

# THE ANALYSIS OF SOCIAL MEDIA INFLUENCER TASYA FARASYA'S CREDIBILITY ON PURCHASE INTENTION FOR SKINCARE PRODUCTS WITH BRAND IMAGE AS A MEDIATING VARIABLE

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## Abstract

This research explores the influence of social media influencer credibility, focusing on Tasya Farasya, on purchase intention toward skincare products, with brand image as a mediating variable. The study was conducted among female TikTok users in Sukabumi, aged 13 to 45, who had never used but were aware of the skincare brand Glad2Glow (G2G). Using a quantitative approach and associative method, 150 respondents were selected through purposive sampling. Data was collected via an online questionnaire and analyzed using the Partial Least Squares - Structural Equation Modeling (PLS-SEM) method. The study found that influencer credibility, consisting of expertise, trustworthiness, and attractiveness, has a significant and positive effect on brand image and purchase intention. Moreover, brand image was proven to significantly mediate the relationship between influencer credibility and purchase intention. This indicates that a credible influencer not only directly influences consumer buying interest but also enhances the perceived image of the brand, which further motivates purchasing decisions. The research highlights the vital role of credible influencers in digital marketing strategies. When influencers are perceived as knowledgeable, trustworthy, and appealing, they can build a strong brand image that positively influences consumer behavior. These findings are relevant for marketers and businesses in optimizing influencer marketing campaigns, especially in the beauty and skincare industry where consumer trust and brand perception play critical roles in purchasing decisions. Overall, the study contributes both theoretically and practically by offering insights into the mechanisms through which influencer credibility influences consumer intention through brand image formation.

**Keywords:** influencer credibility, brand image, purchase intention.

## INTRODUCTION

The phenomenon of shopping through social media is now increasingly widespread. Social media is now the main media for most people as expressed by Ariani et al. (2022). Databoks noted that 63.8% of the world's population is recorded as actively using social media while social media users in Indonesia reached 49.9% of the population. Social media

is now not only a communication medium but also an effective means of marketing businesses in the form of services or products. The large number of social media internet users both in Indonesia and in the world is an opportunity to find potential buyers by increasing purchasing interest through the available platforms. Susanti et al. (2023) and Mashudi et al. (2023) show that the use of social media can expand the reach of consumers, and strengthen the emotional relationship between brands and consumers, so it is not surprising that many companies use social media as a promotional medium as is currently widespread.

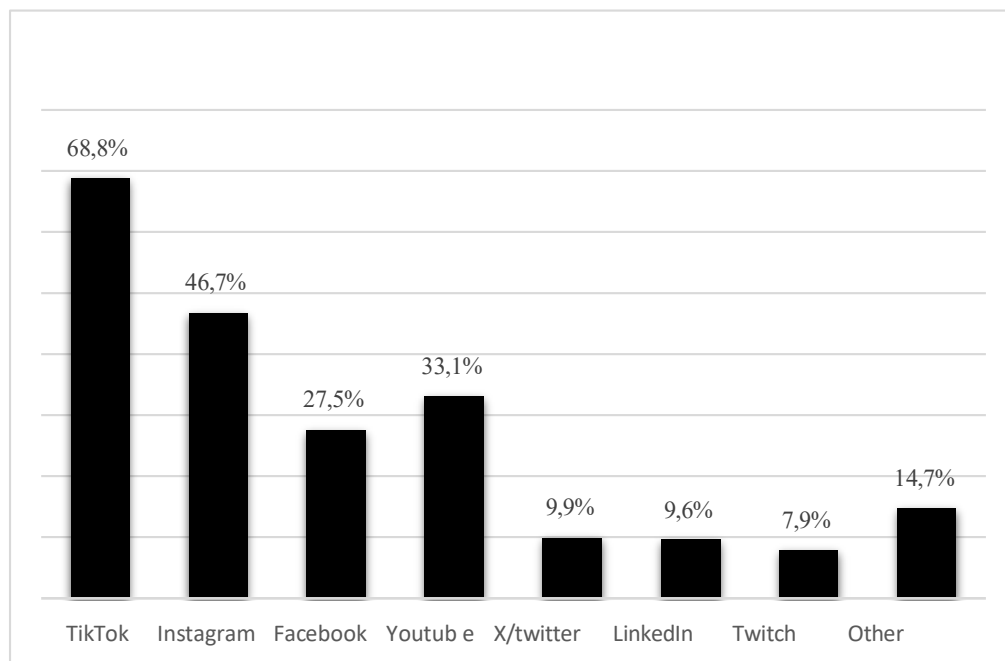
Purchase interest in marketing is an indicator of the success of a marketing strategy that reflects the extent to which consumers are interested in buying a product after receiving a stimulus, which ultimately results in the desire to own the product ( Mayasari & Patmawati, 2019) . Consumer purchase interest is often influenced by many things such as product and service quality, affordable prices, and Brand Image (Agustin & Amron, 2022) . These factors can encourage consumer purchase interest but can also cause a purchase to be canceled if the quality of the product or service does not meet expectations, or if the price is considered too high for the value provided.

