



THE ROLE OF INFLUENCERS AND SOURCE CREDIBILITY IN INFLUENCING PURCHASE INTENTION FOR WARDAH PRODUCTS

Muhammad Falhan Juliadi¹

Universitas Swadaya Gunung Jati, Cirebon, Indonesia

muhammad.122020223@ugj.ac.id

Aang Curatman²

Universitas Swadaya Gunung Jati, Cirebon, Indonesia

aang.curatman@ugj.ac.id

Abstract

The beauty industry in Indonesia is experiencing rapid growth, driven by the increasing use of social media and the expanding role of influencers in digital marketing. Wardah, as a leading halal cosmetics brand, leverages influencer marketing strategies to shape consumer purchase intentions. In this study, *influencers* are defined as individuals who have the ability to affect audience attitudes and behaviors through content shared on social media, while *source credibility* refers to the perceived trustworthiness, expertise, and reliability of the information source. This study aims to analyze the influence of influencers and source credibility on the purchase intention of Wardah products in Indonesia. A quantitative approach with an associative method was employed. Data were collected through an online questionnaire distributed to 130 respondents who had been exposed to Wardah promotional content from influencers on social media. The data were analyzed using multiple linear regression with the assistance of SPSS. The results indicate that both influencers and source credibility have a positive and significant effect on purchase intention. These findings support the Theory of Planned Behavior in explaining how consumer purchase intentions are formed within the context of influencer marketing. This study is expected to contribute theoretically to digital marketing literature and provide practical insights for companies in developing effective and credibility-based influencer marketing strategies.

Keywords: Influencer, Source Credibility, Purchase Intention, Digital Marketing, Wardah





INTRODUCTION

The beauty and personal care industry in Indonesia is experiencing rapid growth in line with the increase in the young population, the purchasing power of the middle class, and the penetration of digital technology (Aulianur & Purwanegara, 2024). Indonesia is projected to become one of the largest beauty markets in Southeast Asia with a value of USD 9.74 billion by 2025. Digital transformation has also changed consumer behavior from conventional purchasing to digital-based purchasing, where consumers search for reviews, compare products, and consider recommendations before making a purchase. In this context, purchase intention is an important variable because it is a major predictor of actual purchasing behavior (Salsabila & Suyanto, 2022).

Wardah, as a local halal cosmetics brand, has successfully capitalized on these developments. Wardah products recorded sales of IDR 455 billion in the period July 2021–July 2022, with the largest contribution coming from the Shopee e-commerce platform at 83.52% (Compas.co.id, 2022). On the other hand, the increasing use of social media has boosted the role of influencer marketing in marketing communications. Indonesia has more than 143 million active social media users, and around 68% of consumers have made purchases based on influencer recommendations (insg.co, 2025). This shows that consumer purchasing decisions are not only influenced by company promotions but also by the opinions of third parties who are considered relevant and trustworthy.

Theoretically, the effectiveness of influencers is closely related to source credibility, which includes expertise, trustworthiness, and attractiveness (Ngo et al., 2024). Consumers tend to accept recommendations from individuals who are considered competent and honest. Previous research shows that influencers with a large following but low credibility is less effective, while influencers with smaller but credible audiences actually generate higher conversion rates (Handayani et al., 2020). However, most studies still examine influencer marketing or source credibility separately, while studies that examine both variables simultaneously in relation to purchase intention, particularly for local halal cosmetic products such as Wardah in the context of social media and e-commerce, are still limited. Therefore, this study aims to analyze the influence of influencers and source credibility on the purchase intention of Wardah products, both partially and simultaneously.

This study uses a quantitative approach with a survey method targeting consumers who use Wardah products in Indonesia. Data were collected through a questionnaire with influencer and source credibility as independent variables



and purchase intention as the dependent variable. Data were analyzed using multiple linear regression analysis to determine the partial and simultaneous effects between the research variables.

LITERATURE REVIEW

This study is grounded in the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), which explains that individual behavior is primarily driven by behavioral intention. Intention is influenced by three key components: attitude toward behavior, subjective norms, and perceived behavioral control. In the context of digital marketing, purchase intention reflects a consumer's readiness to engage in buying behavior after evaluating available information. Therefore, marketing stimuli such as influencer communication and information credibility play a crucial role in shaping these three determinants (Salsabila & Suyanto, 2022).

