

# The Influence of Influencers, Trustworthiness, and Perceived Quality on Purchase Intention with Brand Attitude as a Moderator

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## ARTICLE HISTORY

Received: March 20, 2025

Revised: May 05, 2025

Accepted: October 15, 2025

## DOI

<https://doi.org/10.52970/grdis.v5i4.1194>

## ABSTRACT

This study aims to examine the influence of perceived influencer trustworthiness and perceived quality on the intention to purchase beauty products with attitude toward the brand as a moderation variable. This study uses a quantitative approach with a questionnaire method. The data used is primary data, which is directly obtained from the respondents' answers through questionnaires. The distribution of the questionnaire is carried out through the Google Form platform by sending a link that contains the arrangement of questions and respondents' biodata. The analysis was carried out with the help of the IBM SPSS statistical program version 26. The results of the study show that Perceived Influencer Trustworthiness has a negative and insignificant effect on the Intention to Purchase of beauty products. Perceived Quality has a negative and insignificant effect on the Intention to Purchase of beauty products. Perceived Influencer Trustworthiness and Perceived Quality do not have a stimulant effect on the Intention to Purchase of beauty products. Attitude Toward the Brand is not able to moderate the influence of Perceived Influencers on the Intention to Purchase of beauty products. Attitude Toward the Brand is not able to moderate the influence of Perceived Quality on the Intention to Purchase of beauty products.

**Keywords:** Perceived Influencer, Trustworthiness, Perceived Quality, Intention to Purchase, Beauty Products, Attitude Toward the Brand.

## I. Introduction

Technological advancements have transformed virtually every dimension of human existence, reshaping daily activities and influencing both individual and collective well-being. In contemporary society, technology has evolved into an indispensable component of modern life, with the Internet serving as a gateway to instantaneous knowledge acquisition and information exchange. This paradigm shift has ushered in what is now recognized as the "digital age," characterized by society's enhanced capacity to rapidly access, disseminate, and leverage information from diverse sources. According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), Indonesia is projected to have 221,563,479 internet users by 2024, representing 79.5% of the country's 2023 population of 278,696,200. This figure reflects a 1.4 percentage point increase in internet penetration compared to the previous period. The growth underscores a profound societal transformation, with digital connectivity becoming increasingly integral to multiple facets of daily life - particularly in education, commerce, and social engagement, as illustrated in Figure 1.

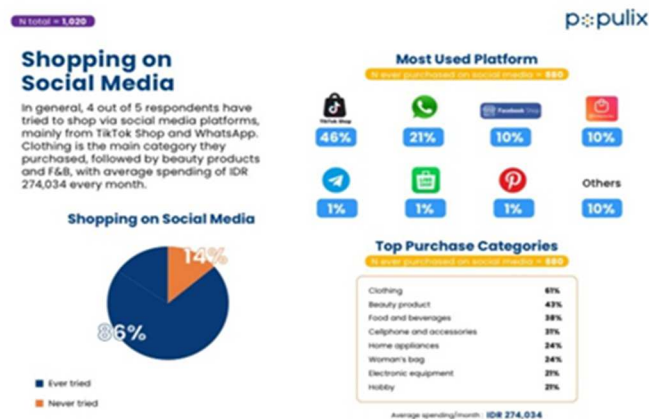




**Figure 1. Level of Internet Penetration**

The exponential growth of internet users has precipitated a fundamental transformation in global commerce. This digital expansion has driven widespread corporate migration to e-commerce platforms, significantly enhancing businesses' capacity to access potential customers. Contemporary commerce has transcended traditional physical limitations, enabling consumers to conduct transactions seamlessly across digital platforms regardless of temporal or spatial constraints. This paradigm shift not only offers unprecedented convenience for consumers but also democratizes market access, particularly for small and medium enterprises (SMEs), which can now compete effectively without the requirement of physical retail infrastructure. Electronic commerce (e-commerce) provides numerous benefits, including enhanced accessibility, greater product diversity, and efficient price comparison capabilities. Among various e-commerce models, the marketplace format has emerged as one of the fastest-growing segments. As defined by Wardhana et al. (2023), a marketplace represents "a platform facilitating trade transactions, whether physical or digital, that enables buyers to discover products from multiple vendors." This centralized model allows multiple sellers to showcase their offerings within a single digital space, empowering consumers to conveniently browse, evaluate, and procure goods from various providers.

Originally established as a video-sharing social media platform, TikTok has expanded its ecosystem by pioneering innovative e-commerce solutions, including the introduction of TikTok Shop and live shopping features. These developments have fundamentally transformed user engagement with products, creating new paradigms in digital commerce.



**Figure 2. Use of Social Media Platforms**

Populix survey reveals that social commerce, particularly through TikTok, has emerged as a significant shopping channel for Indonesian consumers. The findings indicate that 86% of Indonesians have made

purchases via social media platforms, demonstrating a notable shift toward interactive, socially driven digital commerce. Notably, TikTok Shop leads as the most utilized platform (46% adoption rate), underscoring its dominance and efficacy as a social commerce solution. These results suggest that engaging short-form video content effectively stimulates consumer purchasing interest and drives conversion. Contemporary society demonstrates a growing demand for beauty and personal care products, reflecting heightened awareness of personal appearance and self-care practices. This trend is particularly evident in Indonesia's rapidly expanding cosmetics industry. Recent data from the Ministry of Coordinating Economic Affairs (2024) reveals substantial industry growth, stating: "Indonesia's cosmetics sector has experienced remarkable expansion, with the number of registered cosmetic companies increasing by 21.9% - from 913 enterprises in 2022 to 1,010 by mid-2023." These figures underscore the industry's dynamic development in response to evolving consumer preferences.

As the beauty market becomes increasingly saturated with diverse products, modern consumers demand not only efficacy but also comprehensive product information regarding usage methods and benefits. This shift aligns with growing societal emphasis on self-care and personal appearance maintenance. Within this context, influencers and public figures have emerged as pivotal players in the beauty industry. As highlighted by Ahmad (in Lou & Yuan, 2019), recent social media trend reports indicate that 94% of marketers utilizing influencer campaigns consider this approach highly effective, underscoring the strategic importance of influencer marketing in contemporary beauty commerce. Influencer marketing has emerged as one of the most effective promotional strategies in the beauty industry. Through social media platforms, influencers can engage diverse audiences while leveraging their perceived credibility to shape consumer attitudes and brand perceptions. Empirical evidence supports this approach, demonstrating that influencer credibility significantly enhances both brand trust and purchase intention (Kemeç & Yüksel, cited in Oktavia & Selamat, 2023). As these scholars note, credibility serves as a critical heuristic that information recipients use to evaluate message sources.