One of the important factors in influencing consumer decisions on purchasing interest is Brand Image. As stated by Azhar & Kusniawati (2022) a positive Brand Image can increase consumer trust in the products offered. In this case, consumers buy products not only based on the information received, but also based on their views on the quality and reputation of the brand. Therefore, good Brand Image management is the key to increasing purchasing interest. Brand Image has a major influence on purchasing interest (Salhab et al., 2023 , Wiedmann & Mettenheim, 2020; Armawan et al., 2023 ; Savitri et al., 2022; Indriana et al., 2022) . This is the background for researchers to use Brand Image as a mediator between *influencer credibility* and purchasing interest.

Currently, Social Media Influencers (SMI) are a rapidly growing marketing industry. According to statistics, the value of influencer marketing will reach \$24 billion by the end of this year, a significant increase from \$21 billion in 2023 (Santora, 2024) . Lengkawati & Saputra (2021) SMI is a marketing strategy that involves celebrities, artists, bloggers, YouTubers, public figures, and others who are considered important and influential to consumers. SMI is also one of the strategies that are now widely used by companies to influence consumer purchasing interest. SMI conveys their views on products and brands through social media, when supported by the brand or sincerely conveys their personal

opinions (Stubb et al., 2019). SMI is the main key to improving the image of a company or brand (Agustina & Sari, 2021) Research by Apriliani et al. (2024) ; Agustina & Sari (2021); Arwachyntia & Sijabat (2022); Khan et al. (2023); Fink et al. (2020) showed that influencers have a positive effect on Brand Image. Influencers must be honest in promoting a product, neither exaggerating nor reducing because it will be detrimental. Therefore, SMI must be a person with high credibility. According to Hanin et al. (2024) Influencers who have high credibility can influence consumer purchasing interest.

The most popular application today, especially for *influencer marketing*, is TikTok, supported by data from *influencermarketinghub.com* which shows that TikTok has surpassed Instagram, which was previously in the top position.

