

THE INFLUENCE OF INFLUENCER MARKETING ON TIKTOK ON THE PURCHASE INTENTION OF PT. COSMAX INDONESIA SKINCARE PRODUCTS



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Abstract

This study aims to analyze the impact of influencer marketing on TikTok on consumers' purchase intention towards skincare products from PT Cosmax Indonesia. Using the Stimulus-Organism-Response (SOR) model approach, this research examines influencer characteristics such as attractiveness, expertise, originality, homophily, and interaction as stimuli affecting consumer attitudes, including image satisfaction and advertising trust, as well as self-brand connection towards purchase intention. Additionally, product attributes such as product quality, ingredients, awareness, and safety are also analyzed for their impact on purchase intention. Data were collected from 388 respondents who are active TikTok users aged 18–34 years and regularly use skincare products. A quantitative method through questionnaires was employed, and the data were analyzed using SEM-PLS (SmartPLS 4). The results of the study show that all influencer characteristics significantly influence advertising trust and image satisfaction. Advertising trust was found to have a direct impact on purchase intention, whereas image satisfaction and self-brand connection did not directly influence purchase intention. On the other hand, product attributes, especially product safety, were the most dominant factor in driving purchase intention. The results of the Multigroup Analysis also revealed that there were no significant differences between the preferences for educational and entertainment content in influencing the relationships among the variables. This study emphasizes the importance of influencer credibility and product quality as the primary strategies for influencing purchase decisions on TikTok.

Keywords: Influencer Marketing, TikTok, Skincare, PT Cosmax Indonesia, Purchase Intention, Digital Marketing

INTRODUCTION

TikTok, as a platform with a short video format and a unique personalization algorithm, has experienced rapid growth, particularly among younger generations. One of the most popular content categories on TikTok is beauty and skincare, which has significantly contributed to the increase in skincare product sales. Based on data from Kalodata, in September 2024, the Beauty & Personal Care category in TikTok Indonesia recorded a 7% increase in sales within a single week, with total transactions reaching IDR 402 billion, making it the highest-selling category on the platform.

Collaboration with Key Opinion Leaders (KOL) on TikTok has also proven to have a significant impact on skincare product sales in Indonesia. Influencers play an important role in building consumer trust through honest reviews and organic content. According to kol.id (2024), the presence of influencers on TikTok facilitates audience access to relevant information, thereby increasing purchase intention for the promoted products.

On the other hand, PT Cosmax Indonesia also plays a strategic role in supporting the growth of the skincare industry in Indonesia. As a subsidiary of Cosmax Inc., a leading cosmetics R&D and manufacturing company from South Korea, PT Cosmax Indonesia was established in 2011 with a focus on providing Original Design Manufacturing (ODM) and Original Equipment Manufacturing (OEM) services for skincare and decorative cosmetics. The company offers comprehensive solutions for cosmetic brands, from formulation development to finished product manufacturing.

The company also collaborates with leading universities in Indonesia to develop cosmetic raw materials based on local plants, aiming to enhance product competitiveness in the global market. In the context of the rapidly growing halal cosmetics industry, PT Cosmax Indonesia has obtained halal certification from the Indonesian Ulema Council (MUI) since February 2016, and to date has produced more than 2,380 halal cosmetic products, making it the producer with the highest number of halal-certified products in Indonesia.

In addition to product innovation, PT Cosmax Indonesia also promotes the implementation of digital marketing strategies to help skincare brands enhance brand awareness and consumer purchase intention. Technology and knowledge transfer from South Korea is one of the company's main advantages in delivering cutting-edge formulation technology. As part of the national beauty industry ecosystem, PT Cosmax Indonesia not only contributes to product innovation but also creates jobs, supports local research, and boosts the competitiveness of local brands in the global market. With a focus on sustainability, innovation, and adaptation to digital trends, the company has become one of the key drivers of skincare industry growth in Indonesia while meeting the ever-growing market demand.

The effectiveness of influencer marketing in building brand awareness and influencing purchasing decisions has been demonstrated in various studies. Research by Yi Li and Yangying Peng (2021) shows that influencer attributes such as source credibility, expertise, originality, homophily, and interaction significantly contribute to image satisfaction and advertising trust. These two factors then strengthen the self-brand connection and increase purchase intention.

This study had limitations as it only used data from the Weibo platform, which is the most popular social media in China and has features similar to Twitter, and has not been

studied in the context of TikTok. In addition, according to research by Lou & Kim (2019) in the *Journal of Interactive Advertising*, consumers are more likely to trust and respond to content they consider relevant to their needs. Educational and experience-based content from influencers has proven to be more effective in building trust than purely promotional content.