Nawangarsi (cited in Cresentia & Nainggolan, 2021) identifies three key dimensions of influencer credibility: (1) attractiveness, (2) trustworthiness, and (3) expertise. Among these factors, trust plays a particularly vital role in establishing enduring consumer-brand relationships (Oktavia & Selamat, cited in Powers et al., 2008). This multidimensional credibility framework enables brands to strategically select influencers whose attributes align with their marketing objectives. Empirical findings reveal that 87% of consumers demonstrate purchase inclination toward products endorsed by influencers they perceive as trustworthy (Kompas, 2023). This trust dynamic stems from sustained engagement between influencers and their followers. Notably, influencers possessing specialized expertise in particular domains (e.g., beauty) establish greater credibility, as consumers exhibit stronger receptivity to recommendations from subject-matter experts.

Complementing these insights, Rabiah's (2020) research confirms that perceived product quality significantly influences consumer satisfaction. However, the tripartite relationship between influencer trust, perceived quality, and purchase intention operates non-linearly. Brand attitude emerges as a critical moderating variable in this context - consumers maintaining favorable brand perceptions demonstrate heightened openness to influencer endorsements and greater confidence in product quality claims. These findings collectively underscore the necessity of examining the complex interplay among these three variables to fully comprehend contemporary consumer decision-making processes in influencer-mediated marketing environments. In this context, the research aims to examine the influence of Perceived Influencer Trustworthiness and Perceived Quality on Intention to Purchase Beauty Products with Attitude Toward the Brand as a moderating variable. Thus, this research is expected to provide deeper insights for brands and marketers in formulating effective marketing strategies in the digital era, as well as helping to understand consumer behavior in making purchase decisions for beauty products.

## II. Literature Review and Hypothesis Development

### 2.1. Marketing Management

Marketing management represents a comprehensive process encompassing the strategic planning, systematic implementation, and rigorous control of marketing activities to achieve organizational objectives. In today's digitally-driven business landscape characterized by intense market competition, effective marketing management has become imperative for organizational adaptability and long-term sustainability. The American Marketing Association (AMA), as cited in Kotler and Keller's (2008) seminal work, defines marketing as: "an organizational function and a set of processes for creating, communicating, and delivering value to customers, while simultaneously managing customer relationships to generate mutual benefits for both the organization and its stakeholders." Kotler and Keller (2008) define marketing as a systematic endeavor to identify and satisfy both individual and societal needs. Given the dynamic nature of human existence and its continuous evolution, coupled with the geographical dispersion of populations, organizations face significant challenges in delivering products to consumers efficiently and effectively. Within this framework, marketing management emerges as a critical organizational function.

According to Kotler & Keller (2016), the implementation of a marketing strategy can be carried out through the following steps:

#### a. Market Segmentation

Market segmentation involves dividing a heterogeneous market into distinct groups of consumers who share similar needs, preferences, and purchasing behaviors for products that deliver their desired benefits.

#### b. Target Market Selection

Following market segmentation, the subsequent step involves target market selection. This process focuses on identifying specific consumer groups with homogeneous needs and characteristics that the company intends to serve.

#### c. Market Positioning

During this critical phase, companies must strategically determine optimal market positioning to effectively promote their products in alignment with business objectives. Positioning refers to the strategic process of differentiating a product by communicating its unique value proposition to establish a distinct perception among consumers.

### 2.2. Marketing Communication

#### a. Marketing Communication Definition

Definition of Marketing Communication According to Kotler & Keller (2016), marketing communication is a means used by companies to inform, shape, and enhance consumer awareness of the products and brands they offer, both directly and indirectly. According to Krizanova et al. (2019), marketing communication plays a role in influencing consumers regarding purchase decisions, increasing brand awareness, improving image, gaining customer trust, enhancing customer satisfaction and loyalty, creating uniqueness, and increasing the number of customers. According to Prasetyo et al. (2018), the goals of marketing communication include several important aspects. First, there is informative communication aimed at disseminating information. Second, there is persuasive communication that functions to influence individuals to make a purchase or attract consumer interest. Third, there is reminder communication that serves to remind the audience about the possibility of purchasing in the future. Thus, the effectiveness of marketing communication becomes the main key to the success of the products offered.

b. Marketing Communication Mix

According to Kotler & Keller (2016), the marketing communication mix consists of eight characteristics:

1) Advertising

Advertising can be carried out through various media, including print media such as newspapers and magazines, broadcasting media such as radio and television, network media such as telephone, cable, satellite, and wireless, as well as electronic media such as audio tapes, videos, disks, CD-ROMs, websites, and display media such as billboards and posters.

2) Sales promotion

A number of long-term strategic steps are designed to encourage consumers to try or purchase products and services. These actions include consumer promotions, such as sampling, coupons, and giveaways.

3) Events and Experiences

Activities and programs sponsored by companies are designed to create daily or special interactions related to the brand with consumers, including sports activities, arts, entertainment, and charitable events, as well as less formal activities.

4) Public Relations and Publicity

Various programs aimed at company employees internally, as well as consumers, other companies, the government, and the media externally, are intended to promote or protect the company's image and communicate the products being offered.

5) Online Marketing and Social Media

This activity aims to increase awareness, strengthen the image, or even generate product sales, both directly and indirectly.

6) Mobile Marketing

This is a specific form of online marketing that is specifically aimed at sending direct communication to consumers' mobile phones, smartphones, or tablets.

7) Direct Marketing and Database

This is an approach that utilizes various channels, such as mail, phone, fax, email, or the internet, to communicate directly with specific customers and potential customers, either requesting responses or engaging in dialogue with them.

8) Personal sales

Involves direct interaction between the salesperson and one or more potential buyers. The goal of this process is to make presentations, answer questions, and obtain orders from customers.