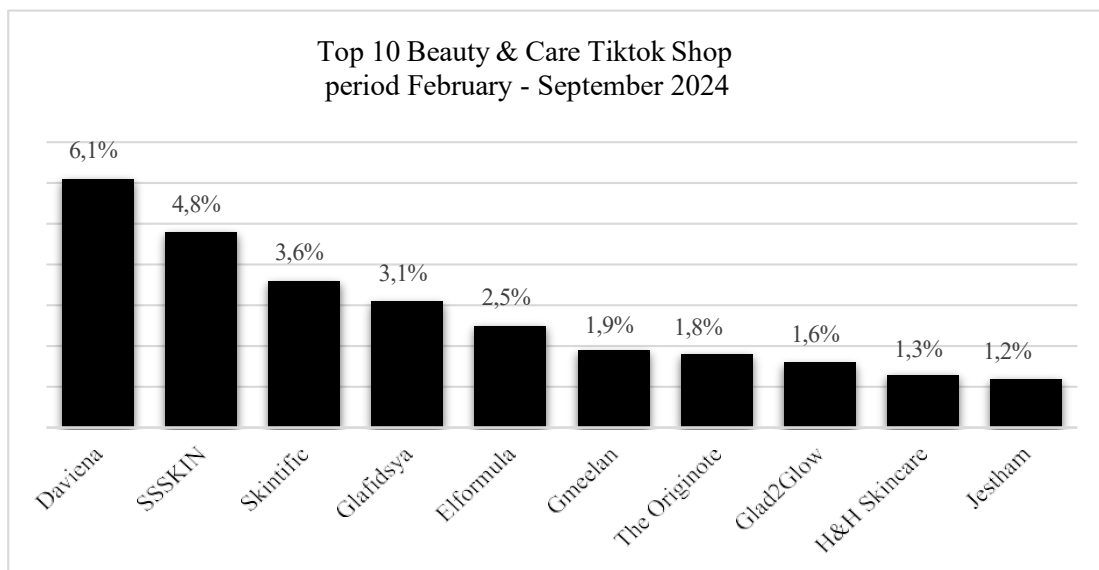


**Figure 1.** Media that is widely used by influencers

Source: *influencermarketinghub.com*

TikTok was originally just an entertainment application that innovated into an effective promotional media. Dewa & Safitri, (2021) revealed why TikTok is an effective promotional media, including because of the large number of users, easy to use, popular among millennials, often used by celebrities, and has a TikTok Ads feature that can optimize content distribution. In addition, TikTok also offers the Tiktokshop feature, an innovative e-commerce service that allows users to make purchases through the application (Yurindera, 2023). According to Shahnaz, (2022) TikTok Shop is now the number one *e-commerce* most often used for online shopping.

One of *the influencers* who is often used as a source of beauty references is Tasya Farasya. SMI with 4 million followers on TikTok is called a credible *influencer* because she is very selective in accepting and reviewing products. It is said that she always tries and researches the background of the product first before recommending it to others (Rini, 2024). Skincare beauty products are currently in tight competition. According to statistics in liputan6.com, the skincare beauty product market has grown by an average of 11.9% from 2020-2023. Here are the Top 10 categories of care & beauty with the highest market share on TikTok.



**Figure 2.** Top 10 best-selling skincare products  
Source: Kompas.co.id, 2024

Glad2Glow (G2G) is one of the skincare products that uses the SMI strategy as evidenced by the many reviews of its products on TikTok. Although the use of SMI appears to have a positive impact on sales. However, sales of several brands including G2G still seem to lag behind competitors. This indicates low interest in purchasing the product. Therefore, this study focuses on these phenomena and problems, to evaluate the effectiveness of Social Media *Influencers* (SMI) in influencing consumers to buy products or simply increase the amount of content without a significant impact on sales.

## RESEARCH METHODS

This study uses a marketing management approach. The objects of this study include, independent variables, namely *Social Media Influencer Credibility* (X), mediating variables, namely Brand Image (M), and dependent variables, namely purchase interest (Y). Researchers will

conduct research on women in the city of Sukabumi as consumers.

This study uses a quantitative method with an associative approach to investigate the effect of social media *influencer* credibility on consumer purchasing interest. This approach aims to obtain numerical data that describes the relationship between variables, in accordance with the theory (Sahir, 2022) which states that quantitative methods are used to test the relationship between variables using statistical tools for data processing.

Population is the entirety of individuals whose characteristics will be studied, either in the form of objects or people (Sahir, 2022). TikTok users are dominated by those aged 13-45 years (Santika, 2023). So the population used in this study is female TikTok users aged 13-45 years in Sukabumi City, whose number is not known for certain. And the population of women in Sukabumi City aged 13-45 years is 86,800 thousand people (BPS, 2023).

A sample is a portion of the number and characteristics possessed by a population (Sahir, 2022). In this study, the sample used was non-probability sampling with a purposive sampling technique. Purposive sampling is a way to obtain samples by selecting samples among the population according to the author's wishes (Sahir, 2022). This sample allows researchers to select respondents who are relevant to the research topic, namely with the following criteria:

- A. Female TikTok users in Sukabumi City aged 13 – 45 years
- B. Have never used Glad2Glow (G2G) products but know or have heard information about G2G products.

