

Ekonomis: Journal of Economics and Business
Volume 10, Issue 02, September 2026, p1002-1011
Webite: https://ekonomis.unbari.ac.id, E-Mail: ekonomis.unbari@gmail.com
ISSN 2597-8829 (Online), DOI: 10.33087/ekonomis.v10i2.2825

Article history:
Submitted: 24-01-2026
Received: 24-04-2026
Revised: 25-04-2026
Accepted: 26-04-2026

Increasing Consumer Engagement and Purchase Decisions Through Social Media Influencer Credibility: An Empirical Study on Skincare Products

Dwi Danesty Deccasari*, Marli
Management, Malangkucecwara College of Economics, Malang
*Corresponding Author: danesty@stie-mce.ac.id

ABSTRAK
Penelitian ini mengkaji peran kredibilitas influencer media sosial dalam memengaruhi keputusan pembelian produk skincare dengan memperhatikan mekanisme mediasi engagement konsumen. Pendekatan kuantitatif dengan analisis jalur (path analysis) dan berdasarkan data survei responden aktif pengguna produk skincare yang mengikuti influencer di platform media sosial. Hasil penelitian menunjukkan bahwa kredibilitas influencer memiliki pengaruh positif langsung yang signifikan terhadap keputusan pembelian produk skincare. Selain itu, keterlibatan atau engagement konsumen berfungsi sebagai mediator penting yang menghubungkan kredibilitas influencer dengan keputusan pembelian, Engagement ini diukur melalui interaksi aktif konsumen, seperti komentar, likes, dan berbagi konten yang dianggap sebagai indikator valid dari keterikatan emosional dan kognitif terhadap produk. Temuan ini menegaskan bahwa kredibilitas influencer tidak hanya membangun kepercayaan secara langsung, tetapi juga meningkatkan interaksi konsumen yang pada akhirnya mendorong keputusan pembelian secara tidak langsung. Implikasi praktis penelitian ini menekankan pentingnya pemilihan influencer dengan reputasi kredibel serta pengembangan strategi konten yang mampu meningkatkan engagement untuk memaksimalkan efektivitas kampanye pemasaran skincare. Rekomendasi untuk penelitian selanjutnya meliputi eksplorasi variabel moderasi, penggunaan desain longitudinal, serta pendekatan kualitatif guna memperdalam pemahaman tentang dinamika hubungan tersebut.

Kata kunci : Engagment, Keputusan Pembelian, Kredibilitas Infuencer

ABSTRACT
This study examines the role of social media influencer credibility in influencing skincare product purchasing decisions by considering the mediation mechanism of consumer engagement. The quantitative approach used path analysis and was based on survey data from active skincare product users who follow influencers on social media platforms. The results indicate that influencer credibility has a significant direct positive influence on skincare product purchasing decisions. Furthermore, consumer engagement serves as an important mediator linking influencer credibility to purchasing decisions. This engagement is measured through active consumer interactions, such as comments, likes, and content sharing, which are considered valid indicators of emotional and cognitive attachment to the product. These findings confirm that influencer credibility not only builds trust directly but also increases consumer interaction, ultimately driving purchasing decisions indirectly. The practical implications of this study emphasize the importance of selecting influencers with credible reputations and developing content strategies that can increase engagement to maximize the effectiveness of skincare marketing campaigns. Recommendations for further research include exploring moderating variables, using longitudinal designs, and qualitative approaches to deepen understanding of the dynamics of this relationship.

Keywords: Engagement; Influencer Credibility; Purchasing Decisions

PENDAHULUAN

The credibility of social media influencers has become a crucial aspect of modern digital marketing strategies. Their role in shaping consumer perceptions and driving purchasing decisions, particularly for skincare products, is increasingly significant (Aulia & Syarifah, 2022). (Libunao et al.,

2022). This phenomenon is fueled by influencers' ability to build personal connections with their audiences, often through content that resembles reviews from friends or family, which inherently increases consumer trust in product recommendations (Mohamed et al., 2023). Previous research has shown that the presence of beauty influencers, social media marketing strategies, and brand image collectively influence purchasing decisions for Korean skincare products (Nanda, 2022). The impact of celebrity admiration has been shown to influence purchase intentions, where brand ambassadors can increase brand awareness and hedonic shopping motivation among fans (Andira et al., 2023).