2.3. Promotion

Promotion is a crucial element in marketing activities that is an integral part of the marketing mix. According to Kotler & Armstrong (2018), "Promotion refers to activities that communicate the merits of the product and persuade target customers to buy." Recent research by Kumar et al. (2023) found that the use of social media in promotional strategies can significantly increase customer engagement and sales conversion. In the study, brands showed that campaigns leveraging platforms like Instagram and TikTok were able to reach a broader audience and create higher levels of engagement compared to traditional methods. Furthermore, research by Lee & Choi (2022) shows that an integrated promotional approach, which combines various communication channels including digital marketing and influencers, not only enhances brand awareness but also builds consumer loyalty. The objectives of promotion are as follows: (1) Identifying and attracting new consumers, (2) Encouraging consumers to visit the store where the product is sold, (3) Informing consumers about product quality improvements, and (4) Increasing the number of consumers for products that are already well-known.

## 2.4. Influencer

### a. Definition of Influencer

The term influencer originates from the word influence, which translates to "mempengaruhi" in Indonesian, meaning "to influence." Thus, an influencer is an individual who can affect others' opinions, behaviors, or decisions. In the context of social media, an influencer is an active figure with a substantial following. Their expertise, credibility, or popularity allows them to shape their audience's perceptions through the content they share. According to Hariyanti and Wirapraja (2018), every piece of information or post disseminated by an influencer can significantly impact their followers. According to Liang & Lin (2018), influencer marketing refers to individuals who wield significant influence over their audience's thoughts and perspectives, often leading to shifts in their viewpoints. This marketing approach has emerged as one of the most effective strategies in modern advertising due to its capacity to foster personal connections with target audiences (Purnamaningsih & Rizkalla, 2020).

Unlike traditional advertising, the success of influencer marketing does not rely solely on an influencer's follower count but also on their distinctive characteristics. Several key traits determine an influencer's alignment with a brand, including:

- 1) The alignment between an influencer and a company is a critical factor that directly determines the success of their collaboration. This compatibility significantly impacts campaign effectiveness, as it ensures authentic representation and resonates better with the target audience.
- 2) The level of influencer popularity. Increasing brand awareness is the primary goal of promotion; thus collaboration with influencers who are already known to the public is necessary.
- 3) The quality of content and appearance produced. Followers' responses to a brand are greatly influenced by the feed and content shared by influencers. Therefore, it is important to create high-quality content that truly reflects the product in the eyes of the audience.
- 4) Understanding the behavior of influencers. Each influencer has a unique behavioral character, which plays a role in the product introduction process. The chosen influencer should meet several criteria, such as being friendly, easy to discuss with, respectful towards the product, and behaving professionally.

Things to consider when choosing an influencer, among others:

- 1) The credibility of an influencer, an influencer must have the ability to be trusted by the public at large, because companies will entrust their greatest asset in the form of brands and products to the influencer.
- 2) The relevance of the influencer to the product is crucial; choosing an influencer according to the company's product concept is very important. This is evident from the effectiveness of influencers in increasing brand awareness and support for the product during the contract period. The positive impact can last for several years afterwards, demonstrating the strength of influencer relevance in the company's strategy.
- 3) Popular and with many followers. Influencers must be well-known and have a large following. This is crucial because the purpose of companies using influencer services is to influence the public as widely as possible. The reach of an influencer's popularity is essential to attract attention to the company's products and brand.
- 4) Influencers must have a clear positioning; they should possess distinct traits or uniqueness compared to other influencers. If there is no striking uniqueness, they at least need to have a character that is different from the norm. If a company wants to build a brand based on the concept of a strong and durable character, the chosen influencer must also have a strong character. This is important because almost every product or brand has competitors.

- 5) Real experience with the product. Influencers should be individuals who truly need, use, and feel the benefits of the company's products.

b. Influencer Marketing

Objectives existence of influencer marketing can encourage higher interaction between brands and audiences through engaging and relevant content shared by influencers. According to Maulana et al. (2021), influencers can be categorized as microcelebrities, which means a new form of online behavior where individuals strive to build popularity on the internet by leveraging various types of technologies such as social media, videos, and blogs.

c. Types of Influencers

According to Ellor (in Lie, 2022:23), there are several categories in the world of influencer marketing, namely:

- 1) Nano Influencer: a nano influencer has a follower count between 500 and 1,000. Although their followers are relatively few compared to the other 24 categories, they still have a significant influence. This is because they tend to know almost all of their followers well.
- 2) Micro Influencer: Meanwhile, micro influencers have followers ranging from 1,000 to 100,000. Typically, these micro influencers are known for their specialization in certain fields, such as beauty bloggers, parenting bloggers, or food bloggers.
- 3) Macro Influencer, a macro influencer is an individual who has followers between 100,000 and 1,000,000, one step above micro influencers. This type of influencer is the most common and often considered the ideal choice for brands. Additionally, macro influencers generally produce higher-quality content, as content creation is their primary job.
- 4) Mega Influencer, this category of influencers is premium, having more than 1 million followers. They belong to the most influential group of influencers and generally come from among artists, YouTubers, or celebrities with a very large following.
- 5) Perceived influencer trustworthiness. According to Andrew (in Rosenthal & Paolo, 2021), influencers are capable of effectively combining trust and reach. Perceived influence can shape perceptions and affect others, and this can explain the expected value of the brand (Castillo Fernandez, 2019).

In the context of the concept of trustworthiness, this term refers to the perception of honesty, integrity, and credibility of a follower. (Schouten, 2020). Therefore, perceived influencer trustworthiness is a result of the combination of both aspects. In line with research by Aaker (2021), the perceived trust in an influencer reflects the extent to which the audience feels that the influencer can be relied upon and is honest in conveying information about products or services. Furthermore, Chiba et al. (2023) emphasize that an influencer's reputation on social media also influences perceived trust. Influencers with a good track record of providing accurate and relevant information are usually more trusted by the audience. Aaker (2023) adds that the interaction between influencers and the audience also plays a role in building perceived trustworthiness. When an influencer actively interacts with their followers through comments, responses, and Q&A sessions, it fosters a stronger sense of trust among the audience towards that influencer.

The indicators used to measure trustworthiness, according to Ohanian (1990) (in Gabriela and Nugroho, 2021), are:

- 1) Dependable (can be used as a guideline)  
Audience assessment of how reliable the endorser in the advertisement is.
- 2) Honest  
Audience assessment of how honest the endorser in the advertisement is.
- 3) Reliable

Audience assessment of the level of trust in the endorser present in the advertisement.