Thus, there is still a research gap in understanding how these factors influence purchase intention for skincare products on TikTok.

Based on this background, this study aims to analyze the influence of influencer marketing on TikTok on the purchase intention of skincare products. This study will highlight influencer characteristics such as attractiveness, expertise, originality, homophily, and interaction, as well as evaluate their role in shaping consumer attitudes, namely image satisfaction and advertising trust. Furthermore, the study will examine the role of self-brand connection as a mediator between consumer attitudes and purchase intention.

As supporting factors, this study will consider product quality, product ingredients, product awareness, and product safety, which may influence consumer purchasing decisions. With this analytical framework, the study is expected to contribute to the beauty industry in enhancing brand competitiveness and assisting digital marketing practitioners in designing more effective and data-driven strategies.

LITERATURE REVIEW

Influencer Marketing

Influencer marketing is a marketing strategy that leverages the influence of individuals or the opinions of opinion leaders to enhance brand awareness and/or influence consumers' purchasing decisions (Brown & Hayes, 2008).

Purchase Intention

Purchase intention refers to a consumer's desire or willingness to consciously plan or attempt to purchase a desired product or brand (Spears & Singh, 2004). Image satisfaction with social media influencers describes consumers' positive evaluation of social presence, interpersonal interaction, and satisfaction level (Dabholkar et al., 2009).

Self-Brand Connection

Self-brand connection is the extent to which customers incorporate a brand into their self-concept (Escalas & Bettman, 2003). It is also considered an individual's belief about the brand they choose (Aguirre-Rodriguez et al., 2012).

Image Satisfaction

According to Li and Peng (2021), consumers' image satisfaction with product posts is influenced by visual aspects such as image attractiveness, content authenticity, and the visual fit with audience characteristics.

Advertising Trust

Advertising trust refers to consumers' cognitive perception of the extent to which an advertisement's content serves consumers' personal interests compared to the commercial interests of brand management (Gefen et al., 2003).

Product Quality

Product quality is the ability of a product to perform its functions and tasks in meeting consumer needs and desires (Kotler & Armstrong, 2012). Product quality is also related to

the value offered for money. In general, organic product consumers tend to pay less attention to price and place greater emphasis on product quality (Basha et al., 2015).

Product Ingredients

According to Hussain et al. (2016), product ingredients have always been a motivating factor for purchase intention among customers. Customers may display different purchasing attitudes depending on their knowledge of the product's ingredients.

Product Awareness

Product awareness is the level of consumer awareness of the existence and advantages of a product, including the ability to recognize, recall, and understand the features and benefits offered, enabling the product to become one of the options considered during the purchase decision process (Kotler & Keller, 2016).

Product Safety

Product safety refers to the degree to which a product can be used as instructed without causing side effects or harm to consumers (Rosyid, 2024). To ensure safety, products must undergo rigorous testing and meet national regulatory standards. In Indonesia, BPOM requires cosmetic products to have distribution permits as proof of evaluation regarding safety, quality, and benefits.

RESEARCH METHOD

This research model is a modification of previous studies with similar topics. The study conducted by Li, Y., & Peng, Y. (2021) serves as a reference for the researcher in developing the research model. That study analyzed the influence of social media influencer characteristics on consumers' purchase intention.

Another relevant study was conducted by Chong, S.C. (2022), which found that product quality, product price, product availability, and product safety significantly affect consumers' purchase intention. The results indicated that product quality was the most significant factor compared to other variables. However, this study primarily focused on halal food products or other product categories outside the skincare context.

The journal further revealed that product quality has a significant positive relationship with purchase intention for halal products, whereas product ingredients are not always a significant factor, depending on consumers' level of knowledge. This highlights a research gap, particularly regarding the influence of product quality and product ingredients in the skincare category on consumers' purchase intention on the TikTok platform, which has not been addressed in previous studies.