In addition to credibility, engagement, or the level of interaction between influencers and their audiences, also plays a significant role in strengthening emotional bonds and increasing the effectiveness of marketing communications (Haoe et al., 2023). With the development of social media, the popularity of platforms like TikTok has transformed the marketing landscape, making influencers on these platforms key drivers in shaping follower engagement and consumer purchase intentions. Given this phenomenon, this study will empirically examine how the credibility of social media influencers and the level of engagement they generate simultaneously influence consumer purchasing decisions for skincare products (Darmatama & Erdiansyah, 2021). (Nuzuli, 2022). This study will further analyze the mechanisms by which credibility, encompassing expertise and trustworthiness, translates into persuasive influence that triggers purchase decisions, taking into account the ever-evolving dynamics of social media platforms. Therefore, this study aims to fill the literature gap by comprehensively investigating the interaction between influencer credibility, engagement, and consumer purchase decisions in the specific context of skincare products, which have unique market and consumer characteristics (Septiani et al., 2022). (Astridianty & Suharyanto, 2022). This study will apply a quantitative methodology to empirically evaluate the influence of influencer credibility and engagement levels on purchase intentions, specifically in the context of skincare products.

In the context of skincare products, which are heavily influenced by perceived quality and trustworthiness, influencer credibility and engagement play a crucial role in purchasing decisions. This is because consumers often rely on influencers' experiences and recommendations as a form of social validation before making skincare product purchase decisions, which are sensitive to personal preferences and efficacy claims. Therefore, a deep understanding of how influencers influence purchasing decisions is crucial for skincare brands to develop effective marketing strategies (Liu, 2023). This study will specifically explore how influencer credibility attributes, such as perceived expertise and established trustworthiness, contribute to increased engagement and, ultimately, drive skincare product purchase decisions (Mahendri & Lutfi, 2022).

This analysis will also consider the mediating role of engagement in the relationship between influencer credibility and purchase decisions, providing a more comprehensive insight into the dynamics of influencer influence in the skincare market. This study will apply a quantitative methodology to empirically evaluate the effect of influencer credibility and engagement levels on purchase intentions, specifically in the context of skincare products (Lutfiyah & Annisa, 2022). The purpose of this study is to analyze the influence of consumer involvement as a mediating variable in the relationship between influencer attractiveness and credibility with skincare product purchasing decisions.

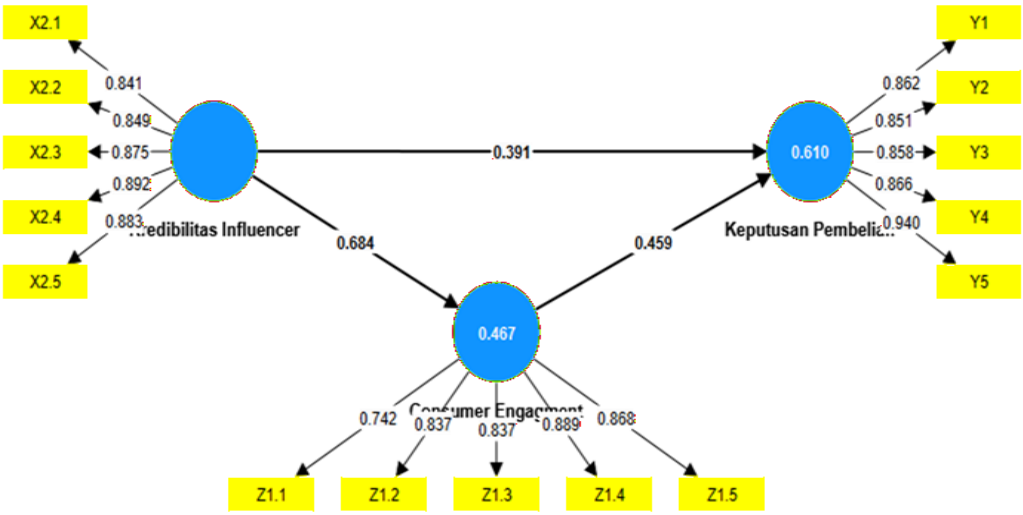
METODE

This study uses a quantitative approach with a survey as the main data collection method to analyze the causal relationship between influencer credibility, engagement, and skincare product purchasing decisions (Santoso & Immanuel, 2022); (Viorentina & Santoso, 2023). This research design aims to test the hypothesis regarding the mediating effect of engagement on the relationship between influencer credibility and purchasing decisions, using multiple regression analysis techniques. The target population of this study is skincare product consumers who actively follow influencers on social media, with the sample being determined using a purposive sampling method to ensure the respondents' relevance to the research objectives. Data will be collected through an online questionnaire that includes a Likert scale to measure these variables, and analyzed using statistical software to identify the significance of the relationship and any existing mediation effects (Bs et al., 2023); (Nurkhasanah & Santoso, 2020). The collected data will be tested for validity and reliability before further analysis, such as classical assumption testing and path analysis, is conducted to confirm

the proposed theoretical model (Geraldine, 2021). (Safira et al., 2023). Path analysis, in particular, allows the examination of direct and indirect causal relationships between latent variables, outlining how influencer credibility sequentially influences consumer engagement and ultimately purchase decisions.