4) Sincere

The audience's sincerity towards someone's willingness to carry out tasks with full responsibility, trustworthiness, and complete commitment of time and soul.

5) Trustworthy

The audience's assessment of how convincing the endorser is in an advertisement.

- 1) Perceived Quality: Perceived quality, or perceived quality is an important concept in marketing and consumer behavior. Superior product and service quality, accompanied by efficient delivery, is key for companies in creating high value for customers and maintaining sustainable competitive advantage (Darmawan and Grenier, 2021). According to Virena and Renwarin (2022), the indicators of perceived quality are as performance, durability, conformance, reability.
- 2) Definition of Attitude: Attitude can be defined as a learned tendency to behave consistently, which may have a positive or negative impact on specific objects (Schiffman and Wisenblit, 2019). In the marketing world, this attitude plays an important role in determining purchasing decisions and customer loyalty. Therefore, it is very important for marketers to create a positive attitude by implementing effective marketing strategies, such as improving product quality, clear communication, and establishing good interaction with consumers.
- 3) Attitude Formation Attitude: Formation is a dynamic process influenced by various factors, including experiences, information, and social context. According to Kuo et al. (2019), it was found that the emotional elements of advertisements, such as the use of impactful storytelling, can significantly shape consumers' positive attitudes towards a brand.
- 4) Definition of Attitude toward the brand: Attitude toward the brand is the consumer's stance or assessment of a brand. It encompasses a range of feelings, beliefs, and evaluations that consumers have regarding that brand. Attitude toward a brand is typically characterized by feelings of liking, trust, and a preference to choose that brand over others. Research by Homburg et al. (2015) revealed that a positive attitude towards a brand can increase consumer loyalty and encourage the decision to make a purchase. In a study by Khan et al. (2020), it was found that interactions on social media, such as comments and positive reviews, play a significant role in shaping consumers' attitudes towards a brand. These findings suggest that active engagement on digital platforms can strengthen brand image and create positive value for consumers.

## 2.5. Formulation of Hypothesis

### a. The Influence of Perceived Influencer Trustworthiness on Intention to Purchase

Perceived influencer trustworthiness plays an important role in influencing consumers' intention to purchase. Trustworthiness can be defined as the level of consumer confidence in an influencer, unaffected by what is said or done by them. (Chetioui et al., 2020) When consumers feel that an influencer is trustworthy, they are more likely to be open to accepting product recommendations given. This situation also encourages them to make a purchase. For example, according to Djafarova and Trofimenko (2019), influencers who are considered credible have a significant and positive impact on consumers' purchasing decisions. Additionally, research by Lou and Yuan (2019) also supports this finding by showing that perceived trust in influencers contributes to increased purchase intention. Research by Khamis et al. (2020) reveals that influencers who are perceived as trustworthy can directly increase purchase intentions, especially among millennials and Gen Z. Meanwhile, a study by Hwang and Zhang (2018) found that perceived trust in influencers not only affects attitudes towards brands but also significantly contributes to purchase decisions made. Based on the existing findings, the researcher proposes the following research hypothesis:

*H1: Perceived influencer trustworthiness positively affects intention to purchase.*

b. The Influence of Perceived Quality on Intention to Purchase

Research by Ahn and Kim (2022) found that consumers who perceive high quality in beauty products tend to have a higher purchase intention. A good perception can enhance consumers' desire to purchase certain beauty products (Zhao and Wang, 2023). This is supported by the research of Smith and Lee (2023), which shows that perceived quality plays a vital role in determining consumers' purchase intentions in the beauty sector. Furthermore, Kim and Park (2023) emphasize that consumers who perceive beauty products to have superior quality are more likely to make purchases, especially in a competitive market. They found that elements such as quality ingredients, product effectiveness, and brand reputation play a crucial role in shaping perceptions of quality. Based on the existing findings, the researchers propose the following research hypothesis:

*H2: Perceived quality positively affects the intention to purchase.*

c. The Influence of Perceived Influencer Trustworthiness on Intention to Purchase Moderated by Attitude Toward Brand.

According to the research by Freberg et al. (2011), in Djafarova and Trofimenko (2019), it shows that influencers who are considered trustworthy have the potential to increase consumers' purchase intentions. Trust in influencers plays a key role in building the legitimacy of the products they promote, making consumers feel more comfortable and confident in making purchases. Research by Zhang & Reddy (2021) found that trusted influencers can encourage deep positive attitudes toward the brand, which ultimately contributes to higher purchase intentions. Jiang and Wang (2022) added that the social context and the trust built towards influencers serve as factors in shaping consumer attitudes and purchase intentions. Based on the existing findings, the researchers propose the following research hypothesis:

*H3: Attitude toward brand can moderate perceived quality on intention to purchase.*

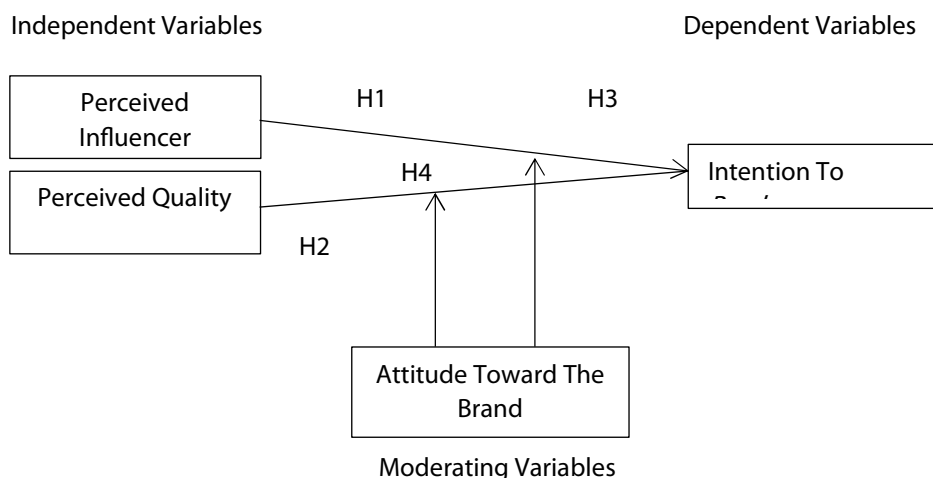
d. The Influence of Perceived Quality on Intention to Purchase Moderated by Attitude Toward Brand

Perceived quality is one of the key factors influencing consumer purchase intentions. Research shows that positive quality perceptions can enhance purchase intentions, especially when combined with a positive attitude towards the brand. The study by Kim and Lee (2016) indicated that a positive attitude towards the brand can strengthen the impact of perceived quality on the purchase intention of environmentally friendly products. This suggests that consumers tend to have a positive attitude towards brands that pay more attention to the quality of the products they offer. Additionally, research by Kaur and Sharma (2020) found that perceived quality of beauty products has a significant impact on purchase intentions. The results show that consumers with a positive attitude towards the brand are more likely to be influenced by product quality perceptions, thereby increasing their purchase intentions.

