Original Research

Checkout or Scroll Down? Investigating TikTok' Influencer Credibility Effects on Followers' Purchase Intentions

*Salsabil Dwi Kusuma Prasetyo, **Nurdin Sobari**

Master of Management Program, Faculty of Economic and Business, Universitas Indonesia, Depok, Indonesia

Correspondence*:
Address: Jl. Prof. Dr. Sumitro Djojohadikusumo UI Depok, Jawa Barat, Indonesia 16424| e-mail: alsaabil17@gmail.com

Abstract

Objective: This study explores the influence of influencer credibility on consumer purchasing intentions on TikTok, focusing on the Indonesian market. It examines the mediating roles of trust and online engagement in the relationship between influencer credibility and purchasing intentions, providing insights into influencer marketing strategies.

Design/Methods/Approach: A quantitative approach was employed, using questionnaires to collect data from 356 TikTok users who had made purchases on TikTok. Regression analysis tested the relationships between influencer credibility, trust, online engagement, and purchase intention.

Findings: The study found that attractiveness positively and significantly impacts credibility, trust, and purchase intention. Credibility also positively influences trust. Furthermore, trust and online engagement are positively linked to purchase intention. While reliability and expertise positively influence credibility and online engagement, they do not significantly impact purchase intention.

Originality/Value: This research applies the SOR (Stimulus-Organism-Response) model by examining the impact of influencer credibility factors—physical attractiveness, reliability/honesty, and expertise—on purchase intention, mediated by trust and online engagement. It provides empirical evidence and a theoretical framework for understanding consumer behavior in TikTok influencer marketing campaigns.

Practical/Policy Implication: Our results provide a deeper understanding of how TikTok influencer's credibility can influence trust, online engagement, and consumer purchasing intentions in TikTok. The practical implications of this research can guide companies in improving their relationship marketing strategies, significantly increasing consumer purchasing intentions. In addition, the theoretical contribution of this research can improve understanding of the concept of influencer credibility and provide a summary of trust, online engagement, and purchase intention.

Keywords: Influencer Credibility, Purchase Intention, Trust, Influencer Marketing

JEL Classification: M31, M37

1. Introduction

Social media platforms have become integral components of digital marketing strategies in the rapidly evolving digital landscape. TikTok, a short-form video-sharing app that allows users to create and share videos on any topic, has emerged as a dominant force among these platforms, particularly among younger demographics (Iqbal, 2024). Its unique, interactive content format offers brands and influencers novel opportunities for direct engagement with their audiences. Influencer marketing effectively enhances brand awareness and purchasing intent by leveraging influential individuals to promote products or brands. The credibility of an influencer—encompassing trustworthiness, expertise, and attractiveness—plays a crucial role in the success of such campaigns (Rivai et al., 2023). High perceived credibility can enhance trust in the advertised brand and positively influence purchasing intentions (Martiningsih & Setyawan, 2022). Trust and online engagement act as mediators in the relationship between influencer credibility and purchasing intent, strengthening the connection between audiences and brands (Mabkhot et al., 2022), while online engagement enhances visibility and positive perceptions of brands (Lin & Nuangjamnong, 2022; Putri & Dermawan, 2023).

Recent studies highlight the significant impact of influencer credibility on purchasing intent, with trust and online engagement serving as pivotal mediators (Lou & Yuan, 2019). With over two billion downloads globally, TikTok represents the fastest-growing social media platform, offering significant opportunities for brands to reach their target audience through influencers (Sensor Tower, 2023). Research further confirms that highly credible influencers can boost purchasing intent by up to 33% compared to those perceived as less credible. This research underscores the importance of selecting appropriate influencers for marketing campaigns (Backlinko, 2024). TikTok's user base is vast and diverse, with 1.56 billion monthly active users as of 2024, making it the fifth most popular social media platform globally (Singh, 2024). The platform has a broad international reach, with significant numbers of users in regions like Asia-Pacific, North America, and Europe (DataReportal, 2023). The U.S. alone accounts for 170 million monthly active users, highlighting its widespread adoption beyond its country of origin (Backlinko, 2024). Additionally, TikTok has been downloaded more than four billion times globally and generated an estimated $16.1 billion in revenue in 2023, reflecting a 67% increase year-on-year (Iqbal, 2024). The average TikTok user spends approximately 58 minutes on the app daily, emphasizing the platform's high engagement levels (Singh, 2024).

Several studies have identified the role of influencer credibility in influencing purchase intentions. However, there is still room to explore further how trust and online engagement function as mediating variables in the relationship between influencer credibility and consumer purchase intentions. For example, a study by Alcántara-Pilar et al. (2024) found that influencer credibility positively impacts purchase intentions through the mediation of trust. Similarly, AlFarraj et al. (2021) emphasized the significant role of online engagement in mediating the relationship between influencer credibility and purchase intentions in the aesthetic dermatology industry. Bi et al. (2022) explored the effects of parasocial relationships and found that influencer credibility mediates the relationship between these relationships and purchase intentions, while Sokolova and Kefi (2020) highlighted that credibility and parasocial interaction significantly influence purchase intentions on Instagram and YouTube. Lou and Yuan (2019) also showed that message value and influencer credibility enhance consumer trust and purchase intentions on social media. However, research on how these two mediating variables interact and influence the purchase decision-making process on TikTok still needs to be carried out.

TikTok's exponential growth creates new opportunities for more direct and intimate interactions between brands and their audiences and highlights the importance of influencer credibility in influencing consumer purchase intention. Therefore, this research aims to explore influencer credibility's global impact on TikTok and consumer purchase intentions. It will also investigate the role of trust and online engagement as mediating variables in this relationship. In this study, the authors adopt the SOR (Stimulus-Organism-Response) model to evaluate the impact of specific environmental stimuli, namely credibility factors such as physical attractiveness, reliability/honesty, and expertise, on emotional responses (O). The study also investigates the impact of trust on loyalty to the influencer, purchase intention, and intention to recommend the product (R).

Our research makes several important contributions. First, we contribute to the influencer marketing literature by applying the SOR model to the context of TikTok, highlighting the significance of credibility factors in driving consumer purchase intentions. Second, by incorporating trust and online engagement as mediating variables, we offer a more nuanced understanding of how these factors influence consumer behavior on social media platforms. Third, our study provides empirical evidence specific to the Indonesian market, adding valuable insights to the limited research on TikTok's impact in non-Western contexts. Finally, the findings offer practical implications for marketers, suggesting strategies for selecting and managing influencers to maximize the effectiveness of marketing campaigns on TikTok.

This research employs a quantitative approach using questionnaire surveys to collect data from diverse TikTok users. Data will be analyzed using partial least squares structural equation modeling (PLS-SEM) to test the hypotheses. The paper is structured as follows: Section 2 details the research methodology, Section 3 presents the results, Section 4 discusses the findings, and Section 5 concludes the study with theoretical and practical implications.

2. Literature Review and Hypotheses Development

2.1. Theoretical Background

The Stimulus-Organism-Response (SOR) model, proposed by Mehrabian and Russell (1974), explains how environmental stimuli (S) trigger emotional responses (O) that lead to behavioral responses (R). This model shows that environmental stimuli influence human behavior through emotional and cognitive processes within the organism (Buxbaum, 2016). It has been widely used to understand consumer behavior by analyzing how external stimuli affect internal states, driving behavioral responses. For example, in retail settings, factors like store layout, lighting, and music can elicit emotions such as pleasure or arousal, leading to behaviors like increased time spent in the store or higher purchase amounts (Barros et al., 2019). This versatile model applies to physical and digital environments, helping to understand how stimuli evoke emotional responses that lead to specific behaviors (Goi et al., 2018). The SOR framework highlights that cognitive responses (perceptions and evaluations) and affective responses (feelings and emotions) are crucial in shaping behavior, offering a robust structure to examine how different environmental elements impact decision-making and behaviors.

