

Influencer Credibility Impact on Somethinc Purchase Intention via Online Engagement: Study of Tasya Farasya on YouTube

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Abstract

The purpose of the study was to analyze the effect of influencer credibility on purchase intention of Somethinc skincare products on consumers in the Special Region of Yogyakarta through online customer engagement, the sample of this study consisted of 120, the data were analyzed using Partial Least Square (PLS). The results of this study Attractiveness affects purchase intention, Trustworthiness affects purchase intention, Expertise has no effect on purchase intention, Attractiveness affects online customer engagement, Trustworthiness affects online customer engagement, Expertise affects online customer engagement, Online customer engagement affects purchase intention, Attractiveness affects purchase intention through online customer engagement, Trustworthiness affects purchase intention through online customer engagement, Expertise affects purchase intention through online customer engagement.

Keywords: *Influencers Credibility, Purchase Intention, Online Customer Engagement*

Introduction

Social media is the most popular platform among internet users in Indonesia with 167 million active social media users by January 2023. Social media consists of several different platforms, including Facebook, YouTube, Instagram, Twitter and each of these platforms has different advantages (Farivar et al., 2021). Slice statistics show that YouTube is the most widely used platform by social media users in Indonesia. Users who use YouTube total 139 million users. YouTube is a community content-based social media site that allows users to view, download, share, and comment on the site (Ladhari et al., 2020).

The development of social media has led to the emergence of influencers such as vloggers and YouTubers. An influencer is someone who has a large number of followers on social media and has influence in choosing and buying a product. YouTube influencers often deliver promotions or advertisements through the videos they publish (Xiao et al., 2018). Among all content, some of the most visited content is beauty-themed video content (Gannon & Prothero, 2018). The emergence of beauty influencers can make it easier for consumers to recognize the desired brand or product. The emergence of beauty influencers is considered to make it easier for consumers to recognize a brand or product. This is supported by a new study published by Oberlo (2020), which shows that around 49% of customers consider

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recommendations and advice from social media influencers in their decision-making process.

In Indonesia, there are many beauty influencers who are believed and become a reference for women, one of which is Tasya Farasya. Tasya Farasya is a beauty influencer who is popular among women and her YouTube subscribers have reached 4.23 million subscribers with a total of 399,812,198 views. Tasya Farasya has collaborated with many beauty brands, one of which is Somethinc. Somethinc is a local Indonesian beauty brand that produces skincare and makeup. Somethinc is different from other skincare products, Somethinc emphasizes natural beauty through organic ingredients without harmful chemicals and environmentally friendly packaging.

Influencers have an impact on their audience, just as influencers are the reason why purchase intention of a product is created through social media (Sokolova & Kefi, 2019). Purchase intention can be defined as an individual's intention to purchase a brand's product or service. Product purchase intention is influenced by credibility. Credibility can be interpreted as the level of trust and reliability of a source. If an influencer has credibility, it can influence the attitudes and behavior of his followers (Sokolova & Kefi, 2019).

Credibility has three indicators, namely attractiveness, expertise, trustworthiness. Attractiveness refers to the influencer's appeal that can be seen from the influencer's visuals. Expertise describes the influencer's knowledge and experience related to the advertised product. Trustworthiness is an influencer's ability to influence his/her followers. In addition, online customer engagement is one of the most important success factors in increasing purchase intention (Alalwan, 2018). Online customer engagement is the extent to which customers participate and connect with what an influencer has to say.

Literature Review

Purchase Intention

Purchase Intention refers to the urge from within a person to make a purchase because it is influenced by a trusted source (Sokolova & Kefi, 2020). Purchase Intention refers to the likelihood that consumers plan or are willing to buy a product or service in the future and it is generally believed that purchase intentions are influenced by consumer experience with a product or service (Diallo & Siqueira Jr, 2017).

Attractiveness

Attractiveness is a positive stereotype of someone who is not only physically attractive, but also attractive in other characteristics, personality, and abilities (AlFarraj et al., 2021). Attractiveness refers to one's physical attractiveness which plays an important role in one's first impression of others (Yilmazdoğan et al., 2021).