They. A study by Mulyana and Rahmawati (2021) also examined this relationship in the context of beauty products, finding that a positive attitude toward the brand not only directly contributes to an increase in purchase intention but also strengthens the relationship between perceived quality and that purchase intention. Based on the existing findings, the researchers propose the following research hypothesis:

*H4: Attitude toward brand can moderate perceived quality on intention to purchase.*

The following is the research framework in this study:



**Figure 1. Research Model**

### III. Research Method

The data analysis method in this study is quantitative analysis, with the data collection method being a questionnaire method. The questionnaire method is a technique for presenting a series of written statements to respondents to obtain responses. The distribution of the questionnaire is carried out through the Google Form platform by sending a link that contains the arrangement of questions and the respondents' biodata. The data obtained from the survey is measured using a 1-5 Likert scale. The measurement scale applied is the Likert scale, with criteria that can be seen in the following table:

Table 1. Five-point Likert Scale

No	Description	Code	Score
1	Very agree	SS	5
2	Agree	S	4
3	I quite agree	CS	3
4	Disagree	TS	2
5	Strongly disagree	STS	1

Hypothesis testing is a multiple linear regression analysis to determine the effect of independent variables (perceived influencer trustworthiness, perceived quality) with a moderating variable (attitude toward the brand) on the dependent variable (intention to purchase). The analysis is conducted with the aid of IBM SPSS Statistics version 26, which is also used for descriptive analysis, instrument data testing, classical assumption testing, and hypothesis testing. The data required for this research is primary data, obtained directly from respondents' answers through a closed questionnaire regarding Perceived Influencer Trustworthiness (X1), Perceived Quality (X2), Attitude Toward the Brand (Z), and Intention to Purchase (Y). The population used in this research consists of TikTok users who follow beauty influencers who have promoted or are currently promoting beauty products on their accounts, the exact number of which is not precisely known. The sampling technique used in this study employs a non-probability sampling method, specifically purposive sampling. The samples, based on certain considerations, must meet the following criteria:

- a. Follow at least one influencer who recommends beauty products on TikTok
- b. Aged 18 years and above and
- c. Planning to buy beauty products in the next few months.

Because the number of samples used in this study cannot be determined precisely, the formula for determining the sample size used by the researchers employs the Lemeshow Formula. In the process of calculating the sample size, the Lemeshow formula is applied as follows:

$$n = \frac{Z^2 \cdot P(1 - P)}{d^2}$$

Notes:

- n = Sample size
- z = Z-score at 95% confidence level = 1.96
- p = Maximum proportion estimate (default = 0.5 if unknown)
- d = Margin of error

From the formulation above, the sample size can be determined using the Lemeshow formula with a maximum estimate of 50% and a margin of error of 10%. Here are the calculations using the Lemeshow formula:

$$n = \frac{1.96^2 \cdot 0,5 (1 - 0.5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,5 \cdot 0,5}{0,1^2}$$

$$n = \frac{0,9604}{0,1^2}$$

$$n = 96,04 = 96 \text{ responden}$$

Based on the calculations that have been carried out, the number of samples obtained is 96. However, in this study, the determination of the sample size refers to the theory presented by Fraenkel and Wallen (2012), which states that the minimum number of respondents recommended for a study is 100.

## IV. Result and Discussion

### 4.1. Description of Research Data

The respondents in this study are TikTok users who follow beauty influencers promoting beauty products on their TikTok accounts. A total of 100 respondents were selected as a sample based on certain criteria. In this study, the characteristics of the respondents observed include gender, age, residence, and occupation. The characteristics are as follows:

#### a. Respondents Based on Gender

From the results of the questionnaire distribution, the profile of respondents based on gender is as follows:

**Table 1. Respondents by Gender**

No.	Gender	Number of Respondents	Percentage%
1	Female	69	69%
2	Male	31	31%
Total		100	100%

Based on table 2 it shows that the majority of respondents in this study are women, totaling 69 people (69%). Meanwhile, male respondents is 31 people (31%). From this data, it can be concluded that women tend to have a higher interest in making purchases through the TikTok application compared to men.

b. Respondents Based on Age

From the results of the questionnaire distribution, a profile of respondents by age was obtained, as can be seen in the table presented by the researcher below:

**Table 3. Respondents by Age**

Age Range	Number of Respondents	Percentage
18 – 22 Years	14	14%
23 – 27 Years	44	44%
28 – 32 Years	34	34%
>32 Years	8	8%
Total	100	100%

Based on Table 3, it can be seen that the group of respondents aged 23-27 years comprises 44 people (40%) of the total respondents. Next, there are 34 respondents aged 28-32 years (34%), followed by 14 respondents aged 18-22 years (14%), and lastly, the lowest number is the respondents aged over 32 years, which amounts to 8 people (8%).

c. Respondents Based on Residence

Residence Respondents based on residence describe the respondents' domicile. Respondents' domicile is categorized to include Jabodetabek, West Java, Central Java, East Java, and DIY Yogyakarta.

**Table 4. Respondents by Residence**

Residence	Number of Respondents	Percentage%
Jabodetabek	18	18%
West Java	18	18%
Central Java	21	21%
East Java	21	21%
DIY Yogyakarta	22	22%
Total	100	100%

From Table 4, the majority of subjects are domiciled in DIY Yogyakarta, followed by Central Java, East Java, Jabodetabek, and West Java.

d. Respondents Based on Employment Status

Respondents selected based on employment status describe the characteristics of the respondents' jobs. The employment status of the respondents is categorized into Students/College Students, Private Employees, Civil Servants, Entrepreneurs, and Housewives.

