

MARKETING | RESEARCH ARTICLE

# The Effect of Influencer Popularity on Purchase Decisions Among Gen Z Consumers: Case Study of Scientific Skincare Products

Dessy Fitriasari<sup>1</sup>, Sisno Riyoko<sup>2</sup>, Mohamad Rifqy Roosdhani<sup>3</sup>

<sup>1,2,3</sup> Magister of Management, Universitas Islam Nahdlatul Ulama, Jepara, Indonesia.  
Email: [dessyfitriasari69@gmail.com](mailto:dessyfitriasari69@gmail.com)<sup>1</sup>, [sisno@unisnu.ac.id](mailto:sisno@unisnu.ac.id)<sup>2</sup>, [roosdhani@gmail.com](mailto:roosdhani@gmail.com)<sup>3</sup>

## ARTICLE HISTORY

**Received:** February 06, 2025

**Revised:** March 11, 2025

**Accepted:** April 24, 2025

## DOI

<https://doi.org/10.529270/grmapb.v5i1.1092>

## ABSTRACT

The Influence of Influencer Popularity, Social Media Engagement, and Customer Trust on Purchase Decisions for Skintific Skincare Products Among Generation Z. This study aims to analyze the impact of Influencer Popularity, Social Media Engagement, and Customer Trust on the Purchase Decision of Skintific skincare products among Generation Z consumers. Using a quantitative approach with a survey method, data were collected from 190 respondents, with 162 valid responses analyzed using SmartPLS 4.0. The results indicate that Influencer Popularity positively and significantly impacts Social Media Engagement (coefficient = 0.755;  $p = 0.000$ ) and Customer Trust (coefficient = 0.797;  $p = 0.000$ ). However, its direct effect on Purchase Decision is insignificant (coefficient = -0.006;  $p = 0.962$ ). In contrast, Customer Trust positively and significantly influences Purchase Decision (coefficient = 0.550;  $p = 0.000$ ), as does Social Media Engagement (coefficient = 0.387;  $p = 0.001$ ). Mediation testing reveals that Influencer Popularity indirectly influences Purchase Decision through Customer Trust (coefficient = 0.438;  $p = 0.000$ ) and Social Media Engagement (coefficient = 0.292;  $p = 0.000$ ). The R-Square values indicate a strong model fit, with: Purchase Decision ( $R^2 = 0.798$ ), Customer Trust ( $R^2 = 0.635$ ), and Social Media Engagement ( $R^2 = 0.570$ ). These findings confirm that influencer popularity alone is insufficient to drive purchase decisions without the presence of customer trust and social media engagement. Therefore, Skintific's marketing strategy should focus on strengthening Customer Trust and enhancing Social Media Engagement to influence consumer purchase decisions effectively.

**Keywords:** Influencer Popularity, Social Media Engagement, Customer Trust, Purchase Decision, Skincare, Gen Z, PLS-SEM.

**JEL Code:** M31, D12, L81, C83.

## I. Introduction

Indonesia's skincare and cosmetics industry has experienced significant growth, driven by increasing product usage. According to Samiono & Hanifati (2021), the use of skincare and cosmetics has risen sharply each year. This trend is reflected in data from the Food and Drug Monitoring Agency (BPOM), which reported a 21.9% increase in cosmetics companies, from 913 companies in 2022 to 1,010 companies in 2023. Additionally, the national cosmetics industry has successfully entered the export market, with the total export value of cosmetics, fragrances, and essential oils reaching US\$ 770.8 million from January to November 2023 (Khoirul Anam, 2024). Amid this rapid growth, social media has become a key marketing tool for skincare and



cosmetic products. Platforms like Instagram, TikTok, and YouTube enable brands to engage consumers through interactive features like likes, comments, and content sharing (Murshed & Ugurlu, 2023). This interaction, known as social media engagement, is crucial in fostering an emotional connection between brands and consumers (Dessart, 2017). Skintific has emerged as one of Indonesia's most prominent skincare and cosmetics brands in recent years. The brand is known for its high-quality products and aggressive social media promotions. Skintific has also collaborated with well-known influencers such as Rachel Vennya, Raline Shah, and Nicholas Saputra (Yogama Wisnu Oktyandito, 2024). The brand's success highlights the power of social media and influences marketing in shaping consumer perceptions.

The popularity of influencers, determined by their number of followers, engagement levels, attractiveness, and credibility, directly impacts customer trust (Chen et al., 2024). Moreover, customer trust in product quality and brand commitment plays a vital role in purchase decisions, especially among Generation Z consumers with unique preferences and a strong focus on sustainability (Phan et al., 2023).



**Figure 1. Skincare Sales Value Diagram**

Given the data in Fig. 1, it is no surprise that Skintific has successfully dominated the beauty and skincare market. According to the Kompas Market Insight Dashboard, which tracks sales performance and market positioning, Skintific achieved sales exceeding IDR 70 billion in the first quarter of 2024. The data also reveals that official Skintific stores generated IDR 64 billion in sales, while non-official stores contributed an additional IDR 64 billion. Kompas.co.id further reports that Skintific outperformed competitors such as MS Glow, The Originote, Daviena Skincare, and Benings Indonesia, which ranked second in the market (Nabila Suci Andini, 2024). The increasing popularity of social media platforms like TikTok, Instagram, and Facebook has played a crucial role in driving consumer engagement with Skintific skincare products. The higher the level of interaction between Skintific and consumers, the greater the likelihood of purchase decisions being influenced. Despite the growing significance of influencer marketing, research on the impact of influencer popularity on purchase decisions remains limited. Therefore, this study examines how influencer popularity affects consumer purchasing decisions, particularly in the skincare industry.