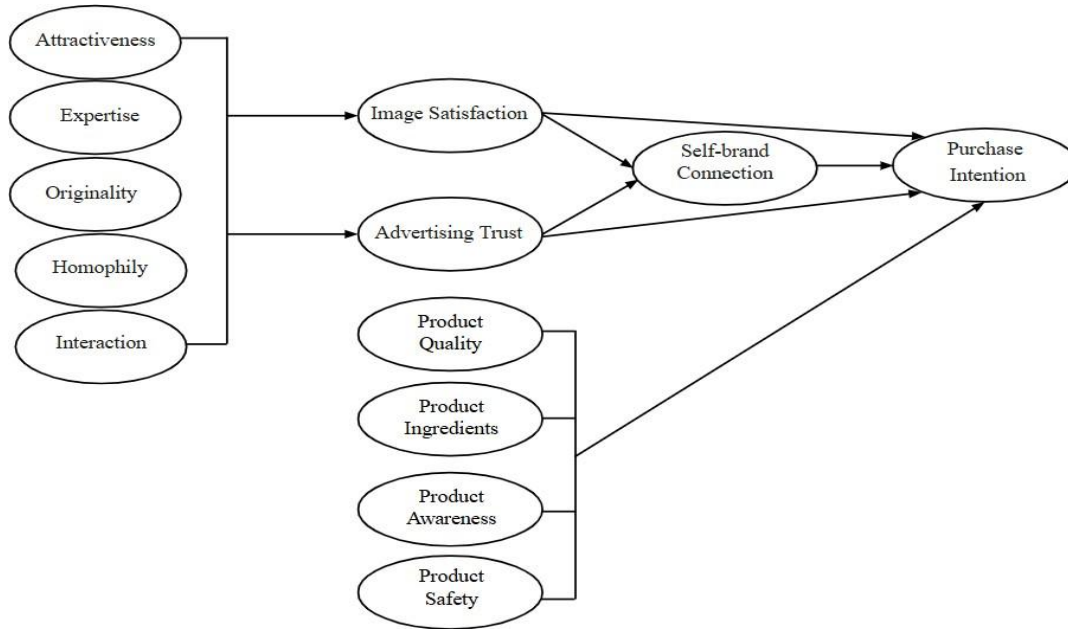


Figure 1.
Research Model

Based on the models developed by Li and Peng (2021) and Chong (2022), the researcher adapts and modifies the conceptual framework by considering influencer characteristics as well as the nature of skincare products as high-involvement products. Li and Peng's (2021) model explains that influencer characteristics such as attractiveness, expertise, originality, homophily, and interaction can influence consumer attitudes toward promotional content, manifested in the form of image satisfaction and advertising trust. These positive attitudes can subsequently play a direct role in increasing purchase intention or in building an emotional connection between consumers and brands through self-brand connection. In the long term, this emotional relationship will strengthen loyalty and encourage sustainable purchasing decisions.

However, in the context of skincare products, which fall into the high-involvement category, purchasing decisions are influenced not only by affective aspects and perceptions of the influencer but also by rational evaluations of the product's attributes. Skincare products are applied directly to the skin and have implications for health, thus consumers place great importance on safety, quality, and ingredient composition. Therefore, the researcher integrates Chong's (2022) model, which is relevant for high-involvement products. This model emphasizes the importance of variables such as product quality, product ingredients, product safety, and product awareness as key determinants in shaping purchase intention.

Through this combined approach, the research model not only examines how the emotional influence of influencer characteristics affects consumer attitudes but also incorporates the rational thinking process that is crucial in choosing skincare products. Accordingly, the researcher constructs a model that combines the influence of influencer characteristics on consumer attitudes, examines how these attitudes can build emotional connections with the brand, and ultimately drive purchase intention. In addition, the researcher also adds the direct influence of product attributes—namely product quality,

product ingredients, product safety, and product awareness—on purchase intention as a primary focus of the study. This combined model is expected to provide a more comprehensive and relevant picture of the factors influencing consumer purchasing decisions, particularly in the context of skincare product promotion through social media.

According to Sekaran & Bougie (2016), a population is defined as a group of people, events, or things that are of interest to the researcher, leading the researcher to investigate the phenomenon. Therefore, the population of this study consists of skincare users who use the TikTok application.

The sampling technique used is non-probability sampling, as data is collected from individuals who have used the TikTok application in Indonesia to view skincare reviews and purchase skincare products based on social media influencer reviews. Moreover, the sampling method applied is purposive sampling, as respondents who complete the research questionnaire are those who meet the predetermined criteria. The questionnaire is based on the respondents' most recent experience when searching for skincare products through TikTok. The respondents in this study are Indonesian residents who meet the following criteria:

1. Use the TikTok application
2. Are aware of beauty influencers and skincare brands
3. Reside in Jakarta, East Java, or West Java
4. Are female or male
5. Aged 18–34 years (Millennials and Gen Z)
6. Have been routine skincare users for the past year

Sample size calculation:

- 5×59 indicators = 295 samples
- 10×59 indicators = 590 samples

Based on these calculations, the required sample size for this study ranges from 250 to 590 respondents.