**Table 5. Respondents by Employment Status**

Employment Status	Number of Respondents	Percentage %
Student/College Student	14	14%
Private Sector Employee	24	24%
Government Employee	26	26%
Entrepreneur	36	36%
Homemaker	0	0
Total	100	100%

Based on Table 5, it can be seen that the characteristics of the respondents based on their occupation show that the majority of respondents are entrepreneurs. This is followed by civil servants, private employees, and lastly, students.

#### 4.2. Results of Instrument Testing

##### a. Validity Test

A validity test is an examination that must be conducted to measure and determine the level of validity of Tablesearch instrument by comparing the calculated  $r$  value with the table  $r$  value. If the calculated  $r >$  table  $r$ , then the result is valid. From the test results of the questionnaire data from 100 respondents in this study, the results are shown in the table below:

**Table 6. Recapitulation of Validity Testing**

Variable	Statement Item	R-count	R Table	Concluion
<i>Influencer Trustworthiness</i> (X1)	1	0,824	0,196	Valid
	2	0,723	0,196	Valid
	3	0,663	0,196	Valid
	4	0,725	0,196	Valid
	5	0,769	0,196	Valid
<i>Perceived Quality</i> (X2)	1	0,654	0,196	Valid
	2	0,821	0,196	Valid
	3	0,764	0,196	Valid
	4	0,690	0,196	Valid
<i>Intention To Purchase</i> (Y)	1	0,584	0,196	Valid
	2	0,568	0,196	Valid
	3	0,530	0,196	Valid
	4	0,628	0,196	Valid
	5	0,690	0,196	Valid
	6	0,598	0,196	Valid
	7	0,554	0,196	Valid
<i>Attitude Toward The Brand</i>	1	0,676	0,196	Valid
	2	0,720	0,196	Valid
	3	0,642	0,196	Valid
	4	0,641	0,196	Valid
	5	0,543	0,196	Valid

Based on the data in Table 6 above, it can be concluded that all statement items in the three variables of Influencer Trustworthiness, Perceived Quality, Intention To Purchase, and Attitude Toward The Brand are declared valid because the results of each calculated  $r >$  0.196. This means that all statement items can be considered valid and can be used as data in this research.

##### b. Reliability Test

Reliability testing is conducted to show the accuracy and precision of the measurements. The reliability test uses Cronbach's Alpha, with the criterion that a Cronbach's Alpha value  $>$  0.6 can be considered reliable. From the results of the questionnaire data testing, the answers of 100 respondents in this study yielded results as shown in the table below:

**Table 7. Recapitulation of Reliability Test Results**

Variabel	Cronbach's Alpha Value	Description
Influencer Trustworthiness (X1)	0,796	Reliabel
Perceived Quality (X2)	0,717	Reliabel
Intention To Purchase(Y)	0,691	Reliabel
Attitude Toward The Brand(Z)	0,646	Reliabel

Based on table 7, it can be seen that the Cronbach's Alpha value for the Influencer Trustworthiness variable (X1) is 0.796, Perceived Quality (X2) has a Cronbach's Alpha value of 0.717, Intention To Purchase (Y) with a Cronbach's Alpha value of 0.691, and Attitude Toward The Brand with a Cronbach's Alpha value of 0.646, with each value > 0.60, thus the questionnaire can be said to be reliable and suitable to be used as a measurement tool.

#### 4.3. Analysis Results

##### a. Normality Test

The purpose of the normality test is to test whether in a regression, the disturbance variable or residuals are normally distributed or not. The normality test is conducted using the Kolmogorov-Smirnov test (1 Sample KS) by examining whether the residual data is normally distributed or not. If the Asymp. Sig (2-tailed) value > 0.05, then the data is normally distributed.

**Table 8. Results of the One-Sample Kolmogorov-Smirnov Test for Normality**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.05186691
Test Statistic		.078
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

Based on Table 8, it shows that the value of Asymp.Sig. (2-tailed) is 0.200, which means it is greater than 0.05. This indicates that the data are normally distributed and can continue with other classical assumption tests.

##### b. Multicollinearity Test

Multicollinearity is a test conducted to determine whether the regression model has correlations among the independent variables. This test is performed by examining the tolerance value and variance inflation factor (VIF). If the tolerance value > 0.10 or VIF < 10, it can be concluded that multicollinearity occurs. The results of the multicollinearity test can be seen in the table below.

**Table 9. Results of Multicollinearity Test**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	21.028	4.735		4.441	.000		
	Influencer Trustworthiness	.181	.208	.099	.871	.386	.903	1.108
	Perceived Quality	.209	.218	.109	.959	.340	.903	1.108

Based on Table 9, it can be seen that the variance inflation factor (VIF) for influencer trustworthiness is 1.108 and for perceived quality is also 1.108, both < 10. In addition, the tolerance value for influencer trustworthiness is 0.903 and for perceived quality is 0.903, both > 0.10. Thus, it can be concluded that there is no multicollinearity symptom in this study.

##### c. Heteroskedasticity Test

The heteroskedasticity test aims to check whether the regression model exhibits unequal variance of the residuals from one observation to another. To detect whether heteroskedasticity occurs in the regression

model in this study, the analysis was conducted using the Glejser method, observing a significance value > 0.05, which indicates that heteroskedasticity does not occur. A good regression model is homoscedastic or does not exhibit heteroskedasticity.

**Table 10. Heteroskedasticity Test**

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. E	Beta		
1	(Constant)	3.260	2.925		1.115	.268
	Influencer Trustworthiness	-.142	.129	-.126	-1.105	.272
	Perceived Quality	.126	.134	.107	.941	.349

Based on table 10 above, the test result of the sig value is 0.268, which is > 0.05. Therefore, it can be concluded that this regression model is free from heteroscedasticity issues.

d. Multiple Linear Regression Analysis

In this study, hypothesis testing was conducted using multiple linear regression, which aims to empirically test the functional relationship between two or more independent variables and the dependent variable, as well as to predict the influence of two or more independent variables on the dependent variable. Based on the data testing that has been carried out, the results are as follows:

**Table 11. Results of Multiple Linear Regression Test**

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std	Beta		
1	(Constant)	21.02	4.735		4.441	.000
	Influencer Trustworthiness	.181	.208	.099	.871	.386
	Perceived Quality	.209	.218	.109	.959	.340

a. Dependent Variable: Intention To Purchase

Based on the results of the multiple linear regression test in Table 11, the linear regression equation in this study can be determined as follows.