**Table 1. State of the Art Influencer Popularity**

Author	Research Area	Destination	Limit	Key Finding
(Princess & Son, 2024)	Emotional attachment, purchase intentions, social media influencers, and popularity	Examines how social media users develop emotional attachment and purchase intentions for fashion products based on influencer popularity	The study focuses only on social media users aged 17–50 years	Findings indicate that influencer popularity enhances emotional attachment and purchase intentions, with emotional

Author	Research Area	Destination	Limit	Key Finding
				attachment acting as a mediator
(Degrees, 2025)	TikTok, influencer credibility, influencer popularity, Generation Z, fashion consumption, social media marketing	Explores Generation Z's perceptions of TikTok influencer credibility and popularity in influencing fashion product choices	The study is limited to Generation Z respondents.	Results provide insights into how Generation Z evaluates TikTok influencers and their impact on fashion purchasing decisions.

## II. Literature Review and Hypothesis Development

### 2.1. Influencer Popularity

Influencer popularity refers to their ability to encourage audience interaction and engagement (Silvia & Putra, 2024). It is commonly measured by the number of followers, level of engagement, and reputation within their audience. Research indicates that popular influencers can generate significant consumer interest and enhance brand visibility, ultimately increasing consumer engagement with the products they endorse (Ladhari et al., 2020). Moreover, influencers with a loyal and actively engaged audience tend to build stronger relationships with their followers, which fosters consumer trust and purchase intent (Tanwar et al., 2022). Influencer popularity is crucial in capturing consumer attention and shaping purchasing decisions in the skincare and cosmetics industry. Word count starts from Introduction, Literature review, Research Method, Results and discussion, Conclusion, Acknowledgment, and Conflict of interest.

### 2.2. Social Media Engagement

Social media engagement refers to the interactions between brands and consumers on social media platforms, including likes, comments, shares, and participation in discussions (Dessart, 2017). This engagement is vital in building emotional connections between brands and consumers, strengthening consumer trust and loyalty (Gani et al., 2023). Research indicates that engaging and interactive content on platforms like Instagram and TikTok can significantly enhance purchase intent, particularly among Generation Z (Alzekri & Mohamed, 2024). Higher consumer engagement allows brands to create more personalized and relevant experiences, positively influencing purchasing decisions (Ansari et al., 2019).

### 2.3. Customer Trust

Customer trust is defined as a consumer's confidence in their expectations of others' actions, typically shaped by past interactions (Phan et al., 2023). This trust is especially critical in e-commerce, where consumers cannot physically examine or test products before purchasing (Hanaysha, 2022). Influencers with high credibility act as intermediaries between brands and consumers, fostering trust through authentic and relatable recommendations (Mabkhot et al., 2022). Research suggests that when consumers trust brands endorsed by influencers, their purchase intentions increase, reducing uncertainty in the buying process (Majeed et al., 2021). Therefore, customer trust is crucial in influencing purchasing decisions, particularly in the skincare and cosmetics industry.

### 2.4. Purchase Decision

A purchase decision refers to the process by which consumers decide whether to buy a product or service after going through several stages, including identifying their needs, searching for information, evaluating alternatives, purchasing, and engaging in post-purchase behavior (Nayma et al., 2023). In the digital era, social media plays a crucial role in shaping purchasing decisions, as consumers frequently rely on reviews and recommendations from influencers before purchasing (Hasan & Sohail, 2021). Research suggests

that brand awareness, customer trust, and social media engagement significantly influence consumer purchasing behavior (Gani et al., 2023). Therefore, purchasing decisions are driven by product attributes, social interactions, and influencer influence, which shape consumer perceptions and buying intentions.

## 2.5. The Relationship between Influencer Popularity and Social Media Engagement

According to Chen et al. (2024), popular influencers can attract a larger audience, increasing the likelihood of audience interaction with the content they create. When influencers share engaging content, their followers are likelier to like, comment, and share, contributing to higher social media engagement. Additionally, reputable influencers are often perceived as authorities within their respective niches, making their followers feel more connected and engaged with their content. Gani et al. (2023) suggest that high social media engagement enhances brand visibility and fosters a sense of community around the brand. When audiences feel involved in a community built by an influencer, they are more likely to participate in discussions and interactions actively, ultimately strengthening brand loyalty. Thus, the relationship between influencer popularity and social media engagement suggests that lovely and credible influences can significantly enhance social media interactions. This creates opportunities for brands to expand their reach and establish stronger consumer relationships. Therefore, marketers should consider influencer popularity as a key factor in their marketing strategies to maximize engagement on social media platforms.

H1: Influencer Popularity has a positive and significant influence on Social Media Engagement.

## 2.6. The Relationship between Influencer Popularity and Customer Trust

According to Mabkhot et al. (2022), an influencer's credibility is often linked to their popularity, as influence perceived as credible can help reduce consumer uncertainty regarding the products they promote. This trust is particularly crucial in industries such as skincare, where consumers seek quality assurance before purchasing. Furthermore, influencer popularity can enhance consumer trust in the brands they represent. Research by Hanaysha (2022) suggests that consumers are more likely to trust the brand when they see a trusted influencer endorsing a product. This creates a mutually beneficial relationship where the influencer strengthens consumer confidence in the product while the brand gains credibility through the influencer's reputation. Thus, the relationship between influencer popularity and customer trust indicates that influencer popularity fosters trust in the promoted products and strengthens the connection between consumers and brands. Marketers should carefully consider the credibility and reputation of influencers in their marketing strategies to build greater consumer trust.