RESULT AND DISCUSSION

Respondent Profile

Table 1.
Respondent Profile

Size	Item	Ampunt	Perecentage (%)
Gender	Male	81	20,90%
	Female	307	79,10%
Age	18-21 years	39	10%
	22-25 years	91	23,50%
	26-29 years	182	46,90%
	30-34 years	76	19,60%
Domicile	Jakarta	228	58,8%
	West Java	134	34,50%
	East Java	24	6,70%
Time intensity of	Every Day	294	75,80%

using TikTok	Several times a week	35	9%
	Several times a month	59	15,20%

Source: Data processed by the author (2025)

The majority of respondents in this study were female (79.10%), aged 26–29 years (46.90%), and residing in Jakarta (58.8%). Most used TikTok daily (75.80%) and had been using skincare for more than a year (69.8%).

Measurement Model Analysis

Measurement Model Reliability Test

The initial step in analyzing the reflective measurement model was to assess the validity of the indicators through Cronbach's Alpha (CA) and Composite Reliability (CR) values, with minimum thresholds of >0.6 and >0.7, respectively, to ensure reliability (Hair et al., 2022).

Table 2.
Measurement Model Reliability Test Results

Variable	Cronbach's alpha	Composite reliability	Information
Advertising trust	0,927	0,929	Reliable
Attractive	0,909	0,911	Reliable
Expertise	0,930	0,939	Reliable
Homophily	0,872	0,877	Reliable
Image satisfaction	0,939	0,942	Reliable
Interaction	0,869	0,870	Reliable
Originality	0,937	0,941	Reliable
Product Ingredients	0,932	0,941	Reliable
Product Quality	0,926	0,928	Reliable
Product awareness	0,876	0,894	Reliable
Product safety	0,896	0,896	Reliable
Purchase intention	0,907	0,912	Reliable
Self-brand connection	0,904	0,906	Reliable

Source: Data processed by the author (2025)

All variables have CA values above 0.7, with most approaching or exceeding 0.9, indicating high internal consistency. The Composite Reliability value also exceeds 0.7, confirming that the indicators for each latent variable have strong reliability.

Structural Model Analysis (Inner Model)

Inner model analysis evaluates the relationships between variables in the structural model using three main indicators: R² to measure explanatory power, Q² to assess predictive relevance, and f² to determine the magnitude of each independent variable's influence on the dependent variable.

Structural Model Strength Test: R-squared (R²)

R² measures the model's predictive accuracy by describing the proportion of exogenous variables that can be explained by endogenous latent variables. A high R² value indicates good model predictive power, with R² categories: strong (0.75), moderately strong (0.5), and weak (0.25) (Hair et al., 2022).

Table 3.
Structural Model Strength Test R-square

Dependent Variable	R-square
Advertising trust	0,272
Image satisfaction	0,299
Purchase intention	0,564
Self-brand connection	0,620

Source: Processed Data by Researchers (2025)

The R² calculation results show that self-brand connection has the highest R² value (0.620), followed by purchase intention (0.564), while image satisfaction (0.299) and advertising trust (0.272) have lower R² values. This indicates that this model is quite powerful in explaining self-brand connection and purchase intention, but less capable of explaining advertising trust and image satisfaction, which may be influenced by other factors.

Effect Size (f²) Test

According to Sarstedt et al. (2017), the f² value in PLS-SEM indicates the influence of the construct: ≤ 0.02 (negligible), 0.02–0.15 (small effect), 0.15–0.35 (moderate effect), and > 0.35 (large effect).

Table 4.
Results of the F-Square Model Power Test

Variable correlations	f-square	Effect Size
Advertising trust -> Purchase intention	0,071	Weak
Advertising trust -> Self-brand connection	0,264	Medium
Attractive -> Advertising trust	0,047	Weak
Attractive -> Image satisfaction	0,034	Weak
Expertise -> Advertising trust	0,034	Weak
Expertise -> Image satisfaction	0,060	Weak
Homophily -> Advertising trust	0,051	Weak
Homophily -> Image satisfaction	0,036	Weak
Image satisfaction -> Purchase intention	0,010	Weak
Image satisfaction -> Self-brand connection	0,277	Medium
Interaction -> Advertising trust	0,019	Weak
Interaction -> Image satisfaction	0,067	Weak
Originality -> Advertising trust	0,128	Weak
Originality -> Image satisfaction	0,114	Weak
Product Ingredients -> Purchase intention	0,070	Weak
Product Quality -> Purchase intention	0,065	Weak
Product awareness -> Purchase intention	0,072	Weak
Product safety -> Purchase intention	0,269	Medium
Self-brand connection -> Purchase intention	0,013	Weak