In this study, influencer marketing and source credibility are conceptualized as external factors that influence the TPB components. Influencers function as social agents who shape subjective norms, as consumers tend to align their attitudes and behaviors with individuals they follow on social media. Recommendations delivered by influencers create normative pressure, encouraging consumers to perceive certain products as desirable within their social environment. This is supported by Belanche et al. (2021), who found that influencers significantly affect purchase intention due to their relatability and perceived closeness to the audience.

In addition to shaping subjective norms, influencers also influence attitudes toward behavior. Through product reviews, testimonials, and demonstrations, influencers provide evaluative information that helps consumers form positive or negative perceptions of a product. Positive exposure to influencer content can lead to favorable attitudes, which in turn strengthen purchase intention. This shows that influencers act not only as communication channels but also as drivers of consumer perception and evaluation.

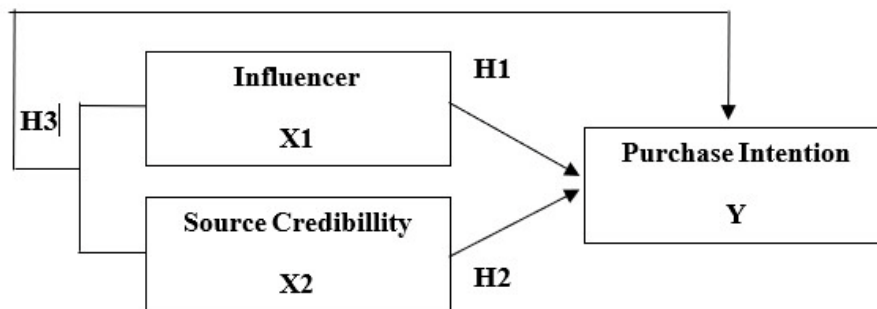
The effectiveness of influencers is closely related to source credibility, which consists of expertise, trustworthiness, and attractiveness Ohanian, (1990). Source credibility plays a significant role in strengthening attitudes and perceived behavioral control. When consumers perceive an influencer as knowledgeable and trustworthy, they are more likely to believe the information presented, reducing uncertainty and increasing confidence in making purchasing decisions. This aligns with findings by Ngo et al. (2024), which indicate that credible



information significantly influences information adoption and online purchase intention.

Furthermore, credibility enhances the persuasive power of influencer marketing. Influencers with high credibility tend to generate stronger consumer trust, leading to more stable attitudes and higher intention to purchase. Conversely, influencers with low credibility, even if they have a large number of followers, tend to be less effective in influencing consumer decisions Handayani et al., (2020). This indicates that credibility is a critical factor that determines the success of influencer marketing strategies.

Purchase intention, as the dependent variable in this study, represents the result of the interaction between social influence (subjective norms), cognitive evaluation (attitudes), and confidence in decision-making (perceived behavioral control). Influencers primarily influence subjective norms and attitudes, while source credibility strengthens attitudes and perceived behavioral control. Therefore, both variables are theoretically interconnected within the TPB framework and are expected to influence purchase intention both individually and collectively.



RESEARCH METHOD

This study employs a quantitative approach with an associative research design to examine the relationship between influencer variables (X1) and source credibility (X2) on purchase intention (Y) among consumers of Wardah products. A quantitative approach is considered appropriate because this study aims to measure the strength and direction of relationships between variables objectively and to test predefined hypotheses using statistical analysis (Hair et al., 2010). The associative design is used as it allows for the identification of causal relationships between independent and dependent variables within a structured research model.

The study was conducted from December 2024 to January 2025 using a survey method. The survey method was chosen because it enables the collection



of data from a relatively large number of respondents efficiently and is particularly suitable for capturing consumer perceptions, attitudes, and behavioral intentions in the context of digital marketing. Compared to experimental or qualitative methods, surveys provide greater generalizability and allow for statistical testing of relationships among variables (Salsabila & Suyanto, 2022).

The research population consisted of Wardah product consumers who actively use social media and have been exposed to promotional content or reviews of Wardah products by influencers on platforms such as Instagram, TikTok, and YouTube. The sampling technique used purposive sampling, which is appropriate for selecting respondents who meet specific criteria relevant to the research objectives. The criteria included individuals who had seen Wardah promotions by influencers, had purchased or considered purchasing products after influencer recommendations, and were willing to complete the questionnaire.