The SOR model has been extensively used to understand consumer behavior across various contexts. Mazaheri et al. (2011) compared the online behavior of Canadian and Chinese visitors, finding that website informativeness, effectiveness, and entertainment influenced emotional responses and subsequent behaviors like site attitudes and purchase intentions. Vo and Nguyen (2021) applied the SOR model and social exchange theory to Vietnamese retail, showing how government regulation and store fairness triggered consumer entitlement behavior through trust and perceived quality and Gatautis et al. (2016) used the model to examine gamification's impact on online consumer behavior, highlighting how game elements influenced purchase intentions through emotional and cognitive responses. While these studies showcase the SOR model's broad applicability, our research focuses on social media influencer marketing on TikTok, examining how influencer credibility impacts consumer trust and online engagement, ultimately influencing purchase intentions. This distinct focus provides unique insights into the mechanisms driving consumer behavior on TikTok.

In our proposed framework, the SOR model explains the relationship between influencer credibility, trust, online engagement, and purchase intentions on TikTok. Influencer credibility, encompassing physical attractiveness, reliability/honesty, and expertise, is the environmental stimulus (S). These credibility factors are posited to evoke emotional and cognitive responses within consumers, specifically trust in the influencer and online engagement (O). Trust in the influencer strengthens the emotional bond between the consumer and the influencer, fostering a sense of reliability and authenticity. Online engagement, characterized by interactions such as likes, comments, and shares, enhances the visibility and perceived value of the promoted products. These mediating variables (O) influence the consumers' behavioral response, which is the intention to purchase the advertised products (R). By adopting the SOR model, this study aims to comprehensively understand how influencer credibility impacts consumer behavior on TikTok, mediated by trust and online engagement.

2.2 Hypotheses Development

2.2.1 The Effect of Attractiveness on Credibility, Online Engagement, and Purchase Intention

Erdogan (1999) defines attractiveness broadly as positive qualities, including one's appearance, personality, and talents, which evoke positive associations. Attractiveness in influencer marketing refers to an individual's physical appeal or charm, which significantly influences audience perceptions and behaviors (Sokolova & Kevi, 2020). Attractive influencers are often perceived as likable, trustworthy, and competent (Frevert & Walker, 2014). This attractiveness enhances their ability to engage followers and promote products effectively. Attractiveness is measured through various dimensions, including physical beauty, presentation style, and personality traits (Lou & Yuan, 2019).

Credibility in influencer marketing refers to an influencer's perceived trustworthiness, expertise, and reliability, which significantly impacts their effectiveness in promoting products and brands. Gong et al. (2022) highlight the direct relationship between message credibility and trust, especially in politics. The authors assert the significant mediating role of credibility, stating that when media credibility is low, the information may not be perceived as accurate, fair, or trustworthy. In other words, if political information from the media is considered credible, it is likely that political opinions will be formed based on trust (Gong et al., 2022). In influencer marketing, credible influencers can more effectively shift consumer attitudes and align with brand values (Lou & Yuan, 2019). Trustworthiness is especially crucial in industries like beauty, where influencer recommendations significantly impact consumer decisions (Xiao et al., 2018). High credibility ensures that the audience perceives the information the influencer provides as reliable and valuable, enhancing engagement and purchase intentions (Balaban & Mustățea, 2019).

Online engagement refers to the level of interaction and involvement that users exhibit in an online environment. In this research, the focus of online engagement will be on cognitive and affective aspects, following the approach taken by authors such as Mollen and Wilson (2010). This aspect includes cognitive engagement, which pertains to how individuals feel recognized and experience a sense of collaboration and trust within an online community. Cognitive engagement in the online environment involves users' willingness to invest time and effort to deeply understand the content, master skills, and effectively interact with digital platforms (Algharabat et al., 2020; Vivek et al., 2012). Affective

engagement involves the emotional connection users feel toward content or online communities, driving continued interaction through feelings of pleasure and arousal (Mollen & Wilson, 2010l Patterson, 2008). These dimensions drive user behavior and interaction online (Brodie et al., 2011).

Purchase intention reflects a consumer's desire to purchase a product or receive a particular service in the future. In other words, an increase in purchase intention indicates an increase in the likelihood of purchase (Schiffman & Kanuk, 2017). Often, a purchase intention scale measures the extent to which a person will likely purchase an item over a particular time.

More attractive influencers are considered more capable of shaping their followers' intentions to purchase promoted products (Guo et al., 2018; Van der Waldt et al., 2009). This is because physical attractiveness enhances perceived credibility, making followers more likely to trust and value the influencer's recommendations (Sokolova & Kefi, 2020). Attractiveness also makes an influencer more impactful at spreading branded messages, as visually appealing content tends to capture more attention and elicit stronger emotional responses, which are crucial in forming trust and purchase intentions (Wang & Scheinbaum, 2018). However, some studies found that, while attractiveness improves brand attitudes, its direct link to purchase conversion needs to be more definitive. Research also indicates that attractiveness can drive higher engagement levels and improve advertising outcomes, as audiences are more inclined to trust and interact with appealing content (Chawla et al., 2008). Additionally, deeper factors like perceived expertise and authenticity often play more significant roles in converting interest into actual purchases (Jin & Phua, 2014).

Advertisers frequently leverage physically appealing influencers due to the belief that they wield more significant influence over consumers' brand perceptions, leading to higher trust and accelerated brand awareness (Wang & Scheinbaum, 2018). Additionally, attractive influencers foster trust in their content and accelerate brand awareness (Lou & Yuan, 2019). In essence, attractive influencers certainly shape followers' brand sentiment and trust. However, relying solely on good looks overlooks that deeper credibility drivers are essential to shift interest into actual transactions. Marketers should be aware that attractiveness remains a relevant but insufficient factor in converting engagements into sales. Multi-dimensional credibility enables influencers to activate their fanbase from attention into action fully. From the explanation above, we hypothesize:

H1a: Attractiveness will have a positive significant influence on credibility
H1b: Attractiveness will have a positive significant influence on online engagement
H1c: Attractiveness will have a positive significant influence on purchase intention

2.2.2 The Effect of Reliability on Credibility, Online Engagement, and Purchase Intention

Reliability signifies the honesty, integrity and believability an influencer conveys (Van der Waldt et al., 2009). Ohanian (1990) defines reliability as the confidence consumers place in an influencer's intent to share valid assertions. Reliability in influencer marketing refers to the consistency and dependability of an influencer in delivering content that meets audience expectations. Followers assess influencers as trustworthy when they seem truthful, reliable, dependable, and ethical (Ceyhan et al., 2018; Munnukka et al., 2016). The depth of trust between followers and influencers positively affects relationship sustainability, sales, and brand affinity. This trait is crucial in maintaining a loyal follower base and ensuring that the audience perceives the influencer as a stable and trustworthy source of information. Reliability encompasses various dimensions, including the regularity of content updates, consistency in messaging, and the influencer's ability to deliver on promises made to their audience (Caruana et al., 2015; Selnes & Gønhaug, 2000). High reliability is associated with positive affective responses from the audience, leading to increased satisfaction and loyalty (Hopkins, 2000).