HASIL

This study involved 96 respondents as primary participants. Primary data collected in 2025 were processed using a questionnaire instrument that was first tested for validity and reliability. Construct validity was measured by assessing the extent to which indicators or question items were able to describe the substantive meaning of the construct being studied. Meanwhile, instrument reliability was tested to ensure the consistency and reliability of the measurements taken. Based on the results of the validity and reliability tests, a factor model was developed based on theories or hypotheses regarding the relationships between factors listed in the questionnaire. The data analysis process to build this factor model was carried out using the Partial Least Squares (PLS) method, as can be seen in Figure 1.



source: processed data

Figure 1
PLS processing results

Table 1
Outer loading results

Variables	Engagement	Buying decision	Influencer Credibility	Information
X2.1			0.839	Valid
X2.2			0.846	Valid
X2.3			0.879	Valid
X2.4			0.893	Valid
X2.5			0.883	Valid
Y1		0.865		Valid
Y2		0.848		Valid
Y3		0.861		Valid
Y4		0.865		Valid
Y5		0.939		Valid
Z1.1	0.742			Valid
Z1.2	0.837			Valid
Z1.3	0.837			Valid
Z1.4	0.889			Valid
Z1.5	0.869			Valid

source: processed data

The validity of the research variables, namely Influencer Credibility, Engagement, and Purchase Decisions, has been tested using loading factor values ranging from 0.742 to 0.939, which indicates that all indicators in the research instrument meet the criteria for construct validity. Loading factor values exceeding the threshold of 0.7 indicate that each item is significantly able to represent the measured construct accurately and consistently. Thus, the instrument used is valid and reliable to support further analysis, including testing the relationship model between variables using the Partial Least Square (PLS) method.

Overall, all indicators were declared valid because the Outer Loading value exceeded the recommended minimum limit (0.7), so this conclusion strengthens that the measurement instrument used has good quality for further testing in the factor model.

Table 2
Average variance extracted (AVE) results

Variables	Average variance extracted (AVE)	Information
Consumer Engagement	0.699	Valid
Buying decision	0.768	Valid
Influencer Credibility	0.754	Valid

source: processed data

The convergent validity of a latent construct is measured through the Average Variance Extracted (AVE), which reflects the extent to which the construct can explain the variance of its related indicators. An AVE value of 0.5 or higher is considered a sign that the construct has adequate convergent validity, indicating that a large portion of the indicator variance can be explained by the statistically measured construct.

The analysis shows that all constructs have exceeded the established threshold value, confirming the reliability of the measurement model used. The *Consumer Engagement construct* obtained an Average Variance Extracted (AVE) value of 0.699, reflecting that almost 70% of the variability of the measured indicators can be explained by this construct. On the other hand, the *Purchase Decision construct* recorded the highest AVE value, namely 0.768, which indicates the indicators' excellent explanatory ability towards the construct. Meanwhile, *the Influencer Credibility construct* showed an AVE value of 0.754, validating the representativeness and accuracy of the indicators used. Overall, these results confirm that the applied measurement instrument has adequate convergent validity, so that these constructs can be relied upon for further structural analysis and increase the credibility and integrity of the overall research model.

Table 3
Reliability test

Variables	Cronbach's alpha	Composite reliability (rho_c)	Information
Engagement	0.892	0.920	Reliable
Buying decision	0.924	0.943	Reliable
Influencer Credibility	0.918	0.939	Reliable

source: processed data

The reliability of the research instrument measuring Engagement, Purchase Decision, and Influencer Credibility variables was tested using two main measures, namely Cronbach's alpha and Composite Reliability (rho_c). The Cronbach's alpha values for the three variables were 0.892, 0.924, and 0.918, respectively, while the Composite Reliability values ranged from 0.920 to 0.943. These values consistently exceeded the minimum threshold of 0.7 recommended in the research methods literature, indicating that the instrument has excellent internal consistency and high reliability. Thus, all constructs in this study can be said to **be reliable** and the instruments used are appropriate for measuring the intended variables, providing high confidence in the reliability of the data obtained for further analysis.