Trustworthiness

Trustworthiness refers to the honesty, integrity, and trustworthiness of a source. The level of credibility and integrity of an influencer can be seen from how the audience responds and responds about the intentions of the influencer Trustworthiness comes

from buyers' feelings related to the honesty, character, and credibility of an influencer (Yilmazdoğan et al., 2021).

Expertise

Expertise refers to the influencer's experience, knowledge, and skills related to communication. Expertise is an individual's skills, experience, and knowledge in decision making (Kim et al., 2018).

Online Customer Engagement

Online Customer Engagement only considers two aspects, namely cognitive and affective (Mollen & Wilson, 2010). Conceptually, engagement is influenced by the level of positive customer feelings and ongoing experience of the brand, platform or influencer (Mollen & Wilson, 2010).

Hypothesis Development

The Influence Attractiveness on Purchase Intention

In the research of Osei-Frimpong et al., (2019) found that attractiveness has a positive effect on purchase intention. Consumers generally have a positive impression of influencers who have attractiveness, so that they can influence consumer purchasing intentions.

H1a. Attractiveness has a positive effect on Purchase Intention

The Influence Trustworthiness on Purchase Intention

Trustworthiness is the trust and honesty of an influencer that consumers pay attention to, influencers who have high trust tend to have a big influence on the behavior of their audience or followers (Lim, Radzol, Cheah, & Wong, 2017).

H1b. Trustworthiness has a positive effect on Purchase Intention

The Influence Expertise on Purchase Intention

In research conducted by Schouten et al., (2020), shows that expertise affects purchase intention. Influencers who are considered experts in providing information about the products being promoted tend to be more persuasive and can influence consumer purchasing intentions.

H1c. Expertise has a positive effect on Purchase Intention

The Influence Attractiveness on Online Customer Engagement

Influencer, yang memiliki tingkat daya tarik yang tinggi, lebih cenderung membentuk niat pembelian pengikutnya (Guo et al., 2018b; Van der Walddt et al., 2009).

H2a. Attractiveness berpengaruh positif terhadap Online Customer Engagement

The Influence Trustworthiness on Online Customer Engagement

Wang and Scheinbaum (2018) found that trust in public figures is the most crucial issue investigated in the beauty industry and found a stronger

correlation with social media influencers as they consider attractiveness as key in changing public image. The level of trust and loyalty between consumers and influencers is seen to positively impact the sustainability of the relationship between followers and influencers, sales, and brands.

H2b. Trustworthiness has a positive effect on Online Customer Engagement

The Influence Expertise on Online Customer Engagement

According to Schouten et al. (2019), expertise will not only shape the level of credibility perceived by the influencer but can also shape consumer behavior and purchase intentions. Influencers who have more expertise and are considered experts will be more persuasive and increase engagement with the brand (Erdogan, 1999; Ohanian, 1990).

H2c. Expertise has a positive effect on Online Customer Engagement

The Influence Online Customer Engagement to Purchase Intention

According to Brodie et al. (2017, p. 107) customer engagement as "cognitive and affective commitment" is to emphasize aspects related to the interactive experience that customers can have with companies, brands and other customers. It is characterized by dynamic and continuous dimensions of cognitive processing and satisfaction with instrumental value (usefulness and meaning) and experiential value (emotional adjustment to the content that influencers publish in social media) (Mollen & Wilson, 2010).

H3. Online Customer Engagement has a positive effect on Purchase Intention

The Influence Influencers Credibility on Purchase Intention Mediated by Online Customer Engagement

Although the level of engagement is one of the most important factors in determining customer attitudes, intentions, and behaviors, customer engagement cannot be done by itself, but is the result of various drivers and factors that precede it (Harrigan et al., 2017; Prentice et al., 2019). This, leads to the assumption that customer engagement is likely to play a mediating role (Merrilees, 2016).

This research assumes that regardless of how much a social media influencer has a high level of credibility, if customers are not sufficiently engaged with the activities and content published by the influencer, they will not have access to the information.

H4a. Attractiveness has a positive effect on Purchase Intention through Online Customer Engagement.