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

$$Y = 21,028 + 0,181X_1 + 0,209X_2 + e$$

From the linear regression equation above, it can be explained as follows:

- 1) The constant value ( $\alpha$ ) is = 21.028, indicating that if the perceived influencer trustworthiness and perceived quality are zero, then the intention to purchase is positive.
- 2) The regression coefficient value of the influencer trustworthiness variable ( $X_1$ ) is 0.181 and is positive. This indicates that if influencer trustworthiness increases, there will be an increase in intention to purchase.
- 3) The regression coefficient value of the perceived quality variable ( $X_2$ ) is 0.209, which is positive. This indicates that if perceived quality increases, there will be an increase in intention to purchase.

e. Hypothesis Testing

1) t-test

The t-test used in this study aims to test whether the independent variable (X) partially or individually has a significant relationship or not to the dependent variable (Y). Based on the results of data processing with the SPSS program, the following results were obtained:

**Table 12. t-Test Results**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	21.028	4.735		4.441	.000
	Influencer Trustworthines	.181	.208	.099	.871	.386
	Perceived Quality	.209	.218	.109	.959	.340

Based on table 12. above, it can be explained as follows:

- a) The Influence of Influencer Trustworthiness on Intention to Purchase (Y)  
 The results of individual testing (t-test) obtained a significance value of the Influencer Trustworthiness variable of  $0.386 > 0.05$  and a calculated t value of  $0.876 < 1.660$ , so it can be concluded that H1 is rejected, which means that Influencer Trustworthiness (X1) hurts Intention to Purchase (Y).
- b) The Influence of Perceived Quality (X2) on Intention to Purchase (Y)  
 The results of individual testing (t-test) obtained a significance value of the Perceived Quality variable of  $0.340 > 0.05$  and a calculated t value of  $0.959 < 1.660$ , so it can be concluded that H2 is rejected, which means that Perceived Quality (X2) hurts Intention to Purchase (Y).

2) Stimulus Test (F Test)

The F test is conducted to see the effect of independent variables on the dependent variables simultaneously. The method used is to see the level of significance ( $\alpha = 0.05$ ). If the significance value is less than 0.05, then H0 is rejected and Ha is accepted. Based on the results of data processing with the SPSS program, the following results are obtained:

**Table 13. F Test Results**

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23g.235	2	11.618	1.218	.301b
	Residual	800.995	84	9.536		
	Total	824.230	86			
a. Dependent Variable: Intention To Purchase						
b. Predictors: (Constant), Perceived Quality, Influencer Trustworthiness						

Based on Table 4.16 above, it can be seen that the f count value is 1.218. While the f table value ( $\alpha = 0.05$ ) is 3.09. Because f count  $<$  F table, namely  $1.218 < 3.09$  or sig f value  $0.301 > \alpha 0.05$ ). This means that the influencer's trustworthiness and perceived quality variables do not have a joint effect on intention to purchase.

3) Coefficient of Determination ( $R^2$ )

The coefficient of determination ( $R^2$ ) is used to measure how well the model is able to explain dependent variations. The coefficient of determination can be seen in the model summary table, in the Adjusted R-Square section. Based on the data testing that has been done using the SPSS program, the results obtained are as follows:

**Table 14. Results of the Determination Coefficient ( $R^2$ )**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.168a	.028	.005	3.08798
a. Predictors: (Constant), Perceived quality, Influencer Trustworthiness				
b. Dependent variable: Intention to Purchase				

Based on Table 14, information is obtained about the magnitude of the influence of all independent variables on the dependent variable. As seen in the table, the Adjusted R-Square value is 0.005, meaning 0.05%. This shows that the influencer variables trustworthiness and perceived quality have an influence of 0.05% on the intention to purchase, while the remaining 99.95% is influenced by factors outside the study.

4) Moderated Regression Analysis (MRA)

Multivariate Regression Analysis (MRA) or interaction test is a special application of multiple linear regression where the regression equation contains elements of interaction (multiplication of two or more independent variables). The regression equation model to be studied is as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3Z + b_4(X_1*Z) + b_5(X_2*Z) + e$$

Where:

Y = Intention To Purchase

$\alpha$  = Constant

$b_1$ - $b_5$  = Regression coefficient

$X_1$  = Perceived Influencer Trustworthiness

$X_2$  = Perceived Quality

The results of the MRA (Moderrated Regression Analysis) test can be seen in the following table:

**Table 15. MRA (Moderrated Regression Analysis) Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	-5.577	7.282		-.766	.446
	Influencer Trustworthiness	.840	.990	.786	.849	.398
	Perceived Quality	1.079	1.224	.768	.881	.380
	Attitude Toward The Brand	1.458	.493	1.050	2.960	.004
	X1Z	-.036	.050	-.912	-.713	.478
	X2Z	-.048	.063	-.981	-.769	.444

a. Dependent Variable: Intention to Purchase

Based on the test results in Table 4.18, the moderation regression equation formed is as follows:

$$Y = -5,577 + 0,840 X_1 + 1,079 X_2 + 1,458 Z - 0,036 X_1 * Z - 0,048 X_2 * Z + e$$

- a) In this regression model, the constant value is -5.577 with a negative value. This shows that if the independent variables (Influencer Trustworthiness, Perceived Quality, and the interaction between the moderating variables and the independent variables) are considered, there will be a decrease in Intention to Purchase.
- b) The regression coefficient value of the Influencer Trustworthiness variable is 0.840 with a positive value. This shows that every increase in Influencer Trustworthiness will tend to increase Intention to Purchase. The regression coefficient value of the Perceived Quality variable is 1.079 with a positive value. This shows that every increase in Perceived Quality will tend to increase Intention to Purchase.
- c) The regression coefficient value of the Attitude Toward the Brand variable is 1.458 with a positive value. This shows that every increase in Attitude Toward the Brand will tend to increase Intention to Purchase.
- d) The regression coefficient value of the interaction of Influencer Trustworthiness with the moderating variable Attitude Toward the Brand is -0.036 with a negative value. This shows that every increase in Influencer Trustworthiness moderated by Attitude Toward the Brand will tend to decrease Intention to Purchase.
- e) The coefficient value of the interaction regression of Perceived Quality with the moderating variable Attitude Toward the Brand is -0.048 with a negative value. This shows that every time there is an increase in Perceived Quality moderated by Attitude Toward the Brand, it will create a tendency for a decrease in Intention to Purchase. The results of the interpretation or research hypothesis (H3 and H4) proposed can be seen as follows:

- *Attitude Toward the Brand Moderates the Effect of Influencer Trustworthiness on Intention to Purchase (H3)*

Based on the results of the Moderated Regression Analysis (MRA) interaction test in Table 4.19, it shows that the moderation variable  $X_1\_Z$  has a calculated t value of  $-713 > t$  table value of 1.660 with a significance level of  $0.478 > 0.05$ . Thus, H3 is rejected. So it can be concluded that attitude toward the brand is a moderating factor. This variable is unable to moderate the effect of influencer trustworthiness on intention to purchase.