Table 4
R-squared test Results

Variables	R-square	R-square adjusted
Engagement	0.467	0.462
Buying decision	0.610	0.601

source: processed data

The Engagement variable obtained an R-square value of 0.467 and an Adjusted R-square of 0.462, meaning the model can explain approximately 46.7% of the variation in Engagement, with an adjustment of 46.2% after considering the number of predictors and sample size. Furthermore, the Purchase Decision variable showed an R-square value of 0.610 and an Adjusted R-square of 0.601, indicating that the model successfully explained more than 60.1% of the variance in Purchase Decision after adjustment. These values indicate that the measurement model has moderate to strong explanatory power, providing an adequate basis for subsequent structural analysis and interpretation of the relationships between constructs in the context of this study.

Table 5
F-Square Test Results

Variables	F-square
Consumer Engagement -> Purchase Decision	0.288
Influencer Credibility -> Consumer Engagement	0.877
Influencer Credibility -> Purchase Decision	0.209

source: processed data

Consumer engagement and influencer credibility are two key variables that play a significant role in influencing skincare product purchasing decisions. Based on the obtained f-square value, influencer credibility shows a very large influence on consumer engagement with a value of 0.877, indicating that influencer credibility is a dominant factor that increases active consumer involvement through interactions such as comments, likes, and sharing content on social media platforms. Furthermore, consumer engagement contributes significantly to purchasing decisions with an F-square value of 0.288, which confirms that the level of consumer engagement indirectly strengthens purchasing decisions. Although the direct effect of influencer credibility on purchasing decisions is smaller with an F-square value of 0.209, it still shows a statistically relevant effect. This finding strengthens the mediation model where influencer credibility not only builds trust directly but also drives engagement that ultimately increases purchasing decisions. The implications of this research highlight the importance of marketing strategies that emphasize the selection of credible influencers and the development of interactive content to maximize the effectiveness of skincare product marketing campaigns.

Table 6
Direct Effect

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Consumer Engagement -> Purchase Decision	0.459	0.453	0.113	4,071	0,000
Influencer Credibility -> Consumer Engagement	0.684	0.687	0.073	9,314	0,000
Influencer Credibility -> Purchase Decision	0.391	0.398	0.109	3,596	0,000

source: processed data

The path coefficient value (Original Sample) on the relationship between influencer credibility, consumer engagement, and purchasing decisions shows a positive and significant influence from all tested paths. Influencer credibility has a strong influence on consumer engagement (0.684) with a very high T-statistic value (9.314, $p<0.001$), indicating this relationship is very significant and supports the hypothesis that influencer credibility is a major factor in increasing consumer engagement on social media. Furthermore, consumer engagement significantly influences purchasing decisions (0.459; T=4.071; $p<0.001$), emphasizing the role of engagement as a mediator in this model. In addition, influencer credibility also has a significant direct influence on purchasing

decisions (0.391; T=3.596; p<0.001), although the effect is relatively smaller than the indirect path through engagement.

The p-value for each path is very low (0.000), indicating that all variable relationships are statistically significant with a high level of confidence. The relatively small standard deviation indicates the stability of the variable influence estimates. These results demonstrate that influencer credibility not only builds trust that drives consumer engagement, but engagement itself is an important mediating mechanism in improving skincare product purchasing decisions.

Table 7
Indirect Effect

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Influencer Credibility -> Consumer Engagement -> Purchase Decision	0.314	0.309	0.079	3,957	0,000

source: processed data

The results of the mediation path analysis indicate that the combined effect of Influencer Credibility on Purchase Decisions mediated by Engagement is statistically significant with a p-value <0.001. The total path coefficient (Original Sample, O) of 0.314 with a t-statistic of 3.957 indicates a fairly strong and consistent positive influence in this model. The relatively small standard deviation (0.079) strengthens the reliability of the estimate. This finding strengthens the assumption that Engagement acts as a mediator that significantly links the influence of Influencer Credibility on consumer purchase decisions, thus providing a strong empirical basis for the mediation model tested in this study.

The credibility of social media influencers has a significant positive influence on consumer engagement with skincare products .

These findings indicate that consumers' perceptions of an influencer's expertise, trustworthiness, and attractiveness play a crucial role in triggering their interaction and engagement with skincare product brands (Libunao et al., 2022); (Aulia & Syarifah, 2022). This is in line with previous research showing that social media marketing strategies, including the use of influencers, have a significant impact on consumer purchasing decisions and interest (Nuzuli, 2022); (Narottama & Moniaga, 2022). Furthermore, influencers' ability to build broad-based communication and transcend geographical boundaries further strengthens their influence in shaping consumer behavior. This increased engagement can then translate into higher purchase intentions, given that the credibility of the information conveyed by influencers—especially in the context of cosmetic product reviews has a direct impact on consumer decisions (Mohamed et al., 2023); (Wibisono et al., 2023).