H2: Influencer Popularity has a positive and significant influence on Customer Trust.

## 2.7. The Relationship Between Influencer Popularity and Purchase Decision

Influencer popularity plays a crucial role in shaping consumer purchasing decisions. When popular influencers recommend products, they can generate significant consumer interest and enhance brand visibility, ultimately driving purchase intentions. Research by Ladhari et al. (2020) confirms that influencer popularity positively and significantly impacts purchasing decisions, particularly in the beauty industry. Recommendations from influencers perceived as credible help reduce uncertainty in the purchasing process, thereby increasing consumer confidence and purchase intentions. Additionally, influencers with a large following tend to influence consumer perceptions of a product strongly. According to Nguyen et al. (2024), consumer trust in popular influencers enhances the effectiveness of their recommendations, making consumers more inclined to follow their advice and purchase. When consumers feel connected to an influencer, they are more likely to be influenced by their endorsements. Thus, the relationship between influencer popularity and purchase decisions suggests that influencer popularity increases brand awareness

and fosters emotional attachment and consumer trust. Marketers should strategically leverage influencer popularity in their marketing campaigns to maximize its impact on consumer purchasing behavior.

H3: Influencer Popularity has a positive and significant influence on Purchase Decision.

#### 2.8. The Relationship Between Social Media Engagement and Purchase Decision

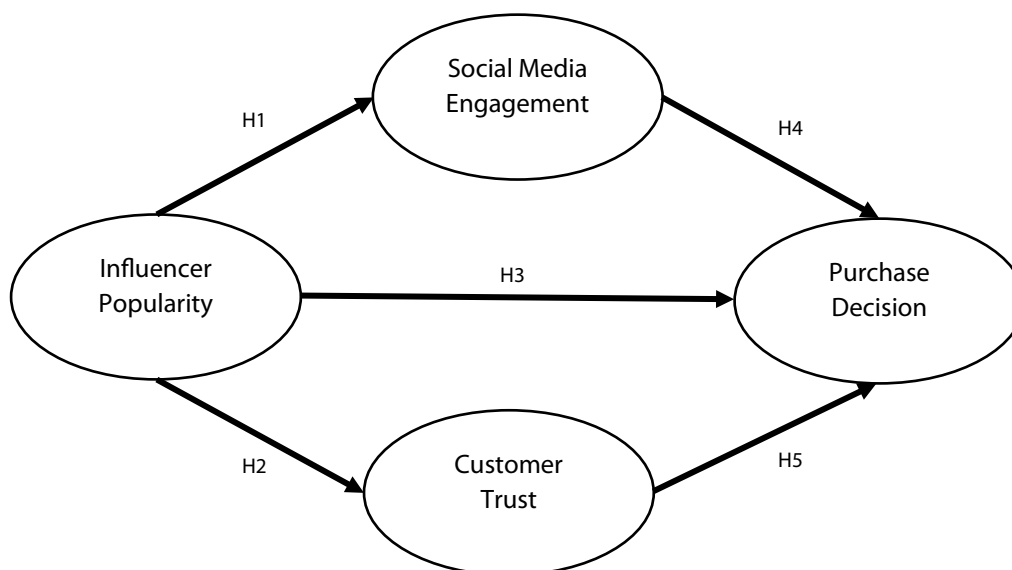
Social media engagement plays a crucial role in influencing consumer purchasing decisions. When consumers actively engage with brand content on social media, they are more likely to develop an emotional connection with the brand. According to Dessart (2017), high social media engagement levels enhance brand awareness and create positive experiences that encourage consumers to purchase. Interactions such as commenting, sharing, and liking content connect consumers with the brand and the broader brand community, which can further strengthen purchase intent. Moreover, positive interactions on social media can enhance consumer trust in a brand. Gani et al. (2023) found that active engagement, such as responding to inquiries or participating in discussions, fosters a sense of authenticity and transparency, key factors in building consumer trust. When consumers perceive a brand as responsive and attentive to their needs, they are more likely to trust it and make purchasing decisions. Thus, the relationship between social media engagement and purchase decisions highlights that higher engagement levels on social media platforms encourage consumers to make purchases. When consumers feel connected to a brand through meaningful interactions, they are more inclined to consider its products. Therefore, marketers should focus on strategies that enhance social media engagement to influence consumer purchasing behavior effectively.

H4: Social Media Engagement positively and significantly influences Customer Trust.

#### 2.9. The Relationship Between Customer Trust and Purchase Decision

Customer trust is a critical factor influencing purchasing decisions. Consumers are more likely to purchase when they highly trust a brand. According to Hanaysha (2022), trust is built through credibility, reliability, and consistency in brand-consumer interactions. In e-commerce, where consumers cannot physically examine or try products before purchasing, trust is essential in reducing uncertainty and perceived risk. Moreover, consumer trust can be reinforced through previous positive experiences and influencer recommendations. Majeed et al. (2021) found that when consumers have positive experiences with a brand, they are more likely to trust it and make repeat purchases. Similarly, recommendations from credible influencers enhance consumer confidence in a product, ultimately influencing their purchasing decisions. Thus, customer trust is a bridge, connecting positive experiences and influencer recommendations with actual purchases. Ultimately, the relationship between customer trust and purchase decisions highlights that building strong consumer trust is key to driving sales. Marketers should foster transparency, deliver positive brand experiences, and leverage influencer endorsements to strengthen consumer confidence. By doing so, customer trust influences immediate purchasing decisions and contributes to long-term brand loyalty.