The determination of the number of samples is based on the rules in SEM-PLS which suggest 5 to 10 respondents multiplied by the indicators (Haryono, 2016). So the recommended sample size is:

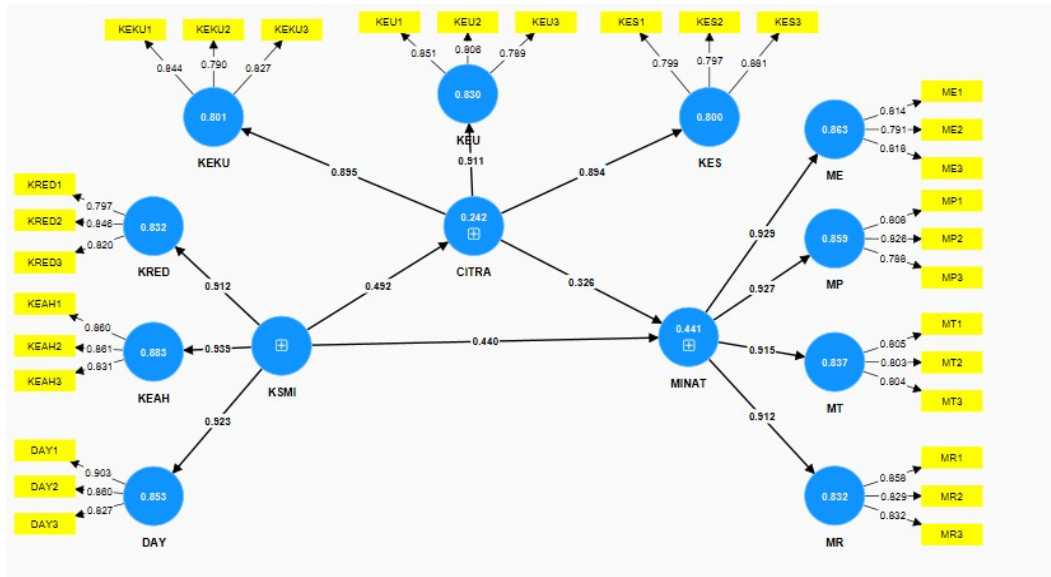
$$30 \text{ indikator} \times 5 \text{ responden} = 150$$

So the number of samples obtained to facilitate this research is 150 respondents.

## RESULTS AND DISCUSSION

To test the Outer Model, there are several assessment criteria, including convergent validity and discriminant validity. This study measures exogenous variables, namely Social Media Influencer Credibility (X) which is measured by 3 dimensions, namely easy credibility, expertise and attractiveness with 9 indicators in this exogenous variable. While the endogenous variable in this study is Brand Image (M) which is measured by 3 dimensions,

namely strength, uniqueness and liking with 9 indicators that have been determined by the researcher. The purchase interest variable (Y) is measured by 4 dimensions, namely Exploratory interest, Preferential interest, Transactional interest and Referential interest with 12 indicators that have been determined by the researcher. The results of the outer model in this study can be shown in the following figure:



**Figure 3.** Path Diagram of the Model.

Source: processed by researchers, 2025

R square is the coefficient of determination in endogenous constructs with the R2 criteria of three divisions: R2 value<sup>0.67</sup> as substantial; 0.33 moderate & 0.19 weak (Rahadi, 2023).

**Table 1.** R Square

Variables	R Square	Information
<b>Brand image</b>	0.247	Weak
<b>Purchase interest</b>	0.455	Currently

Source: Data processed by researchers, 2025 (using SmartPLS 4.0.9.9)

Based on the table, it can be seen that the model is able to explain 24.5% of the variation in Brand Image indicating a weak category. And is able to explain 45.5% of the variation in purchase interest indicating a moderate category. There are other factors outside this model that may contribute to Brand Image and purchase interest.

The conclusion of all the influence values is combined in one matrix, making it easier for researchers to analyze the influence between latent variables. The following is a summary of the influence between variables in this study.