Reliable influencers are perceived as trustworthy and dependable, which can enhance their credibility and effectiveness in promoting products or brands (Belanche et al., 2021). A 2018 study found that 50% of 18–24-year-olds trust influencer posts, with 40% prioritizing influencers over brands (FullScreen & Shareable, 2018). This research confirms the pivotal role of influencer trustworthiness in social media marketing. Additionally, Wang and Scheinbaum (2018) revealed trustworthiness as the most examined credibility facet in the beauty industry. They found stronger ties between trustworthiness and an influencer's ability to shift attitudes and match brands appropriately. Further, De Brito Silva et al. (2019) explored how influencer-created Instagram endorsements shape product advertising effects. These insights mean that the higher the trustworthiness of an influencer, the more likely they are to influence consumer attitudes and purchasing intentions positively. Trustworthy influencers can create stronger emotional connections with their audience, increasing engagement and loyalty. This trust enhances their endorsements' effectiveness and contributes to the overall credibility of the brands they promote. When an influencer is seen as reliable, their audience feels more confident in their recommendation, which drives higher online engagement and increases purchase intention (Gubalane & Ha, 2023). From the explanation above, we hypothesize:

H2a: Reliability will have a positive significant influence on credibility
H2b: Reliability will have a positive significant influence on online engagement
H2c: Reliability will have a positive significant influence on purchase intention

2.2.3 The Effect of Expertise on Credibility, Online Engagement, and Purchase Intention

Expertise represents the perceived knowledge, skills, and experience an influencer holds to promote a product credibly (Van der Waldt et al., 2009). In an influencer marketing context, expertise refers to the specialized knowledge, skills, and experience an influencer possesses in a particular domain, significantly impacting their credibility and effectiveness. Expert influencers are seen as authoritative and reliable, significantly impacting audience attitudes and behaviors (Byrne et al., 2017). Expertise is crucial in health, beauty, and technology, where accurate information is highly valued. Expertise is measured by the influencer's professional background, content quality, and ability to provide trustworthy advice (Hughes et al., 2019). Research shows that influencers with high expertise can enhance consumer trust and engagement, leading to better marketing outcomes (Lou & Yuan, 2019).

Experts can offer more plausible assertions than novices needing more topical familiarity. Hence, with transparent advertising deals, expertise should matter more than celebrity status (Guo et al., 2018; Ratten & Tajeddini, 2017). Indeed, expertise is vital for an influencer to gain recognition and credibility as an authoritative source (Daneshvary & Schwer, 2000). Followers must view influencers as competent and proficient in a domain to ascribe expertise (Schouten et al., 2019). Perceived expertise shapes credibility appraisals and can directly inform buying decisions and intentions (Schouten et al, 2019). Influencers with outstanding expertise appear more persuasive in driving engagement (Erdogan, 1999; Ohanian, 1990). From the explanation above, we hypothesize:

H3a: Expertise will have a positive significant influence on credibility
H3b: Expertise will have a positive significant influence on online engagement
H3c: Expertise will have a positive significant influence on purchase intention

2.2.4. The Effect of Credibility on Trust

Petty and Andrews (2008) stated that consumers may view influencers who accept cash payments as less trustworthy compared to those who only receive free samples or discount coupons. Cash payments for promotional posts are often perceived as transactions, making the influencer appear to be sacrificing readers' trust for financial gain. In contrast, when influencers are compensated with product samples or discount coupons, readers see it as an opportunity to try the product for real, making this compensation more acceptable. Considering the complex relationship between trust and credibility (Leite & Baptista, 2022), this study proposes the following hypothesis:

H4: Credibility will have a positive significant influence on trust

2.2.5. The Effect of Online Engagement on Purchase Intention

Marketing literature has shown that cognitive engagement, as one aspect of customer engagement, plays a crucial role in shaping consumer behavior (Algharabat et al., 2020). Affective engagement involves the emotional connection users feel toward online content or communities, driven by pleasure and arousal, which enhance satisfaction and loyalty (Mollen & Wilson, 2010). In virtual communities, affective engagement fosters solid emotional bonds and increased participation (Claffey & Brady, 2019). This correlation highlights the importance of fostering consumer loyalty as a strategic means to enhance a brand's overall value and strength in the marketplace. From the explanation above, we hypothesize:

H5: Online engagement will have a positive significant influence on purchase intention

2.2.6. The Effect of Trust on Purchase Intention

Trust is followers' confidence through consistent, transparent, and honest communication from influencers, fostering a sense of authenticity and reliability (Liu et al., 2015). The closeness that followers feel toward influencers significantly influences their purchase intention. This closeness is often formed through parasocial interactions, where followers develop a one-sided relationship with influencers, feeling as though they know them personally. This sense of intimacy and familiarity fosters trust, a crucial factor in motivating the desire to purchase products influencers endorse. Academic research highlights that trust developed through parasocial relationships can significantly impact followers' purchasing decisions and online behavior (Hwang & Zhang, 2018). When followers perceive influencers as trustworthy and relatable, their willingness to purchase recommended products increases substantially (Chung & Cho, 2017). This trust acts as a mediator, enhancing the effectiveness of influencer marketing by building a solid emotional connection between the influencer and the audience (Yuksel & Labrecque, 2016).

Previous studies have shown that a positive attitude toward a product significantly impacts consumer behavior, including the desire to purchase, willingness to pay more, and recommend the product to others (Blanche et al., 2020). In addition, Lee and Watkins (2016) revealed that there is a positive correlation between the perceived credibility of online reviews and purchase intentions, while Kim and Kim (2021) suggested that followers' trust in influencers increases their positive perceptions of the relationship. From the explanation above, we hypothesize:

H6: Trust will have a positive significant influence on purchase intention

The research model illustrated in Figure 1 is based on the formulated hypotheses.
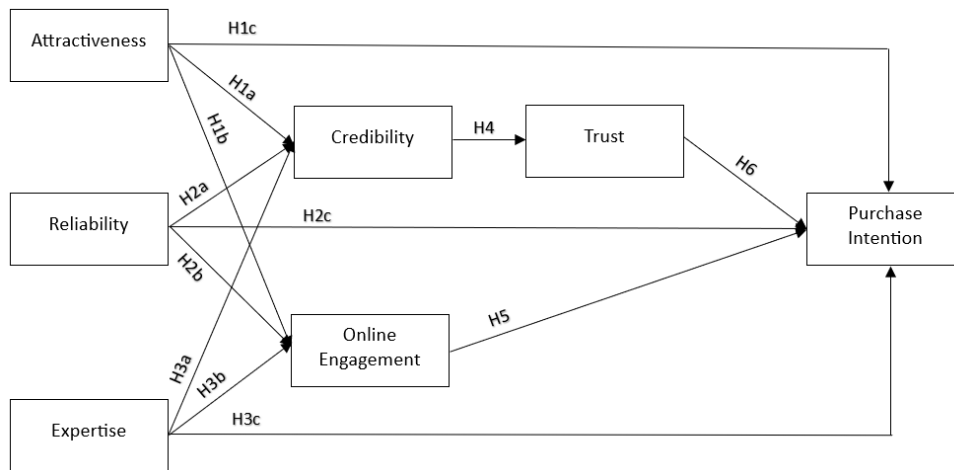

Figure 1. Research framework

3. Method

3.1 Participants and Procedures

The study's target population consists of all TikTok users in Indonesia, focusing on those who follow the top 10 influencers. Indonesia is ideal due to its vast user base, being the second-largest market for TikTok globally, with 113 million users as of April 2023 (Annur, 2023). High engagement rates among Indonesian TikTok influencers make it perfect for studying influencer credibility's impact on consumer behavior (Statista, 2023). Indonesia's growing digital economy, with internet penetration at 77.02%, supports this research (Kemp, 2023). The study uses a total sampling method, including 356 respondents aged 17 and above who follow top influencers and have never shopped on TikTok. Participants were recruited via an online survey distributed on Instagram, Facebook, and WhatsApp through Google Forms. The survey aims to gather diverse data on influencer credibility and purchase intention. Focusing on the top 10 influencers is justified as they possess substantial influence and reach, making them practical subjects for studying the impact on consumer behaviors and trends (Emplifi, 2023; Statista, 2024).

The stages of implementing this research and developing the questionnaire are detailed below. Initially, the researchers performed a wording test or proofreading with five respondents who fit the study criteria. This step aimed to ensure the clarity and neutrality of the language used in the instrument, preventing any potential bias that could compromise the data's validity and reliability. The second stage involved a pretest, where 50 questionnaires were distributed to the target respondents, specifically those who follow the top 10 influencers on the platform and have never shopped on the TikTok application. The purpose was to evaluate the validity and reliability of the questionnaire using SPSS software. During the pretest analysis, validity was assessed through the Kaiser-Meyer-Olkin (KMO) test, the component matrix, and the anti-image correlations matrix, all of which needed to show values above 0.50. Reliability was assessed by examining Cronbach's alpha values, with results deemed reliable when Cronbach's alpha exceeded 0.70 (Malhotra, 2020).