The sample size was determined based on the approach proposed by Hair et al. (2010), which suggests that the minimum sample size should be 5–10 times the number of research indicators. With 13 indicators used in this study, the total sample size was set at 130 respondents. This approach ensures that the sample size is adequate for conducting multivariate analysis, particularly multiple linear regression.

Primary data were collected through the distribution of online questionnaires using Google Forms. The use of an online questionnaire is justified by the digital nature of the research context, where respondents are active social media users. Secondary data were obtained from industry reports and publications related to digital marketing to support the research background and analysis.

The research instrument consisted of a closed-ended questionnaire measured using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). The influencer variable was measured based on respondents' perceptions of influencers in delivering information and influencing consumer interest. The source credibility variable was measured using the dimensions of expertise, trustworthiness, and attractiveness Ohanian, (1990). Meanwhile, purchase intention was measured through indicators reflecting the respondents' tendency to choose, consider, and plan to purchase Wardah products.

Instrument testing was conducted to ensure data quality. Validity was assessed using corrected item-total correlation to determine whether each item



accurately measures the intended construct. Reliability was tested using Cronbach’s Alpha, with a minimum threshold of 0.70 indicating acceptable internal consistency Hair et al., (2010).

Data analysis was performed using SPSS version 25. The analysis procedures included descriptive statistics to describe respondent characteristics, followed by classical assumption tests such as normality, multicollinearity, and heteroscedasticity to ensure that the regression model meets the required assumptions. Multiple linear regression analysis was then applied to examine the influence of independent variables on the dependent variable. Hypothesis testing was conducted using t-tests to evaluate partial effects and F-tests to assess simultaneous effects at a significance level of 5%. Additionally, the coefficient of determination (R^2) was used to evaluate the model’s explanatory power in predicting variations in purchase intention.

RESULTS AND DISCUSSION

Descriptive Statistical Test

Table 1.
Research Respondent Characteristics (n = 130)

Characteristics	Category	Number (n)	Percentage (%)
Gender	Male	53	40,8
	Female	76	58,5
	Total	130	100,0
Age	< 20 years old	23	17,7
	21–25 years old	54	41,5
	26–30 years old	33	25,4
	> 30 years old	19	14,6
	Total	130	100,0
Highest Level of Education	High	41	31,5
	School/Vocational School		
	Diploma	23	17,7
	Bachelor's Degree (S1)	65	50,0
	Total	130	100,0
Major Social Media Platforms	Instagram	65	50,0
	TikTok	44	33,8



	YouTube	20	15,4
	Total	130	100,0
Have purchased/intend to purchase after an influencer's recommendation	Yes	68	52,3
	No	61	46,9
	Total	130	100,0

Source: Primary data processed by researchers (2026)

Based on Table 1, the respondent profile is dominated by female consumers (58.5%), with the majority aged 21–25 years (41.5%), followed by those aged 26–30 years (25.4%). Most respondents also hold a bachelor’s degree (50.0%) and actively use Instagram (50.0%) as their primary platform for accessing influencer content. These characteristics indicate that the sample is largely composed of young, educated, and digitally active individuals who are highly exposed to social media marketing.

This demographic composition is interpreting the findings, as young adults—particularly those aged 21–25—are generally more receptive to influencer marketing due to their high social media engagement and tendency to seek peer validation before making purchasing decisions. As a result, the strong influence of influencers observed in this study may be partly driven by the characteristics of this age group, which tends to be more responsive to digital content and social trends. Consequently, the findings may be less generalizable to older age groups who typically exhibit different consumption patterns and lower reliance on social media recommendations.

Furthermore, the dominance of female respondents aligns with the nature of the beauty and personal care industry, where women are often the primary primary target market. This may strengthen the observed relationship between influencers and purchase intention, as female consumers are generally more engaged with beauty-related content and more likely to follow beauty influencers. However, this also suggests a potential limitation, as male consumer behavior in this context is underrepresented.

The finding that 52.3% of respondents have purchased or considered purchasing Wardah products after influencer recommendations should not be interpreted solely as a direct causal effect. Instead, this figure reflects a tendency that may also be influenced by other factors, such as prior brand awareness, product quality, or promotional strategies beyond influencer marketing.



Therefore, while the percentage indicates a meaningful role of influencers, it should be understood as part of a broader decision-making process rather than definitive evidence of direct influence.