**Table 2.** Summary Matrix

	T- Statistics	P- Value	Direct influence	Indirect influence	Total influence
SMI credibility (X) → Brand image (M)	4,584	0.000	0.497	0.000	0.492
Brand image (M) → purchase interest (Y)	4.152	0.000	0.324	0.000	0.326
SMI credibility (X) → buying interest (Y)	6.018	0.000	0.451	0.000	0.600
SMI Credibility (X) → Brand Image (M) → Purchase Interest (Y)	2,853	0.004	0.000	0.161	0.160

Source: Data processed by researchers, 2025 (using SmartPLS 4.0.9.9)

Social Media Influencer Credibility, Brand Image and buying interest is significant, it can be seen with the p-value where the results obtained are as follows:

a. Hypothesis 1

The results of the influence of *the social media influencer variable* on brand image are 0.451 with a t-statistic of  $6.018 > 1.96$  and a p-value of  $0.000 < 0.5$ , so statistically  $ho_1$  is rejected and  $ha_1$  is accepted. So it can be concluded that the *social media influencer variable* has a positive and significant influence on brand image.

b. Hypothesis 2

The results of the influence of *the social media influencer credibility variable* on purchase interest are 0.497 with a t-statistic of  $4.584 > 1.96$  and a p-value of  $0.000 < 0.5$ , so statistically  $ho_2$  is rejected and  $ha_2$  is accepted. So it can be concluded that the *social media influencer credibility variable* has a positive and significant influence on brand image.

c. Hypothesis 3

Based on the test, the brand awareness of the decision to use is 0.161 with a t-statistic value of  $2.895 > 1.96$  & a p-value of  $0.004 < 0.5$ , so statistically  $ho_3$  is rejected and  $ha_3$  is accepted. So it can be concluded that Brand Image is proven to mediate the relationship between the credibility of *social media influencers* & purchase interest.

## DISCUSSION

This means that the higher the consumer perception of the credibility of the influencer Tasya Farasya, the better the brand image formed in the minds of consumers towards Glad2Glow beauty skincare products. In this case, it was found that when an

influencer has a high level of expertise, it can increase the uniqueness of the brand image. This happens because consumers consider that the promoted product is truly mastered by the influencer, so it looks more authentic and has a different value from other products.

Meanwhile, the influencer's appeal also plays an important role in shaping the brand image. Influencers who have high appeal are able to attract attention and create a positive impression for consumers. Thus, good appeal can strengthen the strength of the brand because it makes the promoted product more easily recognized and remembered by consumers. The third dimension is trust (credibility). When consumers feel that the influencer is honest and consistent, the level of trust increases. This trust will create a sense of comfort and security in consumers, thereby increasing brand preference. In other words, when trust in influencers is fulfilled, consumers will be more likely to like and consider the products offered.

Therefore, if Glad2Glow wants to improve its brand image, the company needs to choose influencers with a high level of credibility. This credibility is determined by three main dimensions. The first dimension is expertise, which includes the influencer's knowledge of the product, the ability to build emotional connections with the audience, and the ability to provide convincing recommendations. The second dimension is attractiveness, which includes the influencer's physical appearance, interesting speaking style, and prominent and pleasant personality. Meanwhile, the third dimension is trust, which is determined by the level of audience trust in the influencer, consistency in displaying content, and the authenticity of the content created. By paying attention to these three dimensions, the company can build a stronger brand image in the minds of consumers and indirectly increase purchasing interest in Glad2Glow products.

This is in line with research conducted by Agustina & Sari (2021), which is supported by research conducted by Apriliani et al. (2024); Arwachyntia & Sijabat (2022); Khan et al. (2023); Fink et al. (2020) stated that influencer credibility has a significant influence in forming a positive brand image. Therefore, the second hypothesis (H2), namely influencer credibility has a positive effect on brand image, is accepted.