Practically, these results encourage marketers to select credible and trusted influencers in skincare product campaigns to maximize engagement and sales. This study also emphasizes the importance of authentic interactions and relationships between influencers and their audiences, as evidenced by interactive content practices such as quizzes and Q&A sessions that significantly increase consumer engagement (Narottama & Moniaga, 2022). These findings are consistent with literature showing that social media marketing campaigns, especially those involving influencers, effectively influence purchasing decisions for cosmetic and skincare products (Nanda, 2022); (Narottama & Moniaga, 2022).

Consumer engagement has a positive influence on skincare product purchasing decisions .

This is reinforced by the observation that social media platforms such as Instagram have become a primary source of information for consumers, which in turn facilitates interaction and collaboration between consumers and business organizations (Aripradono, 2020). This interaction fundamentally changes marketing dynamics, enabling companies and customers to connect in ways never before possible, and facilitating the exchange of rich information about products and experiences (Narottama & Moniaga, 2022). This strong engagement also encourages positive consumption behavior, where consumers tend to base their purchasing decisions on trusted experiences and recommendations from influencers or fellow users (Harisandi & Wiyarno, 2023).

The credibility of social media influencers has a direct positive influence on skincare product purchasing decisions.

This means that the higher the level of trust and credibility of an influencer in the eyes of consumers, the greater the likelihood of consumers making a decision to purchase skincare products recommended by that influencer. This phenomenon is consistent with the finding that influencer marketing significantly influences consumer purchase intention (Haoe et al., 2023), especially in the context of highly personalized products such as skincare. This impact is reinforced by the influencer's role in presenting relevant information and building a positive brand image, which collectively drives consumer purchasing decisions (Sa'diyah & Fitriani Rafikasari, 2022). This direct positive influence indicates that not only consumer engagement is important, but also a strong perception of credibility is sufficient to shape purchasing decisions. In the context of digital marketing, this emphasizes the importance of selecting influencers with a trusted reputation and recognized credibility to strengthen the effectiveness of skincare product marketing campaigns. Therefore , investing in collaboration with highly credible influencers is a key strategy for skincare brands to achieve their marketing goals.

Consumer engagement mediates the relationship between social media influencer credibility and skincare product purchase decisions.

The implication is that consumers' active interaction with influencer content, driven by the influencer's credibility, is a crucial bridge connecting the audience's positive perception of the influencer with their final purchase decision. Consumer engagement mediates the relationship between social media influencer credibility and skincare product purchase decisions, meaning influencer credibility indirectly influences purchase decisions through increased consumer engagement. In other words, when consumers perceive an influencer as credible—based on trustworthiness, expertise, and authenticity—they are more likely to actively engage with the influencer's content. This engagement includes interactions such as commenting, liking, sharing content, and engaging in deeper discussions about the skincare product. This deeper engagement then fosters consumer confidence in the recommended product, gradually encouraging them to consider and ultimately make a purchase decision (Sjoraida et al., 2024) .

Influencer credibility is a key factor in increasing engagement levels because consumers feel confident and encouraged to actively participate in two-way communication with both influencers and skincare brands. This indicates that engagement is not simply a passive metric, but rather an active mechanism that translates initial trust in an influencer into concrete interest and purchase actions (Hudiyono & Ismail, 2023). This study comprehensively outlines the mechanisms by which influencer credibility not only attracts attention but also triggers transformative interactions, transforming passive attention into informed and proactive purchase decisions.

This engagement then acts as a bridge connecting positive perceptions of the influencer with consumer purchasing decisions. Without engagement, an influencer's credibility may only generate passive attention, but with active engagement, consumers process information more deeply, generate positive product evaluations, and ultimately drive purchase decisions.

CONCLUSION

The credibility of social media influencers plays a central role in determining skincare product purchasing decisions. Research has found that consumer engagement mediates the relationship between influencer credibility and purchasing decisions. This means that a high level of credibility in an influencer not only directly influences consumer trust but also encourages active consumer engagement through interactions such as comments, likes, and content sharing. This engagement then strengthens consumers' emotional and cognitive bonds with skincare products, thereby increasing the likelihood of consumers making a purchase decision.