H4b. Trustworthiness has a positive effect on Purchase Intention through Online Customer Engagement.

H4c. Expertise has a positive effect on Purchase Intention through Online Customer Engagement.

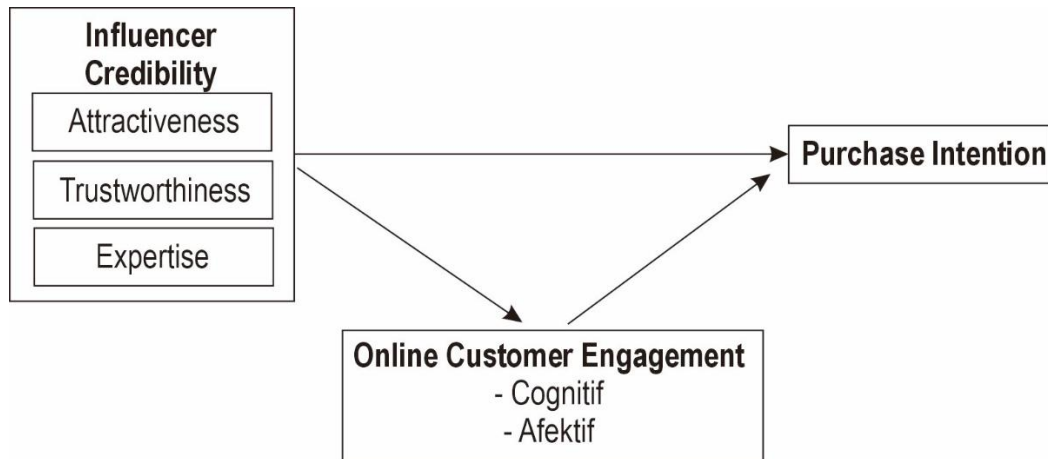


Figure 1. Research Model

Table 1. Definitions and Indicators of Variable Attractiveness

Definition Variable	Indicators	Measurement Scale
Attractiveness refers to one's physical attractiveness which plays an important role in one's first impression of others (Yilmazdoğan et al., 2021).	1.Provides a feeling of pleasure 2.Provides an interesting picture 3. Attract attention 4. Have a fun personality 5. Attractive Yuan et al., (2016)	5-point Likert scale

Table 2. Definitions and Indicators of Variable Trustworthiness

Definition Variable	Indicators	Measurement Scale
Trustworthiness comes from buyers' feelings related to the honesty, character, and credibility of an influencer (Yilmazdoğan et al., 2021).	1.Reliable 2. Trustworthy 3. Credible 4. Sincere Source : Yilmazdoğan et al., (2021)	5-point Likert scale

Table 3. Definitions and Indicators of Variable Expertise

Definition Variable	Indicators	Measurement Scale
Expertise is an individual's skills, experience, and knowledge in decision making (Kim et al., 2018).	1. Expert 2. Experienced 3. Knowledgeable 4. Qualified Kim et al., (2018)	5-point Likert scale

Table 4. Definitions and Indicators of Variable Online Costumer Engagement

Definition Variable	Indicators	Measurement Scale
Online Customer Engagement only considers two aspects (Mollen & Wilson, 2010). The cognitive aspect includes the cognitive stage where consumers share information and experiences with other consumers. The affective aspect relates to consumers' feelings and emotions towards a product.	1. Enthusiasm 2. Attention 3. Absorption 4. Interaction 5. Identification So et al., (2014)	5-point Likert scale

Table 5. Definitions and Indicators of Variable Purchase Intention

Definition Variable	Indicators	Measurement Scale
Purchase Intention refers to a person's internal drive to make a purchase because it is influenced by reliable sources (Sokolova & Kefi, 2020).	1. Have a desire to buy the promoted product. 2. Recommend to the people closest to you to buy the product that has been promoted. 3. Have a desire to buy products in the future. Sokolova & Kefi, (2020)	5-point Likert scale

Methods

The sample of this research is consumers who know and watch Tasya Farasya's video content and recognize the Somethinc brand. The sampling technique used in this research is non-probability sampling with purposive sampling technique. In this study the authors used primary data as a data source in data collection. The data collection method of this research is an online questionnaire using Google form which is distributed online to consumers who know, and watch, or follow Tasya Farasya's YouTube account, and know the Somethinc brand.