In addition, the dominance of Instagram as the primary platform suggests that visual-based and interactive content plays a significant role in shaping consumer perceptions. This supports the argument that platform characteristics may moderate the effectiveness of influencer marketing, where platforms emphasizing visual storytelling and engagement tend to produce stronger impacts on purchase intention

Descriptive Statistics of Research Variables

Table 2.

Descriptive Statistics of Research Variables

Variable	N	Minimum	Maximum	Mean	Standard Deviation
The Role of Influencers	130	12,00	36,00	24,39	5,80
Source Credibility	130	6,00	29,00	18,58	4,67
Purchase Intention	130	13,00	49,00	30,55	7,65
Valid (listwise)	N 130				

Source: Primary data processed by researchers (2026)

Based on Table 2, the descriptive statistics show that the mean score for the influencer variable is 24.39, source credibility is 18.58, and purchase intention is 30.55. While these values indicate a generally positive perception among respondents, a deeper interpretation is required to understand their implications in the context of consumer behavior.

The relatively high mean value of the influencer variable suggests that respondents perceive influencers as playing an important role in delivering information and shaping their interest in Wardah products. This reflects the increasing reliance of consumers—particularly digitally active users—on social media figures as sources of product knowledge and recommendations. However, this finding should not be interpreted merely as “high influence,” but rather as an indication that influencers function as an initial touchpoint in the consumer decision-making process, especially in the information search and evaluation stages.



Similarly, the source credibility variable shows a strong average score, indicating that respondents generally perceive influencers as credible in terms of expertise, trustworthiness, and attractiveness. This is a critical finding, as credibility determines whether the information provided by influencers is accepted or disregarded. In a broader marketing context, this implies that the effectiveness of influencer marketing is not solely dependent on popularity or follower count, but more importantly on how trustworthy and competent the influencer is perceived to be. Therefore, credibility acts as a reinforcing mechanism that strengthens the persuasive impact of influencer communication.

The purchase intention variable has the highest mean among the three variables, suggesting that respondents already have a relatively strong tendency to consider or plan purchasing Wardah products. However, this tendency should be interpreted cautiously. A high purchase intention does not automatically translate into actual purchasing behavior, as it may still be influenced by other factors such as price, product availability, or competing brands. This highlights that purchase intention represents a potential outcome of marketing efforts rather than a definitive behavioral result.

In addition, the standard deviation values indicate a moderate level of variation in respondents' answers, suggesting that although the overall perception is positive, there are still differences in how individuals evaluate influencers, credibility, and their purchase intentions. This variation may be influenced by demographic factors such as age, gender, and level of social media usage. For instance, younger respondents who are more exposed to influencer content may exhibit stronger perceptions compared to older or less active users.

When linked to the respondent characteristics discussed previously, these findings suggest that the relatively strong influence of influencers and source credibility may be amplified by the dominance of young, female, and social media-active respondents in the sample. As a result, the observed mean scores may reflect the preferences of this specific segment rather than the general population. Therefore, caution should be exercised when generalizing these results to broader consumer groups with different demographic or behavioral profiles.



Classical Assumption Test

Tabel 3.

Kolmogorov–Smirnov Normality Test Results One-Sample Kolmogorov-Smirnov Test

N		130
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	6.12482214
	Most Extreme Differences	
	Absolute	.058
	Positive	.041
	Negative	-.058
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Primary data processed by researchers (2026)

Based on the results of the One-Sample Kolmogorov-Smirnov test in Table X, the Asymp. Sig. (2-tailed) value is 0.200, which is higher than the significance level of 0.05. This indicates that the residual data are normally distributed. However, beyond simply meeting the statistical threshold, this result has important implications for the robustness of the regression analysis used in this study.

The normal distribution of residuals suggests that the regression model is well-specified and does not suffer from serious bias in estimating the relationships between influencer variables, source credibility, and purchase intention. In other words, the assumption of normality supports the validity of inferential statistical tests such as t-tests and F-tests, allowing the results to be interpreted with greater confidence.

From a behavioral research perspective, the normality of the data also indicates that respondents' perceptions of influencers, credibility, and purchase intention are relatively well-distributed and not heavily skewed toward extreme responses. This suggests that the findings are not dominated by a specific subgroup of respondents with overly strong opinions, but rather reflect a more balanced evaluation across the sample.