Thus, it can be concluded that the influence of influencer credibility on purchasing decisions does not occur directly in a linear fashion, but rather through increased consumer engagement, which is the primary pathway mediating the relationship. This finding supports the argument of digital marketing theory that positions engagement as a crucial variable in the consumer decision-making process, particularly in the skincare industry, which requires a high level of trust. Practically, these results emphasize the importance of selecting credible influencers and developing content strategies

that can increase consumer interaction and engagement in order to achieve the goal of increasing skincare product sales.

REFERENCES

Andira, N. P., Prasetyo, R. A., Ananda, A. S., 2023. The Impact of K-Pop Idol on Brand Awareness, Hedonic Shopping Motivation, and Purchase Intention. *Indonesian Branding Review*, *5*(1), 1. https://doi.org/10.21632/kbi.5.1.1-15

Aripradono, H. W., 2020. Implementation of Digital Storytelling Communication on Instagram Social Media. *Teknika*, *9*(2), 121. https://doi.org/10.34148/teknika.v9i2.298

Astridianty, D. O., Suharyanto, S., 2022. Brand Image and Advertising on Purchasing Decisions with Celebrity Endorsers Moderating Advertising. *Oikonomia Journal of Management*, *18*(2), 157. https://doi.org/10.47313/oikonomia.v18i2.1683

Aulia, M. C., Syarifah, D., 2022. The Influence of SMI Credibility and Parasocial Interaction on Purchase Intention of Generation Y Fashion Products on Instagram. *Psychology and Mental Health Research Bulletin (BRPKM)*, *2*(1), 180. https://doi.org/10.20473/brpkm.v2i1.32817

Bs, S., Arizal, N., Handayani, R., 2023. Analysis of the Influence of Content Marketing, Influencers, and Social Media on Consumer Purchasing Decisions. *Journal of Applied Management and Business*, *5*(2), 78. https://doi.org/10.31849/jmbt.v5i2.14231

Castillo, D. J., Sánchez - Fernández, R., 2019. The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International Journal of Information Management*, *49*, 366. https://doi.org/10.1016/j.ijinfomgt.2019.07.009

Darmatama, M., Erdiansyah, R., 2021. The Influence of Advertising in Tiktok Social Media and Beauty Product Image on Consumer Purchase Decisions. *Advances in Social Science, Education and Humanities Research/Advances in Social Science, Education and Humanities Research*. https://doi.org/10.2991/assehr.k.210805.140

Fatrina, D., Kamil, I., Hasan, A., 2020. The Influence of Live-Chat and E-WOM on Online Transaction Decision Making in E-Commerce Marketplaces. *National Journal of Technology and Information Systems*, *5*(3), 121. https://doi.org/10.25077/teknosi.v5i3.2019.121-129

Geraldine, Y. M., 2021. The Effect of Brand Image, Product Quality, Social Media, and Price on Consumer Buying Interest In Wardah Brand Products. *Point Journal of Economics and Management*, *3*(1), 71. https://doi.org/10.46918/point.v3i1.880

Haoe, S., Ganiwidjaja, J. T., Andreani, F., 2023. The Role of Tiktok Food Influencer Marketing on Follower Engagement and Purchase Intention of Febryan Dio Ramadhan's Followers. *Journal of Hospitality Management*, *9*(1), 24. https://doi.org/10.9744/jmp.9.1.24-34

Harisandi, P., Wiyarno, W., 2023. The Influence of Online Shopping on the Consumptive Behavior of Alfagift-Alfamart Application Users. *PREFACE Journal of History and Social Sciences Education*, *7*(1), 173. https://doi.org/10.30743/mkd.v7i1.6712

Harto, B., Rozak, A., Rukmana, A. Y., 2021. Belah Doeren's Marketing Strategy Through Digital Marketing on Brand Image-Mediated Purchasing Decisions. *ATRABIS Journal of Business Administration (e-Journal)*, *7*(1), 67. https://doi.org/10.38204/atrabis.v7i1.546

Hermawan, D., 2021. Influencer Marketing in the Digital Era: Does It Really Work? *International Journal of Management Entrepreneurship Social Sciences and Humanities*, *3*(2). https://doi.org/10.31098/ijmesh.v3i2.260

How social media aids consumer engagement. 2015. *Strategic Direction*, *31*(6), 21. https://doi.org/10.1108/sd-05-2015-0062

Hudiyono, R. F., Ismail, S., 2023. Uncover the Marketing Strategy of Scientific in Indonesia. In *Advances in Social Science, Education and Humanities Research/Advances in social science, education and humanities research*, 381. https://doi.org/10.2991/978-2-38476-132-6_34