H5: Customer Trust has a positive and significant influence on Purchase Decision.



**Figure 2. Theoretical Framework**

This theoretical framework examines the relationships between influencer popularity, social media engagement, customer trust, and purchase decisions. Influencer popularity refers to the level of influence and attractiveness an influencer holds on social media, which is measured through factors such as the number of followers, engagement levels, and overall reputation. Popular influencers create more engaging content, increasing user interaction and enhancing social media engagement. Additionally, influencers with a strong reputation can foster customer trust, as consumers are more likely to believe in recommendations from influencers they perceive as credible.

Furthermore, influencer popularity also plays a role in purchase decisions, where endorsements from well-known influencers can shape consumer buying behavior. Social media engagement, which encompasses interactions between brands and consumers on platforms such as Instagram and TikTok, is crucial in building emotional connections that enhance purchase intentions. High engagement creates positive experiences that encourage consumers to proceed with their purchases. Similarly, customer trust is a key determinant of purchase decisions, as a strong sense of trust in a brand reduces uncertainty and increases consumers' willingness to buy. Thus, this theoretical framework demonstrates that influencer popularity enhances social media engagement and customer trust and influences purchase decisions. These interconnected relationships provide a comprehensive understanding of how these variables interact in the marketing of skincare and cosmetic products, forming a strong foundation for further analysis in this study.

### III. Research Method

This study employs a quantitative approach with a survey design to examine the influence of influencer popularity, social media engagement, and customer trust on purchase decisions among skincare consumers, particularly those of the Skintific brand. Since the exact population size for this study is unknown, the sample size was determined using the Rao Purba formula (Sujarweni, 2015), as follows:

$$n = \frac{z^2}{4(Moe)^2}$$

Description:

n = Required sample size

Z = Confidence level (for 95% confidence, Z = 1.96)

MOE = Margin of error (maximum allowable error = 10% or 0.1)

By applying this formula, the sample size is calculated as follows:

$$n = \frac{1,96^2}{(0,1)^2} = 96,04$$

Based on the results above, this study's minimum required sample size was 96 respondents. To collect initial data, a questionnaire survey was distributed via Google Forms. The questionnaire utilized a 1–10 Likert scale, where respondents rated their level of agreement with various statements related to influencer popularity, social media engagement, customer trust, and purchasing decisions. The survey was conducted online to ensure broader participation from respondents who met the study criteria. After eliminating incomplete or invalid responses, 190 valid responses were collected. The gathered data were then analyzed using SmartPLS software to test the formulated hypotheses. Descriptive analysis was employed to outline respondents' demographic characteristics, while multiple regression analysis was used to examine the influence of each independent variable on the dependent variable. Additionally, path analysis was conducted to explore the direct and indirect relationships among influencer popularity, social media engagement, customer trust, and purchase decisions. The results of this analysis are expected to provide valuable insights into the impact of each variable on purchasing decisions, as well as how these factors interact in the context of Skintific's product marketing. These findings aim to assist marketers in designing more effective strategies to enhance sales through social media platforms.

**Table 2. Interpretation Variables in Research Methods**

Variables	Code	Indicator	Reference Source
Influencer Popularity	IP1	Influencers promoting Skintific have a large number of followers on social media.	(Chen et al., 2024b)
	IP2	Influencers promoting Skintific are engaging and entertaining individuals.	
	IP3	Every video uploaded by Skintific influencers receives a high number of likes.	
	IP4	Skintific influencers have a strong appeal and significantly influence my purchasing decisions.	
	IP5	I perceive Skintific influencers as role models and ideal figures for others.	
Social Media Engagement	SME1	Customers frequently think about Skintific and its community on social media.	(Dessart, 2017a)
	SME2	Customers often become deeply engaged when interacting with Skintific on social media and lose track of their surroundings.	
	SME3	I feel excited about the content shared by Skintific on social media.	
	SME4	I am interested in everything Skintific publishes on social media.	
	SME5	I feel happy when engaging with Skintific's content on social media.	
Customer Trust	CT1	I believe that Skintific skincare can be trusted to provide quality products.	(Phan et al., 2023)
	CT2	I believe Skintific skincare provides authentic and reliable product information.	
	CT3	I consider Skintific skincare to be a brand that honors its commitments and keeps its promises to customers.	

Variables	Code	Indicator	Reference Source
	CT4	I am confident that Skintific prioritizes customer interests and consistently strives to provide the best service.	
	CT5	Skintific's promotional efforts influence consumers to try products they have never used.	
Purchase Decision	PD1	Consumers are encouraged to repurchase Skintific products after trying them.	(Nayma dkk., 2023)
	PD2	Consumers purchase Skintific products due to their positive experience with the brand's environmentally friendly products.	
	PD3	Consumers are willing to spend more money on environmentally friendly Skintific products.	
	PD4	Consumers perceive Skintific's environmentally friendly products as valuable and expensive.	(Suhaily & Darmoyo, 2019)
	PD5	After learning about their benefits, consumers are willing to buy Skintific's environmentally friendly products.	

## IV. Results and Discussion

### 4.1. Description of Respondent Characteristics

This study initially involved 190 respondents. However, 18 respondents were over 27 years old, meaning they did not belong to the Gen Z category, and 10 had never purchased Skintific skincare products. As a result, only 162 respondents met the study criteria and were included in the data analysis. Based on age distribution, most respondents fell within the 23–27 age range (41.6%). In terms of gender, most participants were women (79.5%).