The sample of this study is 120 consumers of Somethinc skincare products in the Special Region of Yogyakarta. The data analysis technique uses Partial Least Square (PLS) using SmartPLS 3.0 software.

Result and Discussion

Result

Based on the distribution of questionnaires using Google Forms to 120 respondents distributed online, the following data was obtained:

Table 6. Characteristic Repondent

Gender	Total	Percentage
Male	28	76.7%
Female	92	23.3%
Total	120	100%
Age	Total	Percentage
15-20	5	4.2%
21-24	108	90%
25-30	7	5.8%
>30	0	0%
Total	120	100%

Table 7. R-square Results

	Results
<i>Purchase Intention</i>	0.618
<i>Online Customer Engagement</i>	0.700

Table 8. Q-Square Results

	Results
<i>Purchase Intention</i>	0.481
<i>Online Customer Engagement</i>	0.471

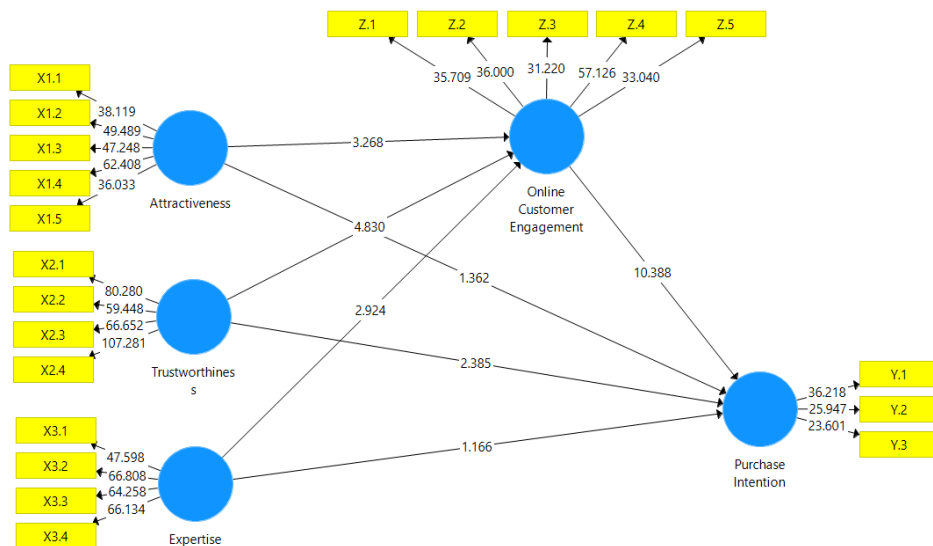


Figure 2. PLS Bootstrapping

Based on Table 7, it can be interpreted that the purchase intention variable is influenced by influencers credibility and online customer engagement variables by

62% and the remaining 38% is influenced by other variables that are not included in this research model. Meanwhile, the online customer engagement variable is influenced by the influencers credibility variable by 70% and the remaining 30% is influenced by other variables that are not included in this research model.

Based on Table 8 which shows that the purchase intention variable obtained a Q-Square value of 0.481 and the online customer engagement variable obtained a Q-Square value of 0.471, this research model is stated to have good predictive relevance because the Q-Square value > 0.

Discussion

Influence of Attractiveness on Purchase Intention

Based on this research, it can be concluded that increasing the attractiveness or character of an influencer cannot increase a person's purchase intention to buy a product. The results of this research are not in line with the results of previous

Table 9. Hypothesis Direct Results

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
<i>Attractiveness -> Online Customer Engagement</i>	0.703	0.711	0.217	3.236	0.001
<i>Attractiveness -> Purchase Intention</i>	0.128	0.124	0.089	1.436	0.152
<i>Expertise -> Online Customer Engagement</i>	0.581	0.562	0.195	2.972	0.003
<i>Expertise -> Purchase Intention</i>	0.127	0.123	0.110	1.153	0.250
<i>Online Customer Engagement -> Purchase Intention</i>	0.537	0.535	0.052	10.322	0.000
<i>Trustworthiness -> Online Customer Engagement</i>	-0.845	-0.841	0.175	4.814	0.000
<i>Trustworthiness -> Purchase Intention</i>	0.266	0.278	0.106	2.519	0.012