Irnando, K., Irwansyah, I., 2021. Influencer self-presentation in product endorsements on Instagram. *Deleted Journal*, *5*(2), 509. https://doi.org/10.25139/jsk.v5i2.2649

Kapitan, S., Esch, P., van, Soma, V., Kietzmann, J., 2021. Influencer Marketing and Authenticity in Content Creation. *Australasian Marketing Journal (AMJ)*, *30*(4), 342. https://doi.org/10.1177/18393349211011171

Khofifah, S., Supriyanto, A., 2022. The Influence of Halal Labeling, Brand Image, Online Customer Reviews, Celebrity Endorsements, and Perceived Advertising Value on Purchasing Decisions for Halal-Certified Cosmetic Products. *Journal of Management and Accounting Research*, *15*(1), 1. https://doi.org/10.58431/jumpa.v15i1.187

Kristiyono, Y. R., Tiatira, D. C, 2022. The Effect of Brand Equity on Brand Trust Mediated by Brand Reputation and Social Media as Moderating Variables on Mcdonald's Consumers. *Journal of Management*, *19*(1), 53. https://doi.org/10.25170/jm.v19i1.3057

Kumar, P., Oberoi, S., Jaitly, R. C., 2023. Impact of Social Media Influencers on Consumer Engagement and Its Consequences in the Emerging Environment of Metaverse. In *Advances in marketing, customer relationship management, and e-services book series,* 225. IGI Global. https://doi.org/10.4018/978-1-6684-8898-0.ch014

Libunao, F. M,, Martinez, J. D., Rodriguez, Ma. K., Castaño, M. C. N., 2022. Consumers Attitude towards Skincare Products Endorsed by Filipino Macro-Influencers on Instagram. *Journal of Business and Management Studies*, *4*(2), 123. https://doi.org/10.32996/jbms.2022.4.2.10

Liu, Q. L., 2023. How beauty influencers on TikTok can affect the purchase of cosmetics. *SHS Web of Conferences*, *165*, 2022. https://doi.org/10.1051/shsconf/202316502022

Liu, S., 2021. The Impact of Influencer Marketing on Brand Engagement: A Conceptual Framework. *Advances in Social Science, Education and Humanities Research/Advances in Social Science, Education and Humanities Research* . https://doi.org/10.2991/assehr.k.211220.383

Lutfiyah, L., Annisa, I. T., 2022. The Effect of Perceived Quality on Purchase Decisions Through Brand Trust As a Mediation Variable on Users of Citra Skin Care Products. *Journal of Business Orientation and Entrepreneurship (JOBS)*, *3*(1), 10. https://doi.org/10.33476/jobs.v3i1.2477

Mahendri, W., Lutfi, M., 2022. The Influence of Social Media Influencers, Brand Awareness, and Brand Image on Ms Glow Purchasing Decisions. *JIMEK Scientific Journal of Economics Students*, *5*(2), 154. https://doi.org/10.30737/jimek.v5i2.3231

Mohamed, N. N., Jaafar, N., Ayupp, K., 2023. The Influence of User-Generated Content Information Credibility and Information Adoption on Consumer Purchase Intention. *International Journal of Academic Research in Business and Social Sciences*, *13*(2). https://doi.org/10.6007/ijarbss/v13-i2/16269

Nanda, R. J. P., 2022. The Effect of Beauty Influencer, Social Media Marketing, and Brand Image on Purchase Decisions for Korea Skincare Products. *Journal of Economics*, *22*(1), 23. https://doi.org/10.29138/je.v22i01.160

Narottama, N., Moniaga, N. E. P., 2022. The Influence of Social Media Marketing on Consumer Purchasing Decisions at Culinary Tourism Destinations in Denpasar City. *Jurnal Master Pariwisata (JUMPA)*, 741. https://doi.org/10.24843/jumpa.2022.v08.i02.p19

Nurkhasanah, L., Santoso, A., 2020. Determinants of Mask Purchasing Decisions. *Journal of Management and Business Studies*, *7*(1). https://doi.org/10.21107/jsmb.v7i1.7048

Nuzuli, A. K., 2022. Motives for Using TikTok in Uses and Gratification Theory Perspective. *KOMUNIKA Journal of Dakwah and Communication*, *16*(1), 15. https://doi.org/10.24090/komunika.v16i1.4787

Peng, C., 2023. Influencer Marketing: Statistics and Skepticism. *Open Journal of Business and Management*, *11*(2), 744. https://doi.org/10.4236/ojbm.2023.112040