Source: Researcher Processed Data (2025)

Most of the relationships between variables in the PLS-SEM model have weak contributions ($f^2 < 0.15$), but there are several paths with moderate effects, namely advertising trust to self-brand connection ($f^2 = 0.264$), image satisfaction to self-brand connection ($f^2 = 0.277$), and product safety to purchase intention ($f^2 = 0.269$). This finding highlights the importance of factors such as advertising trust, product image satisfaction, and perceived product safety in shaping consumer attitudes and decisions.

Predictive Relevance (Q^2) Test

The Q^2 (predictive relevance) test is used to assess how well the PLS-SEM model is able to predict the value of the endogenous construct. According to Sarstedt et al. (2017), a Q^2 value > 0 indicates the model has good predictive ability, while a Q^2 value < 0 indicates the model has inadequate predictive relevance.

Table 5.
 Q^2 Test Results

Variable Dependence	Result Q^2
Advertising trust	0,216
Image satisfaction	0,235
Purchase intention	0,377
Self-brand connection	0,415

Source: Researcher Processed Data (2025)

Based on the Q^2 test, all dependent constructs had Q^2 values > 0 , indicating good predictive relevance. The Self-brand Connection construct had the highest Q^2 value (0.415), followed by Image satisfaction (0.235), Purchase Intention (0.377), and Advertising trust (0.216), which also demonstrated fairly good predictive ability.

Standardized Root Mean Square Residual (SRMR)

The SRMR value measures model fit by comparing the correlation matrix of empirical data and the estimated model. According to Hair et al. (2021), an SRMR value < 0.08 indicates a good fit. In this study, an SRMR value of 0.064 indicates adequate model fit.

Table 6.
SRMR Values

	Model Estimation
SRMR	0,064

Source: Researcher Processed Data (2025)

Hypothesis Testing

Hypothesis testing was conducted using the p-value and t-statistic. If the p-value is < 0.05 , the relationship is considered significant, and if the p-value is > 0.05 , the relationship is not significant. With a 95% confidence level, the critical t-value is 1.965. The hypothesis was evaluated by comparing the t-statistic with the t-table; if the t-statistic is > 1.965 , H_0 is rejected and H_1 is accepted, indicating a significant effect.

Table 7.
Hypothesis Test Results

Hypotesis	Statement	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P values	Conclusions
H1	Attractive -> Image satisfaction	0.157	0.158	0.044	3.569	0.000	Supported
H2	Attractive -> Advertising trust	0.186	0.187	0.051	3.681	0.000	Supported
H3	Expertise -> Image satisfaction	0.208	0.211	0.052	3.983	0.000	Supported
H4	Expertise -> Advertising trust	0.160	0.162	0.048	3.333	0.001	Supported
H5	Originality -> Image satisfaction	0.288	0.289	0.044	6.513	0.000	Supported
H6	Originality -> Advertising trust	0.311	0.311	0.045	6.917	0.000	Supported
H7	Homophily -> Image satisfaction	0.160	0.162	0.050	3.216	0.001	Supported
H8	Homophily -> Advertising trust	0.194	0.196	0.051	3.847	0.000	Supported
H9	Interaction -> Image satisfaction	0.221	0.221	0.041	5.415	0.000	Supported
H10	Interaction -> Advertising trust	0.118	0.119	0.047	2.504	0.012	Supported
H11	Image satisfaction -> Self-brand connection	0.436	0.436	0.044	9.875	0.000	Supported
H12	Advertising trust -> Self-brand connection	0.426	0.427	0.043	9.805	0.000	Supported
H13	Product Quality -> Purchase intention	0.175	0.175	0.037	4.683	0.000	Supported
H14	Product Ingredients -> Purchase intention	0.178	0.178	0.034	5.170	0.000	Supported
H15	Product awareness -> Purchase intention	0.183	0.183	0.041	4.473	0.000	Supported
H16	Product safety -> Purchase intention	0.350	0.351	0.039	9.019	0.000	Supported
H17	Image satisfaction -> Purchase intention	0.105	0.104	0.062	1.682	0.093	Not Supported
H18	Advertising trust -> Purchase intention	0.268	0.265	0.068	3.922	0.000	Supported
H19	Self-brand connection -> Purchase intention	0.124	0.126	0.089	1.389	0.165	Not Supported