3.2 Data Analysis and Measures

The study measured its primary construct precisely influencer credibility dimensions, credibility, purchase intention, trust, and online engagement using a carefully crafted questionnaire with Likert-scale items ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Influencer credibility was evaluated based on attractiveness, reliability, and expertise, drawing on established scales from existing literature (Liao et al., 2023; Ohanian, 1990; Sokolova & Kefi, 2020).

The study employed partial least squares-structural equation modelling (PLS-SEM). This technique is well-suited for prediction-focused research (Henseler et al., 2015) as it maximizes the explained variance in the dependent constructs (Hair et al., 2010). Additionally, PLS-SEM's advantages include not requiring normality in the data distribution, having fewer restrictions on measurement scales, and handling both small and large sample sizes (Hair et al., 2010). According to Hair et al. (2019), there are two main types of model testing in PLS-SEM: measurement model testing (outer model) and structural model testing (inner model). The outer model examines the relationship between variables and their indicators, while the inner model investigates the hypothesized relationships among the variables and evaluates the model's overall quality. In this research, the outer model's evaluation involved checking factor loadings greater than

0.7, ensuring the average variance extracted (AVE) values were above the 0.5 threshold and confirming that cross-loading factors exceeded 0.7. The Fornell-Larcker criterion was also applied, and the heterotrait-monotrait ratio (HTMT) needed to be below 0.9. Furthermore, Cronbach's alpha values had to be above 0.60, and each construct's composite reliability (CR) needed to exceed 0.7 (Hair et al., 2010). The inner model was assessed using the variance inflation factor (VIF) with a benchmark below five and the t-value and p-value for significance testing. R^2 values were considered to evaluate the quality of the model, with thresholds of 0.25 for low, 0.50 for moderate, and 0.75 for high. The predictive validity of the structural model was assessed using Stone–Geisser's Q^2 test (Geisser, 1974; Stone, 1974). The blindfolding procedure was employed to compute the cross-validated redundancy measure Q^2, with values above zero indicating the predictive relevance of the exogenous constructs (Chin, 1998). The analysis for this study was conducted using the SmartPLS 4.1.0.2 software application.

4. Result and Discussion
4.1. Respondent Demographics

The profile of 356 respondents offers insights into the data distribution, as shown in Table 1. Based on the screening results, the respondents who participated were dominated by women, with a percentage of 66.3%, while men reached 33.7%. The majority of respondents were aged between 17-27 years. The highest level of education was a bachelor's degree, with 259 people, with a percentage of 72.6%. In terms of employment, private sector employees dominate, with 102 respondents (28.7% of the total respondents).

Table 1. Respondents' Profile

	Frequency	Percentage
Gender		
Male	120	33.7
Female	236	66.3
Education		
High School or Equivalent	32	9
Diploma	38	10.6
Graduation	259	72.6
Post-Graduation	27	7.8
Age		
17 - 27	173	48.6
28-43	117	32.9
44-59	57	16
> 59	9	2.5
Occupation		
Student	81	22.8
PNS/TNI/POLRI	26	7.3
Employee	102	28.7
Housewife	56	15.7
Freelance	34	9.5
Entrepreneur	41	11.5
Others	16	4.5

4.2. Measurement Model Evaluation

An assessment of individual items was performed to evaluate the measurement model. As depicted in Table 3, all indicators displayed loading factors above 0.7, indicating reliable construct items. Additionally, all constructs' average variance extracted (AVE) values surpassed the minimum threshold of 0.5 (Henseler et al., 2015). Furthermore, the constructs demonstrated Cronbach's alpha (α) values above 0.6 and composite reliability (ρ) values exceeding 0.7, signifying adequate internal consistency.

Table 2. Measurement items and validity assessment

Construct	Items	Factor Loading	Cronbach Alpha	Composite Reliability	AVE
Attractiveness	AT1	0.762	0.840	0.887	0.610
	AT2	0.783			
	AT3	0.741			
	AT4	0.822			
	AT5	0.795			
Reliability	RE1	0.825	0.846	0.896	0.684
	RE2	0.803			
	RE3	0.837			
	RE4	0.842			
Expertise	EX1	0.848	0.888	0.918	0.693
	EX2	0.879			
	EX3	0.706			
	EX4	0.866			
	EX5	0.853			
Credibility	CR1	0.802	0.843	0.895	0.680
	CR2	0.821			
	CR3	0.847			
	CR4	0.828			
Trust	TR1	0.844	0.894	0.927	0.759
	TR2	0.869			
	TR3	0.904			
	TR4	0.868			
Online Engagement	OE1	0.871	0.864	0.917	0.785
	OE2	0.910			
	OE3	0.877			
Purchase Intention	PI1	0.853	0.887	0.917	0.690
	PI2	0.855			
	PI3	0.795			
	PI4	0.867			
	PI5	0.777			

Table 3 displays the results from the discriminant validity analysis, applying the heterotrait-monotrait ratio (HTMT) approach. The maximum HTMT value observed is 0.891, and all variables have HTMT values below the 0.90 threshold. This result demonstrates that the variables possess good discriminant validity, confirming that the measurement model meets the required discriminant validity standards.

Table 3. Heterotrait-Monotrait (HTMT) test

	AT	CR	EX	OE	PI	RE	TR
AT							
CR	0.658						
EX	0.752	0.677					
OE	0.674	0.688	0.703				
PI	0.694	0.854	0.675	0.821			
RE	0.788	0.646	0.771	0.717	0.640		
TR	0.743	0.726	0.778	0.778	0.761	0.891	

4.3. Structural Model Evaluation

Table 4 shows that there is one variable (Trust - TR) with a VIF number of 3.491, indicating moderate multicollinearity. While a VIF value above three usually indicates multicollinearity, a value below five is still considered acceptable, according to Sarstedt et al. (2014), indicating a lower risk of multicollinearity affecting the results. Therefore, using a cut-off value 5 for VIF is justifiable (Sarstedt et al., 2014). The other variables have VIF values below 3, indicating no critical level of multicollinearity

Table 4. Result of Inner VIF

	AT	CR	EX	OE	PI	RE	TR
AT		2.088		2.088	2.168		
CR							1.000
EX		2.120		2.120	2.533		
OE					2.088		
PI							
RE		2.178		2.178	2.940		
TR					3.491		

After proving that there is no multicollinearity in the model, the next step is to examine the variables' explanatory and predictive power and the relationships between them. The structural model was evaluated using the R^2 measure and the Stone-Geisser's Q^2-test. The R^2 test is used to evaluate the R^2 value of the endogenous variables in the model. The value is considered good if it is above 0.75 (> 0.7), moderate if the value is 0.5, and weak if the value is 0.25 (Ghozali, 2016). Meanwhile, Stone-Geisser's Q^2-test is used to evaluate or validate a model. This test can only be carried out on endogenous variables that have reflective indicators. Value criteria were used in this test, namely 0.02 (small value), 0.15 (medium value), and 0.35 (large value).

Table 5. Result of Explained variance (R^2) and the prediction relevance (Q^2) test

Variable	R^2	Q^2
Credibility	0.413	0.393
Trust	0.398	0.482
Online Engagement	0.473	0.453
Purchase Intention	0.610	0.409

4.4. Testing the Hypotheses and Discussion

This research tested 12 developed hypotheses. Based on the analysis results using path coefficients, two hypotheses were rejected, and 10 hypotheses were accepted, with the t-values threshold used being >1.645 and p-values < 0.05. The hypotheses test results can be seen in Table 7 below using bootstrap analysis with 5000 sub-samples.