Nevertheless, it is important to consider that normality does not guarantee the absence of other potential biases. Given that the sample is dominated by



young, female, and socially active users, the distribution may still reflect the characteristics of this specific segment. As a result, while the data meet statistical assumptions, the interpretation of the results should still take into account the demographic composition of the respondents, which may influence how influencer marketing and source credibility are perceived.

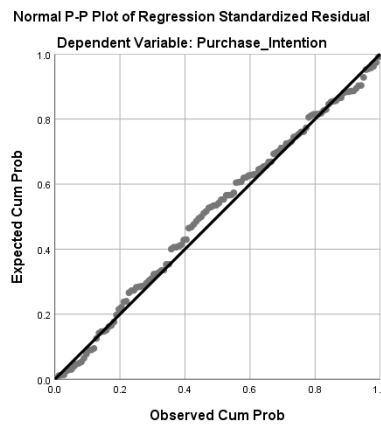


Figure 1.
Normal P–P Plot Residual Regression Purchase Intention

Based on Figure 1, the residual points are scattered around and follow the diagonal line, indicating that the residual data has met the assumption of normality.

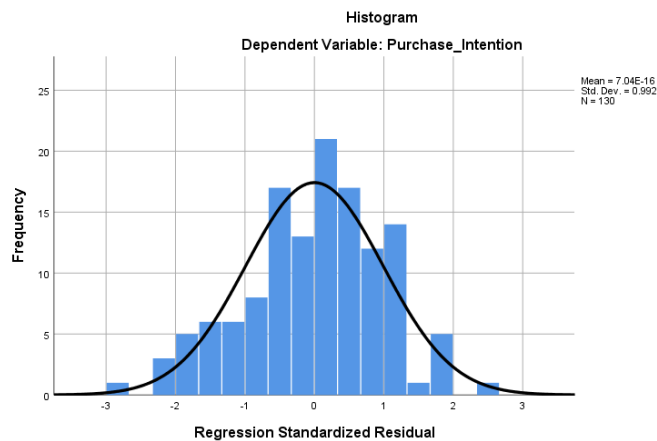


Figure 2.
Histogram Residual Regression Purchase Intention

The residual histogram shows a distribution pattern that resembles a normal curve, further strengthening the conclusion that the residual data is normally distributed.



Table 4.

Multicollinearity Test Results

Variable	Tolerance	VIF
The Role of Influencer	0,919	1,088
Source Credibility	0,919	1,088

Source: Primary data processed by researchers (2026)

Based on Table 4, all independent variables have a Tolerance value of 0.919 (> 0.10) and a VIF value of 1.088 (< 10). This indicates that there is no multicollinearity in the regression model, meaning that each variable—namely, The Role of Influencer and Source Credibility—can independently explain variations in purchase intention without high correlations among the variables.

Conceptually, the absence of multicollinearity indicates that the role of influencers and source credibility are two distinct constructs in influencing consumer behavior. This means that consumers consider not only who the influencer is who conveys the message, but also how the level of trust in that source is formed. This reinforces that both variables have unique contributions in explaining purchase intention.

Multiple Linear Regression Analysis

Tabel 5.

Multiple Linear Regression Analysis Results

Variable	Coefficient B	Std. Error	t	Sig.
Constant	7,206	2,828	2,548	0,012
Influencer (X ₁)	0,545	0,098	5,577	0,000
Source Credibility (X ₂)	0,541	0,121	4,455	0,000

Source: Primary data processed by researchers (2026)

Based on the results of multiple linear regression analysis in Table 9, the following regression equation was obtained:

$$Y = 7,206 + 0,545X_1 + 0,541X_2$$

The constant value of 7.206 indicates that if the Influencer and Source Credibility variables are considered constant, the base value of Purchase Intention is 7.206. The regression coefficient of the Influencer variable (X₁) of 0.545 indicates that every one-unit increase in Influencer will increase Purchase Intention by 0.545 units, assuming other variables remain constant.

The regression coefficient of the Source Credibility variable (X₂) of 0.541 indicates that every one-unit increase in Source Credibility will increase Purchase Intention by 0.541 units. The significance values of both independent variables



are less than 0.05, so it can be concluded that Influencer and Source Credibility have a positive and significant effect on the Purchase Intention of Wardah products.