Source: Processed Data by Researchers (2025)

1. Hypothesis 1: Attractiveness has a positive effect on Image Satisfaction, with significant results, indicating that influencers' visual appeal increases consumer satisfaction with brand image.
2. Hypothesis 2: Attractiveness has a positive effect on Advertising Trust, with significant results, indicating that influencer attractiveness strengthens consumer trust in advertising.
3. Hypothesis 3: Expertise has a positive effect on Image Satisfaction, indicating that influencer expertise increases consumer satisfaction with brand image.
4. Hypothesis 4: Expertise has a positive effect on Advertising Trust, with significant results, confirming that expert influencers increase trust in advertising.
5. Hypothesis 5: Originality has a positive effect on Image Satisfaction, with significant results, confirming that original content increases consumer satisfaction with brand image.
6. Hypothesis 6: Originality has a positive effect on Advertising Trust, indicating that original content increases consumer trust in advertising.
7. Hypothesis 7: Homophily has a positive effect on Image Satisfaction, indicating that similarity between influencers and consumers increases satisfaction with the influencer's image.
8. Hypothesis 8: Homophily has a positive effect on Advertising Trust, with significant results indicating that perceived similarity increases trust in advertising.
9. Hypothesis 9: Interaction has a positive effect on Image Satisfaction, confirming that interaction between influencers and audiences increases consumer satisfaction with the influencer's image.
10. Hypothesis 10: Interaction has a positive effect on Advertising Trust, indicating that two-way interaction between influencers and audiences strengthens trust in advertising.
11. Hypothesis 11: Image Satisfaction has a positive effect on Self-Brand Connection, indicating that satisfaction with the influencer's image strengthens consumers' emotional bond with the brand.
12. Hypothesis 12: Advertising Trust has a positive effect on Self-Brand Connection, with significant results indicating that trust in advertising strengthens emotional connections with the brand.
13. Hypothesis 13: Product Quality has a positive effect on Purchase Intention, indicating that perceived product quality increases consumer purchase intention.
14. Hypothesis 14: Product Ingredients has a positive effect on Purchase Intention, indicating that information about product ingredients increases consumer purchase intention.
15. Hypothesis 15: Product Awareness has a positive effect on Purchase Intention, with significant results indicating that product awareness drives purchase intention.
16. Hypothesis 16: Product Safety has a positive effect on Purchase Intention, indicating that perceived product safety significantly influences consumer purchase intention.
17. Hypothesis 17: Image Satisfaction does not have a positive effect on Purchase Intention, indicating that although brand image influences satisfaction, it does not directly drive purchase intention.

18. Hypothesis 18: Advertising Trust has a positive effect on Purchase Intention, Trust in influencer advertising increases consumer purchase intention, indicating that advertising strengthens brand relationships and fosters loyalty.
19. Hypothesis 19: Self-Brand Connection does not have a positive effect on Purchase Intention. Self-brand connection is not significant to purchase intention, which shows that consumer attitudes influence purchase intention more than emotional connection with the brand.

Overall, the results of this analysis demonstrate the importance of interactions between influencers and their audiences, trust in advertising, and product quality and safety in influencing consumer purchase intentions. However, several variables, such as self-brand connection and image satisfaction, showed an indirect influence on purchase decisions.

In the context of this research, it is likely that consumers who feel emotionally close to influencers or the Cosmax brand still require additional factors, such as trust in the product, perceived quality, or actual experience using the product, to transform this emotional attachment into purchase intention.

CONCLUSION

This study assesses the influence of influencer marketing through TikTok on the purchase intention of skincare products from the PT Cosmax Indonesia brand. Influencer characteristics such as attractiveness, expertise, originality, similarity, and interaction have been shown to positively influence consumer attitudes, increase advertising trust, and form an emotional connection with the brand (self-brand connection). Although self-brand connection strengthens the relationship with the brand, only advertising trust has a direct effect on purchase intention. Product factors such as product quality, ingredients, and safety also influence purchase intention, with product safety being the most dominant factor. Multigroup analysis results show that the type of content (educational or entertainment) does not affect the relationship between influencer characteristics and purchase intention, emphasizing the importance of the quality and credibility of influencer content. Overall, product quality and safety should be a top priority, accompanied by the selection of the right influencer to increase consumer trust and drive purchase intention.

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