Table 7. Result of Hypotheses test

	Hypotheses	Path Coefficients	T statistics	P values	Result
H1a	Attractiveness → Credibility	0.224	2.630	0.005	Supported
H1b	Attractiveness → Online Engagement	0.187	1.970	0.024	Supported
H1c	Attractiveness → Purchase Intention	0.179	2.499	0.005	Supported
H2a	Reliability → Credibility	0.184	2.443	0.007	Supported
H2b	Reliability → Online Engagement	0.287	3.722	0.000	Supported
H3c	Reliability → Purchase Intention	-0.106	1.614	0.053	Not Supported
H3a	Expertise → Credibility	0.319	4.928	0.000	Supported
H3b	Expertise → Online Engagement	0.305	4.889	0.000	Supported
H3c	Expertise → Purchase Intention	0.071	1.289	0.099	Not Supported
H4	Credibility → Trust	0.631	15.564	0.000	Supported
H5	Online Engagement → Purchase Intention	0.446	7.151	0.000	Supported
H6	Trust → Purchase Intention	0.288	3.541	0.000	Supported

The results show that attractiveness has a positive and significant influence on credibility (coeff = 0.224; t = 2.630; p <0.05), online engagement (coeff = 0.187; t = 1.970; p <0.05), and purchase intention (coeff = 0.179; t = 2.499;

$p <0.05$). his supports research conducted by Alcántara-Pilar et al. (2024); the same results show that the attractiveness of an influencer on the TikTok application can positively influence the influencer's credibility and purchase intention. Sokolova and Kefi (2020) also support that influencers' physical attractiveness positively influences their credibility. Audiences tend to trust and appreciate content presented by physically attractive influencers more. De Veirman et al. (2017) show that influencers with recognized physical attractiveness tend to have higher levels of engagement on social media while Lim et al. (2017) concluded that the credibility of social media influencers is measured based on physical attractiveness, transferable meaning, and product suitability. According to them, these factors can increase purchase intention.

Reliability has a positive and significant influence on credibility (coeff = 0.184; t = 2.443; $p <0.05$) and online engagement (coeff = 0.287; t = 3.722; $p <0.05$) but does not have a positive impact on purchase intention (coeff = -0.106; t = 1.614; $p >0.05$). It can also be said that this is by research conducted by Alcántara-Pilar et al. (2024); the same results show that the reliability of an influencer on the TikTok application can positively influence the influencer's credibility and purchase intention. The research results on reliability and purchase intention do not have a positive impact. In line with research conducted by AlFarraj et al. (2021), the same results show that the reliability of an influencer does not positively influence the purchase intention of influencers in the aesthetic dermatology industry. It is said in this research that this could happen due to a lack of trust in the content published by social media influencers because most respondents think that the feedback given by influencers is just for advertising or a specific purpose. Therefore, it does not reflect experiences with the influencers they follow. This result aligns with research conducted by Munnukka et al. (2016), who stated that trust in influencer content is often influenced by consumers' perceptions of the commercial motives behind the recommendations. If the audience feels that recommendations are only for advertising, they are less likely to influence purchase intention positively.

Expertise has a positive and significant influence on credibility (coeff = 0.319; t = 4.928; $p <0.05$), online engagement (coeff = 0.305; t = 4.889; $p <0.05$), but the results of research between expertise and purchase intention do not have a positive impact (coeff = 0.071; t = 1.289; p .0.05). These results reflect research conducted by AlFarraj et al. (2021), which shows that an influencer's expertise does not positively influence the purchase intention of influencers in the aesthetic dermatology industry. It is stated in this research that, in the aesthetic dermatology industry, there are still not many enthusiasts and are not yet mature enough so that an influencer's expertise is not enough to influence purchase intention; consumers may still look for additional information or rely on other sources before making a purchasing decision. Lou and Yuan (2019) found that, although influencer expertise increases credibility, its influence on purchase intention is only sometimes significant, mainly if it is not supported by other factors such as emotional appeal and trust. This research is justified because it is still limited to 10 TikTok influencers. Of these 10 influencers, no influencers have deep abilities or expertise in a field. Influencer expertise is essential; its influence on consumer purchase intentions can vary greatly depending on industry context, research limitations, and other factors that may be more dominant in influencing consumer behavior.

The credibility on trust (coeff = 0.631 t = 15.564; $p <0.05$) has a positive and significant influence. This result is in line with research conducted by Alcántara-Pilar et al. (2024); the same results show that an influencer's credibility on the TikTok application can positively influence the influencer's trust. It indicates that credible influencers provide accurate, reliable, and high-quality information. When followers see that the information conveyed is always correct and helpful, they are more likely to trust the influencer.

Furthermore, the relationship between online engagement and purchase intention has a positive and significant influence (coeff = 0.631 t = 15.564; $p <0.05$). This result follows research conducted by AlFarraj et al. (2021), which also shows that an influencer's online engagement can positively influence the influencer's purchase intention in the aesthetic dermatology industry. It explains that online engagement includes interactions such as likes, comments, shares, and direct messages. Marketing literature has revealed that cognitive engagement, one of the main components of customer engagement, plays a vital role in influencing and shaping consumer behavior (Algharabat et al., 2020). This cognitive involvement includes the mental processes and attention consumers give to a product or service, which influences their purchasing decisions. With high cognitive involvement, consumers tend to be more informed, critical, and actively involved in interactions with the brand, thereby creating a stronger and more loyal relationship. Finally, the relationship between trust and purchase intention has a positive and significant influence (coeff = 0.631 t = 15.564; $p <0.05$). If we look at the research conducted by Alcántara-Pilar et al. (2024), we see that an influencer's trust in the TikTok application can influence the influencer's purchase intention positively. Morgan and Hunt (1994) explained the commitment-trust theory (CTT), namely that the implications of trust and commitment in an organizational context are significant in building relationships between an organization and its customers. Customers' trust in an organization significantly impacts their intention to enter a transaction and their desire to maintain a long-term relationship. When customers trust an organization, they are more likely to engage in ongoing transactions and demonstrate higher loyalty. This trust also reduces doubts and increases customer confidence in the reliability and integrity of the organization, ultimately strengthening the long-term relationship between both parties. Kim and Kim (2021) argue that followers' trust in influencers creates positive and favorable perceptions of their relationship with the influencer. This trust builds a solid emotional foundation, strengthening the bond between followers and influencers and increasing followers' intent to purchase products recommended by the influencer.

5. Conclusion

The study investigated the relationship between attractiveness, reliability, expertise, and purchase intention, mediating by credibility, online engagement, and trust. The research employed a quantitative approach through questionnaire surveys and collected data from 356 local Indonesians who follow the top 10 influencers, must be at least 17 years old, and have never shopped on the TikTok application. CFA and PLS-SEM were utilized for data analysis. In this research, there were 12 hypotheses, of which 10 had a significant effect and were accepted, while 2 had no significant effect and the hypotheses were rejected. Of all the accepted hypotheses, it was found that the relationship between credibility and trust has the most outstanding significance value, which means that an influencer's credibility on TikTok will significantly influence the trust of their followers. An influencer can improve three dimensions, namely attractiveness, reliability, and expertise, to increase their credibility as an influencer, which will later have an impact on the trust of their followers.

5.1. Theoretical Contribution

This research contributes significantly to the existing literature by exploring the impact of influencer credibility (attractiveness, reliability, and expertise) on purchase intentions through the mediation of credibility, trust, and online engagement. This research enriches the theoretical understanding of how dimensions of influencer credibility can influence consumer purchase intentions. Additionally, this study adopts the SOR (Stimulus-Organism-Response) model by examining the impact of specific environmental stimuli, namely the credibility factors of physical attractiveness, reliability/honesty, and expertise, on emotional responses (O), which then influence behavioral responses (R) such as purchase intentions. These findings provide empirical evidence that credibility dimensions, such as expertise and reliability, can increase followers' trust in influencers, enhancing purchase intentions. Moreover, this research highlights the significant role of trust and online engagement as mediating variables, offering a comprehensive framework for understanding the complex interactions between influencer credibility and consumer behavior on social media platforms, particularly TikTok.