**Table 3. Description of Respondent Characteristics**

No	Variables	Category	Frequency	Percentage
1	Gender	Male	151	79,5%
		Female	39	20,5%
2	Age	12 – 16 years	27	14,2%
		17 -22 years	66	34,7%
		23 – 27 years	79	41,6%
		>27 years	18	9,5%

### 4.2. Measurement Model Testing (Outer Model)

To analyze the data, this research employs SmartPLS version 4.0. The PLS algorithm model used in the measurement model (outer model) is illustrated in the following figure. This study evaluates the measurement model (outer model) based on three criteria: convergent validity, discriminant validity, and reliability. These criteria are described in detail below.

#### 1. Convergent Validity Test

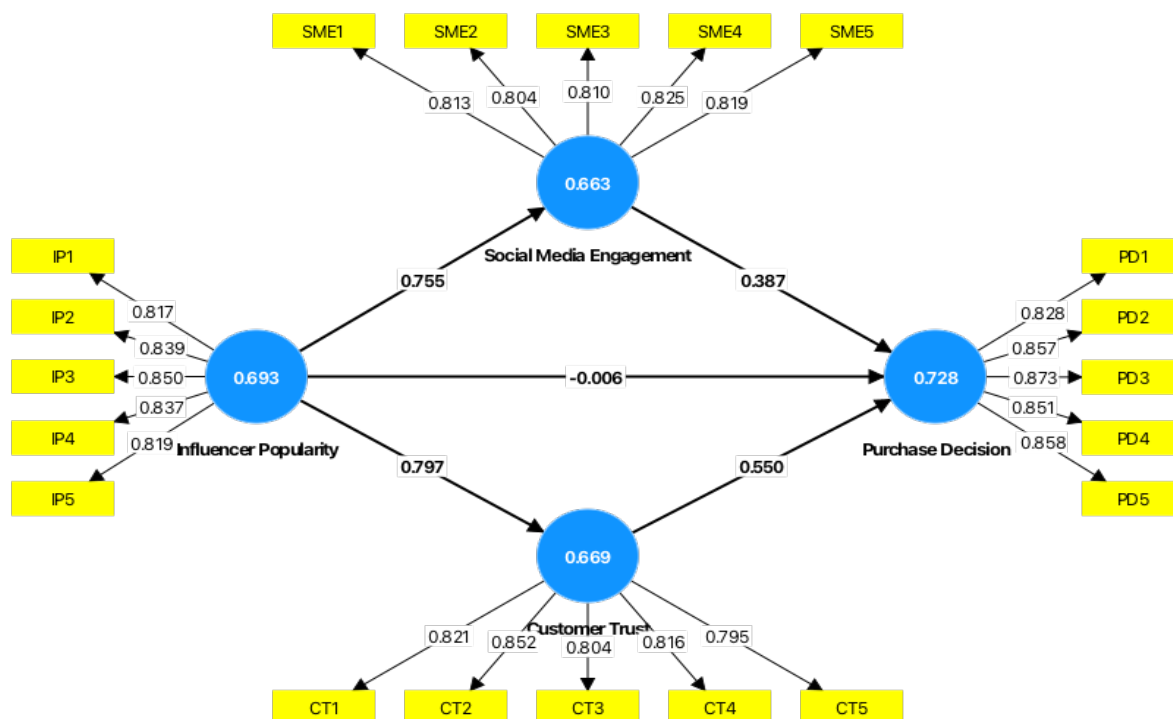
The results of the convergent validity test can be observed through the outer loading values, as presented in the following table 4:

**Table 4. Outer Loading Value**

Construct	Outer Loading Value	AVE	Description
IP1	0,817	0,693	Valid
IP2	0,839		
IP3	0,850		
IP4	0,837		
IP5	0,819		
SME1	0,813	0,663	Valid
SME2	0,804		
SME3	0,810		
SME4	0,825		
SME5	0,819		
CT1	0,821	0,669	Valid
CT2	0,852		
CT3	0,804		
CT4	0,816		
CT5	0,795		
PD1	0,828	0,728	Valid
PD2	0,857		
PD3	0,873		
PD4	0,851		
PD5	0,858		

Source: Processed Primary Data, 2025

The convergent validity test shows that the construct indicators—Influencer Popularity (IP), Social Media Engagement (SME), Customer Trust (CT), and Purchase Decision (PD)—each have outer loading values above 0.7 and Average Variance Extracted (AVE) values greater than 0.5. Therefore, it can be concluded that all constructs (IP, SME, CT, and PD) used in this study meet the criteria for convergent validity and are suitable for further analysis.



**Figure 3. PLS Algorithm Model**

2. Discriminant Validity Test

The Fornell-Larcker Criterion value for each construct must exceed 0.7 to assess discriminant validity.

**Table 5. Fornell-Larcker Criterion Results**

Construct	CT	IP	PD
IP	<b>0,899</b>		
PD	0,971	<b>0,803</b>	
TIME	0,950	0,852	<b>0,941</b>

Source: Processed Primary Data, 2025

Based on the table 5, the Fornell-Larcker Criterion values for the constructs—Customer Trust (CT), Influencer Popularity (IP), Purchase Decision (PD), and Social Media Engagement (SME)—are all greater than 0.7. This indicates that each construct is valid and distinguishable from the others. Therefore, all constructions in this study meet the criteria for discriminant validity, demonstrating that they can be identified separately without significant overlap between them.