Table 10. Hypothesis Indirect Results

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
<i>Attractiveness -> Online Customer Engagement -> Purchase Intention</i>	0.378	0.379	0.120	3.159	0.002
<i>Expertise -> Online Customer Engagement -> Purchase Intention</i>	0.312	0.302	0.113	2.754	0.006
<i>Trustworthiness -> Online Customer Engagement -> Purchase Intention</i>	-0.454	-0.450	0.106	4.281	0.000

research conducted by Osie-Frimpong et al., (2019) which found the influence of attractiveness on purchase intention. Lim et al., (2017) also concluded that influencers' credibility as measured by attractiveness can increase purchase intention. However, the results of this study support research conducted by Yilmazdoğan et al., (2021) which found that there was no significant influence between attractiveness and purchase intention. Based on the results of research that has been conducted, it was found that the attractiveness of influencers cannot increase consumer purchase intention towards the products they promote. This can be attributed to the fact that Tasya Farasya's attractiveness cannot increase consumer purchase intention for Somethinc skincare products. The attractiveness of an influencer is not always a driving factor in forming purchase intention because consumers think more about the quality, value and benefits of a product than attractive influencers.

Influence of Trustworthiness on Purchase Intention

Based on the results of this research, it can be concluded that trustworthiness or the trust given to followers by influencers can influence a person's purchase intention to buy a product. The results of this research support previous research conducted by Schouten et al., (2020) which found the influence of trustworthiness on purchase intention. In this research, it was found that consumers who trust Tasya Farasya as influencers can increase purchase intention for Somethinc skincare products. This shows that there is consumer trust in the content published by Tasya Farasya on YouTube social media so that consumers feel interested in Somethinc skincare products.

Influence of Expertise on Purchase Intention

Based on the results obtained, it can be concluded that the expertise or skills possessed by influencers cannot increase a person's purchase intention towards a product. The research results obtained in this study are not in line with the results of previous research conducted by Schouten et al., (2020) which found the influence of expertise on purchase intention. Based on this research, it was found that influencers who have expertise, especially in product reviews, can influence a person's purchase intention, but not significantly regarding the products reviewed by these influencers. Thus, Tasya Farasya can be said to be an influencer whose expertise and experience in providing information to audiences who watch her YouTube content cannot influence the purchase intention of Somethinc skincare products. The lack of consumer and audience trust in the information provided by Tasya Farasya on published YouTube content is the trigger for the absence of the influence of expertise on purchase intention. Therefore, expertise can influence purchase intention if assisted by the mediating variable, namely online customer engagement.

Influence of Attractiveness on Online Customer Engagement

Based on the results obtained, it can be concluded that attractiveness or physical attractiveness and character possessed by influencers can increase online customer engagement. The results of this research support research conducted by Algharabat et al (2020), namely that interactions on social media between audiences and influencers have a positive influence. The results of research by Alfarraraj et al., (2021) state that consumers who see interesting influencer content will trigger consumers to engage with the influencer's content which will ultimately influence purchase

intention. In this research, Tasya Farasya can be said to be an influencer who has an attractive character and personality that gives a good first impression to the audience who watches her YouTube content. Tasya Farasya's attractiveness is a trigger for giving pleasure to her audience and followers so that she can provide an attractive picture of the product being promoted.

Influence of Trustworthiness on Online Customer Engagement

Based on the results obtained, it can be concluded that the trustworthiness given to followers or viewers by influencers can influence online customer engagement. The results obtained in this research are in line with previous research conducted by Algharabat et al., (2020) which found the influence of trustworthiness on online customer engagement. Research results from Chetioui et al., (2020) found that trust in influencers has an impact on consumer attitudes towards influencers. In this research, Tasya Farasya can be said to be an influencer who is honest and trustworthy in providing information to followers or audiences who watch her YouTube content.