Hypothesis Test

Tabel 6.
Partial T-Test Results

Variable	t count	Sig.	Decision
Influencer (X ₁)	5,577	0,000	Significant
Source Credibility (X ₂)	4,455	0,000	Significant

Source: Primary data processed by researchers (2026)

Based on Table 6, the Influencer (X₁) and Source Credibility (X₂) variables both show a significance value of 0.000 (< 0.05), indicating that both have a significant effect on purchase intention. Thus, H₁ and H₂ are accepted. However, these results do not merely indicate statistical significance. Substantively, the influence of the Influencer variable suggests that the presence of influencers in digital marketing strategies plays a crucial role in shaping consumers' perceptions and purchase interest. This occurs because influencers are able to present marketing messages in a more personal, authentic, and audience-aligned manner, particularly among active social media users.

Meanwhile, the significance of the Source Credibility variable indicates that trust in the information source is a crucial factor in the consumer decision-making process. Consumers are not only influenced by who conveys the message but also by the extent to which the message is considered trustworthy and has a convincing basis. Thus, credibility serves as an element that enhances the effectiveness of marketing communication.

Table 7.
F-Test Results (Simultaneous)

Model	F count	Sig.	Decision
Regression	35,442	0,000	Significant

Source: Primary data processed by researchers (2026)

Based on Table 7, the F-test results show a significance value of 0.000 (< 0.05), so H₃ is accepted. This indicates that the Influencer and Source Credibility variables simultaneously have a significant effect on purchase intention. Analytically, these findings suggest that marketing effectiveness does not depend on a single factor but rather results from the combined roles of influencers and source credibility. In other words, marketing strategies involving influencers will



be more effective when supported by high perceived credibility. Popular but less-trusted influencers are unlikely to have an optimal impact on purchase intention.

The implication is that companies need to consider not only an influencer’s popularity but also their reputation, expertise, and trustworthiness when selecting marketing strategies. This approach becomes increasingly important, especially in the context of young consumers who tend to be critical and selective regarding the information they receive on social media.

Tabel 12.

Coefficient of Determination (R²)

R	R Square	Adjusted R Square
0,599	0,358	0,348

Source: Primary data processed by researchers (2026)

Based on Table 12, the R-squared value is 0.358, and the adjusted R-squared is 0.348. This indicates that 35.8% of the variation in purchase intention can be explained by the Influencer and Source Credibility variables, while the remaining 64.2% is influenced by other variables outside the research model. Analytically, these coefficient of determination values indicate that while both variables under study have a significant influence, their contribution to explaining purchase intention behavior remains moderate. This means that consumers’ decisions to make a purchase are not solely determined by influencer and source credibility factors but are also influenced by various other factors, such as price, product quality, individual needs, prior experience, as well as social and psychological factors.

In the context of digital marketing, these findings confirm that the use of influencers and the building of source credibility are important strategies, but they are not sufficient to fully explain or predict consumer behavior. Therefore, companies need to integrate these strategies with other marketing elements to enhance their effectiveness in driving purchase intention.

Summary of Key Points

The results of the study show that the research objectives have been achieved, namely to prove that Influencer and Source Credibility have a positive and significant effect on the Purchase Intention of Wardah product consumers, both partially and simultaneously. Influencers play a role in shaping attitudes and subjective norms through relevant and trending content, while Source Credibility strengthens trust, reduces uncertainty, and increases consumer confidence in making purchasing decisions. Together, these two variables explain 35.8% of the variation in purchase intention, indicating a fairly strong but not yet comprehensive influence, as there are still 64.2% of other factors outside the



model, such as price, product quality, user experience, promotion, and brand trust. Therefore, the recommended policy for companies is to utilize influencers who share the same values as the brand while maintaining their credibility (expertise, honesty, and appeal), and integrate them with other marketing strategies to optimize consumer purchase intention.

CONCLUSION

This study confirms that both influencers and source credibility have a positive and significant effect on consumers' purchase intention for Wardah products, both partially and simultaneously. Beyond merely demonstrating statistical significance, these findings highlight the complementary nature of the two variables, where the effectiveness of influencer marketing is not solely determined by visibility or popularity, but is substantially strengthened by the perceived credibility of the source.