3. Reliability Test

Composite Reliability values indicate the consistency of indicators when measuring a construct. A CR value greater than 0.7 suggests the indicators are reliable, although this threshold is not considered an absolute standard. Cronbach's Alpha measures the internal consistency of the indicators for each construct, with values ranging from 0 to 1. A value of 0.7 or higher indicates that the indicators are considered reliable.

**Table 6. Composite Reliability & Cronbach's Alpha Values**

Construct	Composite Reliability	Cronbach's Alpha	Description
IP	0,891	0,889	Reliable
SME	0,874	0,873	
CT	0,879	0,876	
PD	0,907	0,907	

Source: Processed Primary Data, 2025

Based on the results of the Composite Reliability and Cronbach's Alpha tests, it can be concluded that the indicators for the variables—Influencer Popularity (IP), Social Media Engagement (SME), Customer Trust (CT), and Purchase Decision (PD)—all have values greater than 0.7. This indicates that each variable is reliable and consistent in measuring the intended construct and can be used for further analysis.

4. Structural Model Testing (Inner Model)

In Structural Equation Modeling (SEM), the structural model (inner model) illustrates the causal relationships between latent variables, which cannot be measured directly, using observable indicators. This model analyzes the relationships between variables through path coefficients, which represent the strength of those relationships, along with significance testing using T-statistics and P-values. In addition, metrics such as R-squared ( $R^2$ ) determine how much variance in the dependent variable is explained by the model, while Q-squared ( $Q^2$ ) evaluates the model's predictive relevance. (Hair et al., 2017).

5. R-Square

The R-squared value indicates the extent to which the independent variables in the model can explain the dependent variable. A lower R-squared value suggests that the model has weak explanatory power.

**Table 7. R-Square**

Variable	R-Square	R-Square Adjusted
Customer Trust	0,635	0,633
Purchase Decision	0,798	0,794
Social Media Engagement	0,570	0,567

Source: Processed Primary Data, 2025

Based on the R-squared values presented in table 7, it can be concluded that the relationships between the variables exhibit varying levels of influence. The Customer Trust variable, with an R-Square value of 0.635, indicates moderate explanatory power. The Purchase Decision variable shows a strong relationship, with an R-Square value of 0.798, while Social Media Engagement demonstrates a moderate relationship, with an R-Square value of 0.570. Overall, the model reflects a reasonably good level of influence among the variables tested.

## 6. Mediation Test

In the context of mediation analysis, there are three possible outcomes:

- No Mediation occurs when the relationship between independent and dependent variables is positive, but the mediating variable shows an adverse effect.
- Full Mediation is indicated when the direct relationship between the independent and dependent variables is negative, while the mediating variable has a positive effect.
- Partial Mediation occurs when the relationship between the independent and dependent variables and the mediating variable is positive.

To interpret the mediation test results using the bootstrapping method in SmartPLS 4.0, a P-value less than 0.05 indicates a significant positive influence. In contrast, a P-value greater than 0.05 indicates a non-significant or negative influence.

**Table 8. Path Coefficient**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Customer Trust -> Purchase Decision	0,550	0,548	0,089	6,191	0,000
Influencer Popularity -> Customer Trust	0,797	0,787	0,068	11,670	0,000
Influencer Popularity -> Purchase Decision	-0,006	0,015	0,126	0,047	0,962
Influencer Popularity -> Social Media Engagement	0,755	0,754	0,080	9,428	0,000
Social Media Engagement -> Purchase Decision	0,387	0,361	0,117	3,299	0,001

Source: Processed Primary Data, 2025

**Table 9. Specific Indirect Effect**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Influencer Popularity -> Customer Trust -> Purchase Decision	0,438	0,432	0,082	5,331	0,000

Influencer Popularity -> Social Media Engagement -> Purchase Decision	0,292	0,266	0,076	3,826	0,000
---	-------	-------	-------	-------	-------

Source: Processed Primary Data, 2025

Based on the analysis results presented in Tables 8 and 9, it was found that Customer Trust has a positive and significant influence on Purchase Decision, with a path coefficient of 0.550 and a P-value of 0.000. This indicates that the higher customers trust a product or brand, the more likely they are to purchase. Influencer Popularity also has a positive and significant effect on Customer Trust, with a coefficient of 0.797 and a P-value of 0.000, suggesting that the more popular an influencer is, the higher the trust customers place in the promoted product. However, the direct influence of Influencer Popularity on Purchase Decision is negative (-0.006) and not significant (P-value = 0.962 > 0.05). This suggests that influencer popularity alone is insufficient to drive purchase decisions without the presence of other mediating factors.

On the other hand, Influencer Popularity has a positive and significant effect on Social Media Engagement, with a coefficient of 0.755 and a P-value of 0.000, indicating that the more popular the influencer, the higher the engagement generated on social media platforms. In turn, Social Media Engagement also shows a positive and significant effect on Purchase Decision, with a coefficient of 0.387 and a P-value of 0.000, meaning that higher customer interaction on social media increases the likelihood of purchasing. Furthermore, the indirect effects analysis results reveal that the Influencer Popularity → Customer Trust → Purchase Decision pathway has a significant indirect effect with a coefficient of 0.438 and a P-value of 0.000. Similarly, the Influencer Popularity → Social Media Engagement → Purchase Decision pathway is also significant, with a coefficient of 0.292 and a P-value of 0.000. These findings show that influencers can impact purchasing decisions indirectly through increased Customer Trust and Social Media Engagement. In conclusion, Influencer Popularity does not directly affect Purchase Decisions but influences them indirectly through the mediating variables of Customer Trust and Social Media Engagement. Therefore, marketing strategies involving influencers should focus on the influencer's popularity and aim to build customer trust and enhance social media interactions to drive purchasing decisions effectively.