- *Attitude Toward the Brand Moderates the Effect of Perceived Quality on Intention to Purchase (H3).*

Based on the results of the Moderated Regression Analysis (MRA) interaction test in Table 4.19, it shows that the moderation variable  $X_2\_Z$  has a calculated t value of  $-769 > t$  table value of 1.660 with a significance level of  $0.444 > 0.05$ . Thus, H4 is rejected. So it can be concluded that attitude toward the brand is a moderating factor. This variable is unable to moderate the effect of perceived quality on intention to purchase.

#### 4.4. Discussion

- a. The Effect of Perceived Influencer Trustworthiness on Intention to Purchase Beauty Products

The t-test results show a t count of  $0.871 < 1.660$  and a significance value (p-value) of 0.386 greater than 0.05. This indicates that perceived influencer trustworthiness has a negative and insignificant effect. H1 is rejected. Previous research has shown that influencer trust can indeed influence purchase intentions, but other factors, such as content relevance and consumer preferences, also play an important role in shaping intention to purchase (Lou and Yuan, 2019). In addition, the context in which interactions with influencers occur can influence how consumers assess that trust (Freberg et al., 2021). Therefore, although perceived influencer trustworthiness has the potential to influence intention to purchase, the results of this study indicate that its influence is not significant enough in the context studied.

b. The Effect of Perceived Quality on Intention to Purchase Beauty Products

The t-test results show a t count of  $0.959 < 1.660$  and a significance value (p-value) of 0.340 greater than 0.05. This indicates that perceived quality has a negative and insignificant effect. H2 is rejected. Research by Buil et al. (2019) shows that prices that are considered not comparable to quality can reduce purchase intentions even though consumers know the quality of the product. Therefore, although perceived quality is an important factor in purchasing decisions, this variable cannot stand alone and needs to be combined with other factors to have a significant impact.

c. The Effect of Perceived Influencer Trustworthiness on Intention to Purchase Moderated by Attitude Toward the Brand

Hypothesis H3 proposed in this study is the effect of perceived influencer trustworthiness on intention to purchase, moderated by attitude toward the brand. Based on the results of the moderation regression analysis or Moderated Regression Analysis (MRA) with an interaction test approach, it shows that attitude toward the brand is a moderating variable that is unable to moderate the effect of perceived influencer trustworthiness on intention to purchase, thus hypothesis H3 is rejected. These results indicate that although perceived influencer trustworthiness can have a positive impact on intention to purchase, this effect occurs when the consumer's attitude towards the promoted brand is less supportive. Previous research has shown that attitudes toward a brand can affect how consumers respond to recommendations from influencers (Aaker, 2018). When consumers have a negative or neutral attitude towards a particular brand, their trust in the influencer is not enough to drive purchase intention. This is in line with the findings of Sweeney and Soutar (2021), which show that a positive attitude can strengthen the impact of perceived influencers, but conversely, a negative attitude can weaken the relationship. Therefore, the results of this study highlight the importance of building a positive brand image in the eyes of consumers, so that trust in influencers can be more effective in increasing intention to purchase. These findings support the results of the moderation regression analysis in the study, which stated that attitude toward the brand was unable to moderate the influence of perceived influencer trustworthiness on intention to purchase beauty products.

d. The Effect of Perceived Quality on Purchase Intention Moderated by Attitude Toward the Brand

Hypothesis H4 proposed in this study is the effect of perceived quality on purchase intention, moderated by attitude toward the brand. Based on the results of the moderation regression analysis or Moderated Regression Analysis (MRA) with an interaction test approach, it shows that attitude toward the brand is a moderating variable, which is unable to moderate the effect of perceived quality on purchase intention, thus hypothesis H4 is rejected. Although research by Kim and Lee (2017) found that perceived quality affects purchase intention, attitude toward the brand does not have a moderating effect. Similar things were also expressed by research by Lee and Kim (2020), which showed that brand attitude does not function as a reinforcement of the relationship between perceived quality and purchase intention, even when the product quality is considered high. In addition, a study by Chuang and Hsu (2019) showed that attitude toward the brand has an insignificant effect on purchasing decisions in the context of beauty products, confirming that other factors such as trust and customer experience are more dominant. These findings support the results of the moderation regression analysis in the study, which stated that attitude toward the brand is unable to moderate the effect of perceived quality on the intention to purchase beauty products.

## V. Conclusion

This study concludes that perceived influencer trustworthiness and perceived quality both have negative and insignificant effects on consumers' intention to purchase beauty products. Furthermore, these two variables do not jointly influence purchase intention among TikTok Shop users. The moderating role of

brand attitude also proves insignificant, as it fails to strengthen or weaken the relationships between perceived influencer trustworthiness, perceived quality, and purchase intention. These findings indicate that external influencer credibility and product perception factors alone are not sufficient to drive consumers' purchasing behavior in the beauty product context.

For academics and future researchers, the findings of this study can serve as a valuable reference and empirical foundation for developing more comprehensive models in digital marketing research. Future studies are encouraged to explore additional moderating or mediating variables such as brand loyalty, previous experience, or social media engagement, which may better capture the dynamics of consumer decision-making in online platforms. Expanding the research across different industries or social media platforms would also enhance the generalizability of the results and provide deeper insights into how influencer marketing strategies work in various digital contexts.

From a practical standpoint, these results offer important implications for marketers and brand managers. Companies should be more selective in choosing influencers who genuinely align with their target market's values and lifestyle to foster authentic engagement. Additionally, marketers need to focus on creating high-quality and trustworthy content that reinforces consumer confidence in both the brand and its products. By doing so, marketing efforts on social platforms like TikTok Shop can become more effective in shaping consumer attitudes and encouraging purchase behavior.

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