The results of the analysis using SmartPLS version 4.0.9.9 show that the credibility of social media influencers has a positive and significant influence on purchase interest. with a path coefficient value of 0.451 with a T statistic of  $6.018 > 1.96$  and a P-value of 0.000,  $< 0.05$  indicating a significant influence. With these results, H1 is declared accepted.

Influencer credibility consisting of expertise, trustworthiness, and attractiveness has



been shown to play an important role in shaping consumer decisions to purchase products. Influencers who are considered experts will find it easier to convince consumers because the information conveyed feels more valid and trustworthy. In this case, expertise can increase exploratory interest, where consumers are encouraged to find out more about the recommended product. Furthermore, the attractiveness of influencers in terms of appearance, communication style, and personality can increase preferentiality, where consumers tend to prefer and prioritize the promoted product over other products. Meanwhile, high trust in influencers can encourage transactional interest, namely the consumer's desire to make a direct purchase because they believe in the information.

Influencer credibility also influences referential interest, although not as strongly as the influence on explorative, preferential, and transactional interest. That is, when consumers see influencers as trustworthy, they still have a tendency to share their experiences or recommend products to others.

The results of this study indicate that the higher the consumer's view of the credibility of influencer Tasya Farasya, the higher their interest in purchasing the Glad2Glow beauty skincare products offered. This finding is in line with the research of Pratiwi et al. (2023) supported by research from Saima & Khan (2020); Ao et al. (2023); Agustin & Amron (2022); Irpansyah et al. (2019) which states that influencer credibility has a significant effect on purchasing interest. This means that when consumers see influencers as credible figures, they will be more receptive to the messages conveyed.

Based on the results of data processing using SmartPLS version 4.0.9.9, it is known that brand image is proven to mediate the relationship between influencer credibility and purchase intention. The path coefficient value of influencer credibility to purchase intention through brand image is 0.161, with a T-statistic of 2.895 and P-Values of 0.004. This figure shows that the relationship is statistically significant, because the T-statistic is greater than 1.96 and the P-Values are less than 0.05. However, when compared to the direct effect of credibility on purchase intention which has a T-statistic of 6.018, it can be seen that the direct effect is still stronger than the indirect effect through brand image. However, the acceptance of the third hypothesis (H3) shows that brand image still has an important role as a mediator in strengthening the relationship between influencer credibility and purchase intention. This shows that the higher the consumer's assessment of the credibility of an influencer on social media, the more it strengthens the positive brand image in the minds of consumers. This strong and positive brand image is what then encourages consumers to have an interest in

buying the products offered. Influencer credibility, which includes aspects of expertise, trustworthiness and attractiveness, plays a big role in building consumer perceptions of a product. Influencers who are considered to be understanding, honest and attractive overall are able to give a good impression of the product being promoted, thus forming a positive brand image. A good brand image can increase consumer confidence in the quality and superiority of the product, which ultimately encourages purchase intention.

Thus, although the direct influence of influencer Tasya Farasya's credibility on purchasing interest in Glad2Glow products is greater, the role of brand image as a mediating variable still contributes to the consumer decision-making process. This is important in today's digital marketing, where brand image can be quickly formed through visual experiences and communications delivered by influencers. Companies need to realize that collaboration with credible influencers not only has a direct impact on purchasing interest, but also indirectly forms a positive brand image that can strengthen product competitiveness in the market.

## CONCLUSION

Based on the results of research and discussion regarding *the credibility of social media influencers* on purchasing interest with brand image as a mediating variable, it can be concluded:

1. Influencer credibility has a positive & significant effect on female consumer purchasing interest in TikTok in Sukabumi City. This means that the more credible an influencer is in conveying information, the greater the consumer's drive to buy the promoted product. Trusted influencers can form positive perceptions that influence purchasing decisions.
2. Influencer credibility has a positive and significant effect on brand image. This shows that influencers who have trust, expertise, and appeal are able to build a good brand image in the minds of consumers, so that the brand looks more attractive and trustworthy.
3. Brand image mediates the relationship between influencer credibility and purchase intention. This means that the influence of influencer credibility on purchase intention is not only direct, but also through brand image. Credible influencers can form a good brand image, which then encourages increased consumer purchase intention.

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