## 7. Hypothesis Testing

Hypothesis testing presents the T-statistics and P-values to determine the significance of each relationship. A hypothesis is considered accepted if the P-value is less than 0.05. The path coefficients used in this analysis are obtained through the bootstrapping technique using SmartPLS version 4.0.

**Table 10. Hypothesis Testing Results**

Variable	Analysis
Influencer Popularity -> Social Media Engagement	Coefficient = 0.755
	P Value = 0,000
	T-Statistics = 9,428
	T-Table = 1.654
	T-Statistics > T-Table
Influencer Popularity -> Customer Trust	Coefficien = 0.797
	P Value = 0,000
	T-Statistics = 11,670
	T-Table = 1.654
Influencer Popularity -> Purchase Decision	T-Statistics > T-Table
	Coefficien = -0.006
	P Value = 0,962
	T-Statistics = 0,047
	T-Table = 1.654
Social Media Engagement -> Purchase Decision	T-Statistics < T-Table
	Coefficient = 0.387

	P Value = 0,001
	T-Statistics = 3,299
	T-Table = 1.654
	T-Statistics > T-Table
Customer Trust -> Purchase Decision	Coefficien = 0.550
	P Value = 0,000
	T-Statistics = 6,191
	T-Table = 1.654
	T-Statistics > T-Table
	T-Statistics < T-Table

Source: Processed Primary Data, 2025

- a) Hypothesis 1: The Impact of Influencer Popularity on Social Media Engagement  
The coefficient value is 0.755, with a t-statistic of 9.428 (greater than the t-table value of 1.654) and a p-value of 0.000 (less than 0.05). Therefore, Ha1 is accepted. This indicates that Influencer Popularity positively and significantly affects Social Media Engagement among Gen Z users of Skintific skincare products in Jepara Regency.
- b) Hypothesis 2: The Impact of Influencer Popularity on Customer Trust  
The coefficient value is 0.797, with a t-statistic of 11.670 (greater than the t-table value of 1.654) and a p-value of 0.000 (less than 0.05). Thus, Ha2 is accepted. This suggests Influencer Popularity positively and significantly affects Customer Trust among Gen Z Skintific skincare users in Jepara Regency.
- c) Hypothesis 3: The Impact of Influencer Popularity on Purchase Decision  
The coefficient value is -0.006, with a t-statistic of 0.047 (less than the t-table value of 1.654) and a p-value of 0.962 (greater than 0.05). Therefore, Ha3 is rejected. This implies that Influencer Popularity has a negative and insignificant effect on Purchase Decision among Gen Z users of Skintific in Jepara Regency.
- d) Hypothesis 4: The Impact of Social Media Engagement on Purchase Decision  
The coefficient value is 0.387, with a t-statistic of 6.191 (greater than the t-table value of 1.654) and a p-value of 0.001 (less than 0.05). Thus, Ha4 is accepted. This indicates that Social Media Engagement positively and significantly affects Purchase decisions among Gen Z users of Skintific in Jepara Regency.
- e) Hypothesis 5: The Impact of Customer Trust on Purchase Decision  
The coefficient value is 0.550, with a t-statistic of 6.191 (greater than the t-table value of 1.654) and a p-value of 0.000 (less than 0.05). Therefore, Ha5 is accepted. This confirms that Customer Trust positively and significantly affects Purchase Decision among Gen Z users of Skintific in Jepara Regency.

## V. Conclusion

Based on the research findings, the validity and reliability tests confirm that the variables—Influencer Popularity, Social Media Engagement, Customer Trust, and Purchase Decision—are all valid and reliable, as their values exceed the threshold of 0.7. The R-squared values are above 0.67, indicating the model has strong predictive power. The mediation test results partially mediate the relationship between Influencer Popularity and Purchase Decision through Social Media Engagement and Customer Trust. Hypothesis testing reveals that Customer Trust positively and significantly influences Purchase Decision. In addition, Influencer Popularity significantly affects both Customer Trust and Social Media Engagement positively. Social Media Engagement also has a positive and significant effect on Purchase Decision. However, Influencer Popularity does not directly influence Purchase Decision, as this relationship is negative and statistically insignificant. These findings offer valuable insights for Skintific and other skincare brands seeking to enhance their marketing strategies. To build Customer Trust, companies should strengthen their brand image through transparent communication, authentic customer reviews, and collaborations with credible influencers who resonate with the target audience. At the same time, Social Media Engagement can be increased by launching interactive campaigns, sharing educational and informative content, and providing timely responses to customer inquiries and feedback.

By implementing these strategies, Skintific can effectively leverage Influencer Popularity to boost Customer Trust and enhance Social Media Engagement, ultimately encouraging stronger Purchase Decisions. For future research, it is recommended to explore which social media platforms are most effective in boosting customer engagement or to analyze the long-term impact of influencer popularity on customer loyalty. Further studies could also investigate psychological factors such as Fear of Missing Out (FOMO) and brand authenticity about purchasing behavior. Moreover, examining consumer segmentation based on influencer preferences and using artificial intelligence (AI) in influencer marketing could provide fresh insights for optimizing digital marketing strategies in the skincare industry.