Influence of Expertise on Online Customer Engagement

Based on the results obtained, it can be concluded that the higher the level of trust and expertise of influencers, the more the audience interacts, it can influence online customer engagement. The results of this research are in line with the results of previous research from Ao et al., (2023) which found a positive impact between expertise on online customer engagement. In this research, it was found that influencers who have expertise trigger audiences to trust influencers. The higher the level of trust and expertise, the stronger the audience's emotional attachment to influencers.

Influence Online Customer Engagement on Purchase Intention

Based on the results obtained, it can be concluded that online customer engagement can influence purchase intention. The results of this research are in line with previous research conducted by Alfarraj et al., (2021) which found that online customer engagement had significant results on purchase intention, so that online customer engagement had a mediating role between influencers' credibility and purchase intention. In this research, the audience or viewers were involved in Tasya Farasya's YouTube content. This engagement is influenced by the level of positive feelings the audience has towards the content published by Tasya Farasya. This involvement triggers interaction between audiences which can influence purchase intention.

Influence of Attractiveness on Purchase Intention Mediated Online Customer Engagement

This research found that attractiveness has a positive and significant influence on purchase intention through online customer engagement. The results of this research support previous research conducted by Alfarraj et al., (2021) which found that Online Customer Engagement was able to mediate the influence of attractiveness on purchase intention. This research shows that attractiveness towards purchase intention through online customer engagement is related. With the attractiveness of Tasya Farasya, who can be said to be an influencer, she can attract online customer

engagement and increase consumer purchase intention for Somethinc skincare products in the Special Region of Yogyakarta. This can happen because consumers feel that the content published by Tasya Farasya on her YouTube page is interesting, thereby increasing online customer engagement. Online customer engagement can take the form of interactions between consumers such as sharing information and experiences with other consumers. With online customer engagement, it can increase purchase intention because information shared by consumers with other consumers can influence other consumers' views about a product, thereby giving rise to the intention to make a purchase.

Influence of Trustworthiness on Purchase Intention Mediated Online Customer Engagement

This research found that trustworthiness does not have a positive and significant effect on purchase intention for Somethinc skincare products among consumers in the Special Region of Yogyakarta through online customer engagement. The results of this research support previous research conducted by Alfarraj et al., (2021) which found that Online Customer Engagement was able to mediate the influence of trustworthiness on purchase intention. This research shows that trustworthiness is related to purchase intention through online customer engagement. The level of trustworthiness possessed by influencers can be seen from how consumers respond and respond to these influencers. This means that when influencers are able to provide information honestly and reliably, it will increase online customer engagement. Online customer engagement occurs when influencers can inspire trust in their audiences.

Influence of Expertise on Purchase Intention Mediated by Online Customer Engagement

This research found that expertise has a positive and significant effect on purchase intention for Somethinc skincare products among consumers in the Special Region of Yogyakarta through online customer engagement. The results of this research are in line with the results of previous research conducted by Alfarraj et al., (2021) which found that Online Customer Engagement was able to mediate the influence of expertise on purchase intention. This research shows that expertise on purchase intention through online customer engagement is related. Expertise refers to the experience, knowledge and skills possessed by influencers. Expertise is a phenomenon that can be felt by the audience because the most important thing is how the audience views an influencer. This means that when an influencer has expertise and experience, it will increase online customer engagement.

Conclusion

The results of this research show that: (1) attractiveness has a positive and insignificant effect on purchase intention (2) trustworthiness has a positive and significant effect on purchase intention (3) expertise has a positive and insignificant effect on purchase intention (4) attractiveness has a positive and significant effect on online customer engagement (5) trustworthiness has a positive and significant effect on online customer engagement (6) expertise has no positive and significant effect on online customer engagement (7) online customer engagement has a positive and significant effect on purchase intention (8) attractiveness has a positive and

significant effect on purchase intention through online customer engagement (9) trustworthiness has no positive and significant effect on purchase intention through online customer engagement (10) expertise has a positive and significant effect on purchase intention through online customer engagement

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