5.2. Managerial Implications

Based on the findings of this research, several managerial implications can optimize TikTok's marketing strategies. First, we find that influencers with high levels of attractiveness lead to higher purchase intentions among followers. Therefore, marketers should select influencers based on popularity and attractiveness, focusing on those with strong aesthetic appeal. From the influencer's perspective, enhancing attractiveness can be achieved by strengthening their personal brand through the investment in high-quality content production, including professional photography and videography that emphasize their most appealing attributes. Furthermore, maintaining a cohesive and visually pleasing aesthetic across their social media profiles, alongside a commitment to regular fitness and beauty regimens, and staying informed on current fashion trends, can significantly elevate their perceived attractiveness.

Second, influencer expertise significantly boosts online engagement and credibility. Companies should partner with knowledgeable influencers who can share informative content, increasing follower trust and engagement. From the influencer's perspective, enhancing expertise can be achieved by continuously investing in education within their niche, such as enrolling in formal courses, obtaining certifications, or participating in workshops. Additionally, staying informed about the latest industry trends and developments enables influencers to deliver accurate and relevant content to their audience. Third, the research found that influencer reliability significantly enhances credibility and online engagement. Marketers should focus on partnering with influencers who have a track record of consistent reliability in their content delivery and audience interactions. This includes influencers who adhere to a regular posting schedule, provide honest and transparent product reviews, and consistently engage with their audience in a trustworthy manner. From the influencer's standpoint, improving reliability can be achieved by adhering to a consistent posting routine, being upfront about sponsored content, and actively engaging with followers to build trust.

Fourth, trust mediates the relationship between influencer credibility and purchase intention. Marketers must ensure influencers build and maintain trust through honest and authentic content, avoiding overly scripted messages. Fifth, higher online engagement strengthens the impact of influencer credibility on purchasing decisions. Companies should encourage direct interactions like live streaming and Q&A sessions to deepen audience engagement. Lastly, regularly evaluating influencer campaigns using metrics like engagement rates and sales conversions is crucial. By continuously assessing and adjusting strategies based on performance data, companies can enhance the effectiveness of their influencer marketing efforts on TikTok.

5.3. Limitations and Suggestions for further studies

This research was limited to TikTok users in Indonesia. This geographical limitation may mean that the research results may not fully reflect the behavior of TikTok users in other countries with different cultures and habits. This research focuses on one social media platform, namely the TikTok application. By focusing only on TikTok, this research may not cover the unique dynamics and characteristics of other social media platforms such as Instagram, Facebook, or X/Twitter. Each platform has a different user base, algorithm, and features, which can influence how influencers interact

with their audiences and how their audiences respond to the content presented. Therefore, the results of this study may only be generalizable to some types of social media and may be less relevant for companies or marketers who use various social media platforms in their marketing strategies. Future research should cover multiple social media platforms such as Instagram, Facebook, X/Twitter, and YouTube to gain a deeper understanding of the influence of influencer credibility. This step will allow a more detailed comparative analysis of how each platform's characteristics and algorithms influence interactions between influencers and their audiences.

Future research should not be limited to the 10 top influencers and should involve influencers with various numbers of followers, including micro-influencers and nano-influencers. This recommendation will help understand how an influencer's credibility's influence varies depending on the audience's size and the type of interaction involved. Micro-influencers often have a more personal and close relationship with their audience, which can result in a different level of trust and influence compared to mega-influencers (Park et al., 2021). Additionally, influencers with smaller followings may have more niche and segmented audiences, providing different insights into consumer behavior and preferences (Influencer Marketing Hub, 2021). Therefore, the results of this study may only partially reflect the influence of influencer credibility across the spectrum of TikTok users and different types of influencers. Further research involving influencers with varying followers will provide a more comprehensive and in-depth picture.

Author Contribution
Author1: Conceptualization, writing original draft, data curation, formal analysis, investigation, methodology.
Author 2: Assisted in model design, helped determine research ideas, guided the first author

Financial Disclosure
This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Conflict of Interest
The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

References

Aaker. (1996). Measuring brand equity across products and markets. *California Management Review, 38*, 102–120.

Alcántara-Pilar, J. M., Rodriguez-López, M. E., Kalinić, Z., & Liébana-Cabanillas, F. (2024). From Likes to Loyalty: Exploring The Impact of Influencer Credibility on Purchase Intentions in Tiktok. *Journal of Retailing and Consumer Services, 78*, 103709. https://doi.org/10.1016/j.jretconser.2024.103709

AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the Impact of Influencers' Credibility Dimensions: Attractiveness, Trustworthiness and Expertise on the Purchase Intention in the Aesthetic Dermatology Industry. *Review of International Business and Strategy, 31*(3), 355–374. https://doi.org/10.1108/RIBS-07-2020-0089

Algharabat, R., Rana, N. P., Alalwan, A. A., Baabdullah, A., & Gupta, A. (2020). Investigating the Antecedents of Customer Brand Engagement and Consumer-Based Brand Equity in Social Media. *Journal of Retailing and Consumer Services, 53*, 101767. https://doi.org/10.1016/j.jretconser.2019.01.01

Annur, C., M. (2023). *Pengguna TikTok di Indonesia Terbanyak Kedua di Dunia per April 2023, Nyaris Salip AS?* Retrieved from https://databoks.katadata.co.id/datapublish/2023/05/24/pengguna-tiktok-di-indonesia-terbanyak-kedua-di-dunia-per-april-2023-nyaris-salip-as

Backlinko. (2024). *TikTok Statistics You Need to Know*. Retrieved from https://backlinko.com/tiktok-users.

Balaban, D., & Mustățea. (2019). Users' Perspective on the Credibility of Social Media Influencers in Romania and Germany. *Romanian Journal of Communication and Public Relations, 21*(1). https://doi.org/10.21018/RJCPR.2019.1.269

Barros, L., Petroll, M., Damacena, C., & Knoppe, M. (2019). Store atmosphere and impulse: a cross-cultural study. International *Journal of Retail & Distribution Management, 47*(8) https://doi.org/10.1108/IJRDM-09-2018-0209

Belanche, D., Flavián, M., & Ibáñez-Sánchez, S. (2020). Followers' Reactions to Influencers' Instagram Posts. *Spanish Journal of Marketing - ESIC, 24*(1), 37–54. https://doi.org/10.1108/SJME-11-2019-0100

Belanche, D., Casaló, L., 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*. https://doi.org/10.1016/J.JRETCONSER.2021.102585

Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. *Journal of Service Research*, *14*(3), 252–271. https://doi.org/10.1177/1094670511411703

Byrne, E., Kearney, J., & Macevilly, C. (2017). The Role of Influencer Marketing and Social Influencers in Public Health. Proceedings of the Nutrition Society, 76. https://doi.org/10.1017/S0029665117001768

Caruana, A., Ewing, M., & Pitt, L. (2015). Service Reliability and the Market Orientation- Performance Link. In: M. Moore & R. Moore (eds.), *New Meanings for Marketing in a New Millennium. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham. https://doi.org/10.1007/978-3-319-11927-4_80

Ceyhan, S., Dogan, I. C., Yildiz, M., & Barca, M. (2018). Boundary Conditions for The Emergence of Relational Trust Among Exporters and Importers. *Review of International Business and Strategy*, *28*(3/4), 358–372. https://doi.org/10.1108/RIBS-01-2018-0009

Chawla, S., Dave, D., & Barr, P. (2008). Role of Physical Attractiveness in Endorsement. *Journal of Professional Services Marketing, 10*(2). https://doi.org/10.1300/j090v10n02_14