## References

- Alzekri, M. Z., & Mohamed, N. (2024). Analyzing the Impact of Instagram and TikTok Influencers on Gen Z Consumer Purchasing Behavior in Sweden within the Korean skincare sector.
- Ansari, S., Ansari, G., Ghorri, M. U., & Kazi, A. G. (2019). Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision. *Journal of Public Value and Administrative Insight*, 2(2), 5–10. <https://doi.org/10.31580/jpvai.v2i2.896>
- Chen, Y., Qin, Z., Yan, Y., & Huang, Y. (2024). The Power of Influencers: How Does Influencer Marketing Shape Consumers' Purchase Intentions? *Sustainability (Switzerland)*, 16(13). <https://doi.org/10.3390/su16135471>
- Dessart, L. (2017). Social media engagement: a model of antecedents and relational outcomes. *Journal of Marketing Management*, 33(5–6), 375–399. <https://doi.org/10.1080/0267257X.2017.1302975>
- Gani, M. O., Roy, H., Rahman, M. S., Faroque, A. R., Gupta, V., & Prova, H. T. (2023). Effect of social media influence on consumers' purchase intention of organic beauty products: the role of customers' engagement and generativity. *International Journal of Spa and Wellness*, 6(1), 54–77. <https://doi.org/10.1080/24721735.2022.2096292>
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumers' purchase decisions in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2). <https://doi.org/10.1016/j.jjime.2022.100102>
- Hasan, M., & Sohail, M. S. (2021). The Influence of Social Media Marketing on Consumers' Purchase Decision: Investigating the Effects of Local and Nonlocal Brands. In *Journal of International Consumer Marketing* (Vol. 33, Issue 3).
- Khoiril Anam. (2024, August 27). Perusahaan Kosmetik Tembus 1.000 dalam 3 Tahun! Survive Semua? CNBC Indonesia. <https://www.cnbcindonesia.com/news/20240827174956-4-566852/perusahaan-kosmetik-tembus-1000-dalam-3-tahun-survive-semua>
- Ladhari, R., Massa, E., & Skandrani, H. (2020). YouTube vloggers' popularity and influence: The roles of homophily, emotional attachment, and expertise. *Journal of Retailing and Consumer Services*, 54. <https://doi.org/10.1016/j.jretconser.2019.102027>
- Mabkhot, H., Isa, N. M., & Mabkhot, A. (2022). The Influence of the Credibility of Social Media Influencers SMIs on the Consumers' Purchase Intentions: Evidence from Saudi Arabia. *Sustainability (Switzerland)*, 14(19). <https://doi.org/10.3390/su141912323>
- Majeed, M., Owusu-Ansah, M., & Ashmond, A. A. (2021). The influence of social media on purchase intention: The mediating role of brand equity. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1944008>
- Nabila Suci Andini. (2024). Kompas Market Insight Dashboard: Skintific Menempati Posisi Pertama Penjualan Paket Kecantikan di Q1 2024 dengan Nilai Penjualan Lebih dari Rp 70 Miliar! Kompas.Co.Id. <https://kompas.co.id/article/market-insight-paket-kecantikan-skintific/>
- Nayma, J., Ratul, S. S., & Rahman, S. B. (2023). Understanding the effects of SMS marketing on consumers' attitude and purchase decision: An Empirical study on Bangladesh. *International Journal of Financial, Accounting, and Management*, 5(2), 215–233. <https://doi.org/10.35912/ijfam.v5i2.1445>
- Nguyen, N. T. T., Vo, V. T. T., & Nguyen, A. T. (2024). Effects of TikTok Influencers on the Purchase Intention of Gen-Z: Cosmetic Industry. *Journal of Economics and Management Sciences*, 7(1), p. 1. <https://doi.org/10.30560/jems.v7n1p1>
- Phan, T.-T., Cong, ;, Dang, T.-Q. ;, Nguyen, L.-T., Dao, T., Hien, E., Phan, T.-T. C., & Dang, T.-Q. (n.d.). Consumer trust in social network sites in Vietnam: PLS-SEM-ANN analysis Standard-Nutzungsbedingungen: Consumer Trust In Social Network Sites In Vietnam: PLS-Sem-Ann Analysis. Finance Publishing House. <https://hdl.handle.net/10419/278766>
- Samiono, B. E., & Hanifati, U. M. (2021). Purchase Decision pada E-commerce Tiket Travel dan Reservasi Hotel di Indonesia. *Jurnal Al Azhar Indonesia Seri Ilmu Sosial*, 2(2), 79. <https://doi.org/10.36722/jaiss.v2i2.548>

Silvia, G., & Putra, H. B. (2024). Pengaruh Popularitas Influencer terhadap Niat Pembelian Scarlett Whitening Melalui Sikap Influencer. *J-MAS (Jurnal Manajemen Dan Sains)*, 9(1), 586. <https://doi.org/10.33087/jmas.v9i1.1718>

Sujarweni, W. (2015). *SPSS Untuk Penelitian (Vol. 1)*. Alfabeta.

Tanwar, A. S., Chaudhry, H., & Srivastava, M. K. (2022). Trends in Influencer Marketing: A Review and Bibliometric Analysis. *Journal of Interactive Advertising*, 22(1), 1–27. <https://doi.org/10.1080/15252019.2021.2007822>

Yogama Wisnu Oktyandito. (2024, September 2). Siapa Pemilik Skintific? Ini Asal Usul Perusahaannya. *IDNTimes*. <https://www.idntimes.com/business/economy/yogama-wisnu-oktyandito/siapa-pemilik-skintific?page=all>