustworthiness exert a more dominant influence on consumers' purchase intentions than mere attractiveness. The competence and integrity demonstrated by the influencer in reviewing cosmetic products play a crucial role in shaping followers' purchase intentions toward the endorsed products.

The results show that attractiveness does not significantly affect purchase intention, as the t-statistic for attractiveness was lower than the critical t-value ($t = -0.527 < 1.96$, $p = 0.599 > 0.05$). Although followers appreciate the influencer's visual appearance this alone is insufficient to build purchase intention. This aligns with previous studies by Yılmazdoğan et al. (2021) and Sokolova and Kefi (2020), which argue that physical attractiveness is a common trait among influencers and celebrities but does not directly generate trust or purchase decisions. Instead, audiences tend to critically evaluate message content, the credibility of information, and the influencer's competence. This may be because the target audience, which consists mostly of Gen Z consumers, tends to be more skeptical and analytical; they value authentic, trustworthy information over superficial attractiveness. Therefore, attractiveness may serve as an initial appeal but is not effective enough to influence purchasing behavior.

Conversely, expertise has a positive and significant effect on purchase intention, as indicated by the t-statistic exceeding the critical value ($t = 2.010 > 1.96$, $p = 0.046 < 0.05$). Followers perceive the influencer as highly knowledgeable and competent in the beauty field. This reinforces the source credibility theory (Weismueller, 2020), which states that expertise strengthens an influencer's credibility and positively impacts purchase intention. These results are consistent with Mabkhot et al. (2022), Garg & Bakshi (2024), and Yılmazdoğan et al. (2021), who found that influencers' expertise plays a key role in consumer decision-making, especially for experiential products like cosmetics that rely on detailed, experience-based reviews. One possible reason is that beauty products often require practical demonstrations and reliable information about product performance, which only an expert can provide, thus, followers feel more confident making a purchase when they trust the influencer's expertise.

In addition, trustworthiness significantly influences purchase intention, as shown by the t-statistic for trustworthiness being much greater than the critical t-value ($t = 4.479 > 1.96$, $p = 0.000 < 0.05$). Followers regard the influencer as credible, reliable, and honest in delivering product information. This finding is consistent with the studies by Weismueller et al. (2020)

and Kamaldeep (2021), which emphasize that trustworthiness is an essential dimension in the source credibility model that shapes purchase intention. When consumers perceive an influencer as trustworthy, they evaluate endorsements more positively, strengthening their intention to buy. Social media interactions also foster parasocial relationships, making trust an even more relevant factor in driving purchasing behavior. This might be explained by the fact that consumers feel less risk and uncertainty when they trust the influencer's honesty, in social media contexts, this trust helps build stronger parasocial relationships that convert directly into higher purchase intention.

CONCLUSION

This study aims to examine the effect of influencer credibility—measured through attractiveness, expertise, and trustworthiness—on purchase intention. Influencer credibility plays an essential role in the effectiveness of social media marketing, as it shapes followers' perceptions of the quality and trustworthiness of information shared. The purchase intention of followers reflects their psychological readiness to engage in buying behavior after evaluating the credibility of the influencer, which aligns with the Source Credibility Model and the Theory of Planned Behavior (TPB).

The results of this study indicate that attractiveness does not have a significant impact on purchase intention. Although followers recognize and appreciate the influencer's visual appeal, this alone is not sufficient to drive their intention to purchase cosmetic products. Conversely, expertise has a positive and significant effect on purchase intention. The findings show that followers perceive influencers with relevant knowledge, experience, and competence as credible sources of information for beauty products. Furthermore, trustworthiness demonstrates the strongest positive influence on purchase intention. Followers view the influencer as honest, credible, and reliable, which reinforces their confidence in the recommended products. Trustworthiness not only strengthens the perceived credibility of the influencer but also supports the development of parasocial relationships between influencers and followers, further enhancing purchase intention.

Overall, this study confirms that while physical attractiveness may serve as an initial appeal, expertise and trustworthiness are the dominant dimensions shaping consumers' purchase intentions in influencer marketing. These findings emphasize the importance for influencers to maintain transparency, integrity, and professional competence when endorsing products to effectively convert followers' trust into actual buying decisions. The findings also offer practical insights for both the beauty industry and influencers. The practical implication for the beauty industry lies in designing effective digital marketing strategies by leveraging influencers as endorsers who align with the target market, while influencers are encouraged to maintain their credibility when collaborating with cosmetic brands that match their audience's characteristics.

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