Claffey, E., & Brady, M. (2019). An empirical study of the impact of consumer emotional engagement and affective commitment in firm-hosted virtual communities. *Journal of Marketing Management, 35*, 1047 - 1079. https://doi.org/10.1080/0267257X.2019.1601125

Daneshvary, R., & Schwer, R. K. (2000). The Association Endorsement and Consumers' Intention to Purchase. *Journal of Consumer Marketing*, *17*(3), 203–213. https://doi.org/10.1108/07363760010328987

Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, *15*(4), 291–314. https://doi.org/10.1362/026725799784870379

Emplifi. (2023). *3 reasons why TikTok is pivotal for influencer marketing*. Retrieved from https://emplifi.io/resources/blog/reasons-why-tiktok-is-pivotal-for-influencer-marketing

Frevert, T., & Walker, L. (2014). Physical Attractiveness and Social Status. *Sociology Compass, 8,* 313-323. https://doi.org/10.1111/SOC4.12132

Gatautis, R., Vitkauskaite, E., Gadeikienė, A., & Piligrimienė, Ž. (2016). Gamification as a Mean of Driving Online Consumer Behaviour: SOR Model Perspective. *The Engineering Economics, 27,* 90-97. https://doi.org/10.5755/J01.EE.27.1.13198

Ghozali, I. (2016). *Aplikasi Analisis Multivariete dengan Program IBM SPSS 23* (8th ed.). Badan Penerbit Universitas Dipenogoro.

Goi, M., Kalidas, V., & Yunus, N. (2018). Mediating roles of emotion and experience in the stimulus-organism-response framework in higher education institutions. *Journal of Marketing for Higher Education, 28*, 112 - 90. https://doi.org/10.1080/08841241.2018.1425231

Gubalane, A., & Ha, Y. (2023). The effects of social media influencers' credibility on product evaluation, product attitude, and purchase intention: The mediating effects of product-influencer fit. *International Journal of Innovative Research and Scientific Studies, 6*(4). https://doi.org/10.53894/ijirss.v6i4.2116

Guo, Y., Rammal, H. G., Benson, J., Zhu, Y., & Dowling, P. J. (2018). Interpersonal Relations in China: Expatriates' Perspective on The Development and Use of Guanxi. *International Business Review*, *27*(2), 455–464. https://doi.org/10.1016/j.ibusrev.2017.09.012

Hair, J. F., Babin, B. J., Anderson, R. E., & Black, W. C. (2019). *Multivariate Data Analysis* (8th ed.). England: Pearson Prentice.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A workbook*. Springer.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. Journal of the Academy of Marketing Science, 43(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8

Hopkins, W. (2000). Measures of Reliability in Sports Medicine and Science. Sports Medicine, 30, 1-15. https://doi.org/10.2165/00007256-200030010-00001

Hughes, C., Swaminathan, V., & Brooks, G. (2019). Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns. *Journal of Marketing, 83*, 78 - 96. https://doi.org/10.1177/0022242919854374

Hussain, S., Ahmed, W., Jafar, R. M. S., Rabnawaz, A., & Jianzhou, Y. (2017). eWOM Source Credibility, Perceived Risk and Food Product Customer's Information Adoption. *Computers in Human Behavior*, *66*, 96–102. https://doi.org/10.1016/j.chb.2016.09.034

Influencer Marketing Hub. (2021). *What is an influencer?* Retrieved from https://influencermarketinghub.com/what-is-an-influencer/

Influencity. (2023). *TikTok Statistics To Know in 2023*. Retrieved from https://influencity.com/resources/studies/tiktok-influencer-marketing-study-statistics/

Iqbal, M. (2024). *TikTok Revenue and Usage Statistics (2024)*. Retrieved from https://www.businessofapps.com/data/tik-tok-statistics/

Jin, S. A. A., & Phua, J. (2014). Following celebrities' tweets about brands: The impact of Twitter-based electronic word-of-mouth on consumers' source credibility perception, buying intention, and social identification with celebrities. *Journal of Advertising, 43(*2), 181-195.

Kemp, S. (2023) .*DIGITAL 2023: INDONESIA*. Retrieved from https://datareportal.com/reports/digital-2023-indonesia

Kim, D. Y., & Kim, H.-Y. (2021). Trust Me, Trust Me Not: A Nuanced View of Influencer Marketing on Social Media. *Journal of Business Research*, *134*, 223–232. https://doi.org/10.1016/j.jbusres.2021.05.024

Lee, J. E., & Watkins, B. (2016). Youtube Vloggers' Influence on Consumer Luxury Brand Perceptions and Intentions. *Journal of Business Research*, *69*(12), 5753–5760. https://doi.org/10.1016/j.jbusres.2016.04.171

Leite, F. P., & Baptista, P. de P. (2022). The Effects of Social Media Influencers' Self-Disclosure on Behavioral Intentions: The Role of Source Credibility, Parasocial Relationships, and Brand Trust. *Journal of Marketing Theory and Practice*, *30*(3), 295–311. https://doi.org/10.1080/10696679.2021.1935275

Liao, J., Chen, K., Qi, J., Li, J., & Yu, I. Y. (2023). Creating Immersive and Parasocial Live Shopping Experience for Viewers: The Role of Streamers' Interactional Communication Style. *Journal of Research in Interactive Marketing, 17*(1), 140–155. https://doi.org/10.1108/JRIM-04-2021-0114

Lin, Q., & Nuangjamnong, C. (2022). Exploring the Role of Influencers and Customer Engagement on Purchase Intention in TikTok Live Streaming Shopping. *International Journal of Social Sciences and Humanities Invention. 9*(12), 7469-7498.https://doi.org/10.2139/ssrn.4295862

Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, *19*(1), 58–73. https://doi.org/10.1080/15252019.2018.1533501

Mabkhot, H., Isa, N., & Mabkhot, A. (2022). The Influence of the Credibility of Social Media Influencers SMIs on the Consumers' Purchase Intentions: Evidence from Saudi Arabia. *Sustainability,* 14(19), 12323; https://doi.org/10.3390/su14191232

Martiningsih, D., & Setyawan, A. (2022). The Impact of Influencers' Credibility Towards Purchase Intention. *Proceedings of the International Conference on Economics and Business Studies* (ICOEBS 2022). https://doi.org/10.2991/aebmr.k.220602.025

Mazaheri, E., Richard, M., & Laroche, M. (2011). Online consumer behavior: Comparing Canadian and Chinese website visitors. Journal of Business Research, 64, 958-965. https://doi.org/10.1016/J.JBUSRES.2010.11.018

Mollen, A., & Wilson, H. (2010). Engagement, Telepresence and Interactivity in Online Consumer Experience: Reconciling Scholastic and Managerial Perspectivesa. *Journal of Business Research*, *63*(9–10), 919–925. https://doi.org/10.1016/j.jbusres.2009.05.014

Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, *58*(3), 20–38. https://doi.org/10.1177/002224299405800302

Munnukka, J., Uusitalo, O., & Toivonen, H. (2016). Credibility of A Peer Endorser and Advertising Effectiveness. *Journal of Consumer Marketing*, *33*(3), 182–192. https://doi.org/10.1108/JCM-11-2014-1221

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

Park, J., Lee, J., Xiong, V., Septianto, F., & Seo, Y. (2021). David and Goliath: When and Why Micro-Influencers Are More Persuasive Than Mega-Influencers. *Journal of Advertising, 50,* 584-602. https://doi.org/10.1080/00913367.2021.1980470

Patterson, D. A. (2008). *Intergovermental Cooperation*. Local Governmental Services.