From a theoretical perspective, these results can be interpreted through the lens of the *Theory of Planned Behavior (TPB)*. Influencers play a role in shaping *subjective norms*, as they influence how consumers perceive social expectations and recommendations within their reference groups. At the same time, source credibility contributes to forming *attitudes toward behavior*, as trust, expertise, and attractiveness enhance consumers' positive evaluation of the product and reduce perceived risk. The combination of these elements ultimately strengthens purchase intention as a behavioral outcome. Thus, this study not only supports the TPB framework but also extends it by emphasizing the importance of credibility in digital influencer contexts.

The policy implications of these findings suggest that companies need to be more strategic in designing influencer marketing initiatives. Rather than focusing solely on reach or popularity, firms should prioritize alignment between influencer identity and brand values, as well as ensure that influencers possess strong credibility in terms of expertise, trustworthiness, and reputation. Furthermore, to maximize the conversion of purchase intention into actual purchasing behavior, companies should integrate influencer strategies with transparent product information, consistent brand communication, and reliable official sales channels. Such an integrated approach is essential to building long-term consumer trust and achieving sustainable marketing outcomes.



REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Aulianur, R., & Purwanegara, M. S. (2024). Digital marketing adoption and consumer behavior in the Indonesian beauty industry. *Journal of Marketing Analytics*, 12(1), 44–57. <https://doi.org/10.1057/s41270-023-00212-5>
- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal of Retailing and Consumer Services*, 61, 102585. <https://doi.org/10.1016/j.jretconser.2021.102585>
- Compas.co.id. (2022). *Indonesia beauty market report 2022*. Retrieved from <https://compas.co.id>
- De Veirman, M., Cauberghe, V., & Hudders, L. (2020). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 39(1), 1–27. <https://doi.org/10.1080/02650487.2019.1577071>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Upper Saddle River, NJ: Pearson Education.
- Handayani, P. W., Hidayanto, A. N., & Sandhyaduhita, P. I. (2020). Consumer trust in social commerce: A systematic literature review. *Procedia Computer Science*, 161, 114–121. <https://doi.org/10.1016/j.procs.2019.11.106>
- Holliman, G., & Rowley, J. (2021). Business to business digital content marketing: Marketers' perceptions of best practice. *Journal of Research in Interactive Marketing*, 15(1), 1–19. <https://doi.org/10.1108/JRIM-02-2020-0032>
- Influencer Marketing Hub. (2024). *Influencer marketing benchmark report 2024*. Retrieved from <https://influencermarketinghub.com>
- Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2022). Advances in social media research: Past, present and future. *Information Systems Frontiers*, 24, 531–558. <https://doi.org/10.1007/s10796-020-10069-9>
- Kotler, P., & Keller, K. L. (2022). *Marketing management* (16th ed.). Harlow, UK: Pearson Education Limited.
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust and purchase intention. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Ngo, T. V., Nguyen, H. N., & Nguyen, T. T. (2024). Source credibility and



- information adoption in online shopping behavior. *Electronic Commerce Research*, 24, 345–364. <https://doi.org/10.1007/s10660-023-09702-1>
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Salsabila, N., & Suyanto, A. (2022). The influence of electronic word of mouth on purchase intention in e-commerce. *Journal of Marketing Management*, 16(2), 89–98. <https://doi.org/10.9744/pemasaran.16.2.89-98>
- Statista. (2024). *Social media users in Indonesia 2024*. Retrieved from <https://www.statista.com>
- Law of the Republic of Indonesia Number 11 of 2008 concerning Electronic Information and Transactions.
- Law of the Republic of Indonesia Number 19 of 2016 concerning Amendments to Law Number 11 of 2008 concerning Electronic Information and Transactions.
- Government Regulation of the Republic of Indonesia Number 71 of 2019 concerning the Implementation of Electronic Systems and Transactions.
- We Are Social & Hootsuite. (2025). *Digital 2025: Indonesia*. Retrieved from <https://datareportal.com>
- Yoo, K. H., & Gretzel, U. (2020). Influence of social media on consumer decision making. *Journal of Travel & Tourism Marketing*, 37(2), 1–14. <https://doi.org/10.1080/10548408.2020.1719338>.
- Zuana, M. M. M., Toha, M., & Isbahi, M. B. (2024). Exploration of Community Empowerment in a Village as the Entrance to a Lake in East Java. *Malacca: Journal of Management and Business Development*, 1(1), 47–55. <https://doi.org/10.69965/malacca.v1i1.52>