Pratiwi, A., Suasana, I. G. A. K. G., 2018. The Role of Brand Credibility in Mediating The Effect of Endorser Credibility On Brand Equity. *E-Journal of Management, Udayana University*, *8*(1), 352. https://doi.org/10.24843/ejmunud.2019.v08.i01.p13

Putri, S. T. O., Sulaeman, E., 2022. The Influence of Digital Marketing and Service Quality on Coffee Shop Consumer Purchasing Decisions at Anaqi Coffee Shop in Subang Regency. *J-MAS (Journal of Management and Science)*, *7*(2), 906. https://doi.org/10.33087/jmas.v7i2.564

Rachmania, R., 2021. The Influence of Perceived Social Media Marketing on Instagram Shopee Indonesia on Purchase Intention in E-Commerce. *Syntax Literate Indonesian Scientific Journal*, *6*(6), 2998. https://doi.org/10.36418/syntax-literate.v6i6.1417

Rohmawati, S., 2020. How Endorser Credibility Strengthens Brand Equity: Case Study in Shoppe Consumers. *Journal of Business Management Review*, *1*(1), 18. https://doi.org/10.47153/jbmr.v1i1.7

Sa'diyah, H., Fitriani Rafikasari, E., 2022. *The Influence of Halal Labeling, Brand Image, and Information Quality on Purchasing Decisions of Scarlett Whitening Products* .

Safira, R., Sugianto, S., Harahap, R. D., 2023. The Influence of Trust, Convenience, and Benefits of Digital Payment as a Payment Tool on Individual Consumptive Behavior with Digital Savvy as a Moderating Variable. *Al-Kharaj Journal of Islamic Finance & Business Economics*, *5*(6), 2859. https://doi.org/10.47467/alkharaj.v5i6.3694

Santoso, C., Immanuel, D. M., 2022. The Effect of Celebrity Endorsers on Purchase Intention in Food Product Advertising. *Performa*, *6*(6), 494. https://doi.org/10.37715/jp.v6i5.2146

Septiani, I., Udayana, I., Hatmanti, L T., 2022. Analysis of the Influence of Celebrity Endorsers, Brand Image, and Product Quality on Purchasing Decisions for Ms Glow Cosmetic Products Through Word of Mouth as a Mediating Variable. *Journal of Business Disruption*, *5*(1), 42. https://doi.org/10.32493/drb.v5i1.17205

Sibarani, S. O. F., Ambayoen, M. A., Prasetyo, H., 2022. The Influence of E-WOM on Instagram Social Media on Vegetable Product Purchase Decisions at Bos Sayur Malang Mediated by Consumer Trust. *Journal of Agricultural Economics and Agribusiness*, *6*(3), 1038. https://doi.org/10.21776/ub.jepa.2022.006.03.24

Sjoraida, D. F., Simamora, B., Diwyarthi, N. D. M. S., Setianti, Y., Aisyah, S., 2024. Analysis of the Influence of Marketing Communication, Electronic Word of Mouth, and Product Quality on iPhone Purchasing Decisions. *Jurnal EMT KITA*, *8*(3), 1145. https://doi.org/10.35870/emt.v8i3.2738

Viorentina, D., Santoso, S., 2023. *Influence of Brand Image, Product Quality, and Lifestyle on Smartphone Purchase Decision in Indonesia* .

Vukmirović, V., Kostić-Stanković, M., Domazet, I., 2020. Influencers as a segment of digital marketing communication: Generation Y attitudes. *Marketing*, *51*(2), 98. https://doi.org/10.5937/markt2002098v

Wibisono, M. M. B., Prasetyanto, H., Sitanggang, B., Dewangga, A., Maryati, M., 2023. Impacts of Influencers on Customer's Purchase Intentions on Instagram. *Indonesian Business Review*, *6*(1), 35. https://doi.org/10.21632/ibr.6.1.35-48

Indyastari, N. Y., Sulistyawati, E., 2018. The Role of Brand Image in Mediating the Effect of Celebrity Endorser Credibility on Purchase Intention. *E-Journal of Management, Udayana University*, *7*(12), 6932. https://doi.org/10.24843/ejmunud.2018.v07.i12.p20

Zaman, S. A. A., Anwar, A., Haque, I. U., 2023. Examining the Mediating Effect of Online Engagement and Online Reviews: The Influence of Influencer Credibility on Consumer Purchase Intentions. *Pakistan Business Review*, *24*(4), 389. https://doi.org/10.22555/pbr.v24i4.872