Petty, R. D., & Andrews, J. C. (2008). Covert Marketing Unmasked: A Legal and Regulatory Guide for Practices that Mask Marketing Messages. *Journal of Public Policy & Marketing*, *27*(1), 7–18. https://doi.org/10.1509/jppm.27.1.7

Putrevu, S., & Lord, K. R. (1994). Comparative and Noncomparative Advertising: Attitudinal Effects under Cognitive and Affective Involvement Conditions. *Journal of Advertising*, *23*(2), 77–91. https://doi.org/10.1080/00913367.1994.10673443

Putri, M., & Dermawan, R. (2023). Influence of Content Marketing and Influencer Marketing on the Purchase Intention of Somethinc Products on TikTok Gen Z Users in Surabaya. *Indonesian Journal of Business Analytics, 3*(5). https://doi.org/10.55927/ijba.v3i5.5437

Ratten, V., & Tajeddini, K. (2017). Innovativeness in Family Firms: An Internationalization Approach. *Review of International Business and Strategy*, *27*(2), 217–230. https://doi.org/10.1108/RIBS-12-2016-0085

Rivai, J., Haryanto, A., Tehila, K., & Anggraeni, A. (2023). The Impact of Influencer Credibility on Purchase Intention of TikTok Users. *2023 11th International Conference on Information and Communication Technology* (ICoICT), 57-62. https://doi.org/10.1109/ICoICT58202.2023.10262423

Sarstedt, M., Ringle, C. M., Smith, D., Reams, R., & Hair Jr, J. F. (2014). Partial least squares structural equation modeling (PLS-SEM): A useful tool for family business researchers. *Journal of Family Business Strategy, 5*(1), 105-115.

Schiffman, L. G., & Kanuk, L. L. (2017). *Perilaku Konsumen* (7th ed.). Indeks.

Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer Endorsements in Advertising: The Role of Identification, Credibility, and Product-Endorser Fit. *International Journal of Advertising*, *39*(2), 258–281. https://doi.org/10.1080/02650487.2019.1634898

See-To, E. W. K., & Ho, K. K. W. (2014). Value Co-Creation and Purchase Intention in Social Network Sites: The Role of Electronic Word-o-Mouth and Trust – A Theoretical Analysis. *Computers in Human Behavior*, *31*, 182–189. https://doi.org/10.1016/j.chb.2013.10.013

Selnes, F., & Gønhaug, K. (2000). Effects of Supplier Reliability and Benevolence in Business Marketing. *Journal of Business Research, 49*, 259-271. https://doi.org/10.1016/S0148-2963(99)00017-X

Singh, S. (2024). *TikTok User Statistics 2024 (Global Data)*. Retrieved from https://www.demandsage.com/tiktok-user-statistics/

Sokolova, K., & Kefi, H. (2020). Instagram and Youtube Bloggers Promote it, Why Should I Buy? How Credibility and Parasocial Interaction Influence Purchase Intentions. *Journal of Retailing and Consumer Services*, *53*, 101742. https://doi.org/10.1016/j.jretconser.2019.01.011

Statista. (2023). *Influencer Marketing In Indonesia - Statistics & Facts*. Retrieved from https://www.statista.com/topics/7090/influencer-marketing-in-indonesia/#topicOverview

Taylor, S. A., & Baker, T. L. (1994). An Assessment of The Relationship Between Service Quality and Customer Satisfaction in The Formation of Consumers' Purchase Intentions. *Journal of Retailing*, *70*(2), 163–178. https://doi.org/10.1016/0022-4359(94)90013-2

Van der Waldt, D., M van Loggerenberg, M., & Wehmeyer, L. (2011). Celebrity Endorsements Versus Created Spokespersons in Advertising: A Survey Among Students. *South African Journal of Economic and Management Sciences*, *12*(1), 100–114. https://doi.org/10.4102/sajems.v12i1.263

Vo, D., & Nguyen, S. (2021). Consumer Entitlement Behaviour in Confucian Culture: Empirical Findings in the Vietnamese Retail Setting. *Transnational Marketing Journal, 9*(2), 447-467. https://doi.org/10.33182/tmj.v9i2.1191

Vivek, S., Beatty, S., & Morgan, M. (2012). Customer Engagement: Exploring Customer Relationships Beyond Purchase. *Journal of Marketing Theory and Practice*, *20*(2), 127–145.

Wang, S. W., & Scheinbaum, A. C. (2018). Enhancing Brand Credibility Via Celebrity Endorsement. *Journal of Advertising Research*, *58*(1), 16–32. https://doi.org/10.2501/JAR-2017-042

Xiao, M., Wang, R., & Chan-Olmsted, S. (2018). Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model. *Journal of Media Business Studies, 15*, 188 - 213. https://doi.org/10.1080/16522354.2018.1501146

Appendix 1 : Construct measures

No.	Variable	Operational Definition	Item	Indicator	Source
1.	Attractiveness	Positive qualities including one's appearance, personality, and talents that evoke positive associations (Erdogan, 1999)	AT1	The influencers I follow on TikTok have made a good impression on me	Sokolova and Kefi (2020), adaptation of Ohanian (1990), Liao et al. (2023)
			AT2	Purchasing foreign-made products is unpatriotic	
			AT3	The influencers I follow can take my attention	
			AT4	The influencers I follow on TikTok are handsome/beautiful	
			AT5	The influencers I follow on TikTok are elegant	
2.	Reliability	The honesty, integrity and believability an influencer conveys (Van der Waldt et al., 2009)	RE1	The influencers I follow on TikTok are honest in providing content	Sokolova and Kefi (2020), adaptation of Ohanian (1990), Liao et al. (2023)
			RE2	The influencers I follow on TikTok are loyal to their followers	
			RE3	The influencers I follow on TikTok are sincere	
			RE4	The influencers I follow on TikTok can stick to their words	
3.	Expertise	The perceived knowledge, skills and experience an influencer holds to credibly promote a product (Van der Waldt et al., 2009)	EX1	The influencers I follow on TikTok are experts in their fields	Sokolova and Kefi (2020), adaptation of Ohanian (1990), Liao et al. (2023)
			EX2	The influencers I follow on TikTok are experienced in their fields	
			EX3	The influencer I follow on TikTok is an entrepreneur	
			EX4	The influencers I follow on TikTok are qualified in their fields	
			EX5	The influencers I follow on TikTok are talented in their fields	
4.	Credibility	The extent to which the information conveyed is considered trustworthy and reliable by the recipient (Rebelo, 2017).	CR1	I feel the expertise of the influencers I follow on TikTok	Sokolova and Kefi (2020)
			CR2	I feel that the influencers I follow on TikTok are effective in doing their jobs	
			CR3	The influencers I follow on TikTok care about their followers	
			CR4	The influencers I follow on Tiktok update their content regularly Indonesian local	

No.	Variable	Operational Definition	Item	Indicator	Source
				cosmetic and skincare brand	
5.	Trust	The confidence that followers have through consistent, transparent, and honest communication from influencers, fostering a sense of authenticity and reliability (Liu et al., 2015)	TR1	The influencers I follow on TikTok fulfill their commitments	Sokolova and Kefi (2020), adaptation of Ohanian (1990), Liao et al. (2023)
			TR2	The information provided by the influencers I follow is genuine	
			TR3	The information provided by the influencers I follow is honest	
			TR4	I can trust the promises made by the TikTok influencers I follow	
6.	Online Engagement	The level of interaction and involvement that users exhibit in an online environment (Mollen & Wilson, 2010)	OE1	I will participate in live activities carried out by influencers I follow on TikTok, such as sending likes, rewards and gifts	Husaain et al. (2017)
			OE2	I would recommend the influencers I follow on TikTok	
			OE3	I feel like I have a special bond with a brand that I support by a TikTok influencer I follow	
7.	Purchase Intention	The likelihood of consumers purchasing a product is assessed based on the positive responses given (Taylor et al., 1975).	PI1	I will buy products promoted by influencers I follow on TikTok	See-To and Ho (2014), Putrevu and Lord (1994), Taylor and Baker (1994)
			PI2	I will recommend people close to me to buy products promoted by influencers I follow on TikTok	
			PI3	I will consider buying products offered by influencers I follow on TikTok	
			PI4	I might buy a product offered by an influencer I follow on TikTok	
			PI5	I will buy products offered by influencers I follow on TikTok when I need those products	