

## The Effect of Social Media Influencer Characteristics on Purchase Intention on Beauty Products in Indonesia

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**Abstract:** *This study aims to determine the influence of content quality and attitude towards influencers on the purchase intention of beauty products, influenced by beauty influencer characteristics among Generation Z and Millennials in Indonesia. This research utilizes a quantitative method with a descriptive approach. The data will be analyzed using the CB-SEM method with IBM AMOS 24 software to process the 250 data obtained through a questionnaire. The findings reveal that content quality and attitude towards influencers mediate purchase intention. Variables such as perceived credibility, trustworthiness, expertise, likeability, and familiarity influence attitudes towards influencers for purchase intention in direct or indirect way. Additionally, trustworthiness indirectly affects purchase intention significantly through content quality. Simultaneously, similarity and parasocial interaction directly influence purchase intention. This study provides insights into the factors influencing consumer attitudes towards beauty influencers and content quality, positively impacting purchase intention. It is expected to assist entrepreneurs and marketers in understanding the contribution of beauty influencers on Instagram to purchase intention.*

**Keywords:** *social media influencer, characteristics instagram influencer, purchase intention*

**Abstrak:** *Penelitian ini bertujuan untuk menentukan pengaruh content quality dan attitude towards influencer terhadap niat beli produk kecantikan yang dipengaruhi oleh karakteristik beauty influencer pada Generasi Z dan Milenial di Indonesia. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif. Data akan diolah menggunakan metode CB-SEM dengan aplikasi IBM AMOS 24 untuk memproses 250 data yang diperoleh melalui kuesioner. Hasil penelitian menunjukkan bahwa content quality dan attitude towards influencer mampu berpengaruh secara langsung terhadap niat beli. Variabel perceived credibility, perceived expertise, likeability, dan familiarity juga berpengaruh terhadap sikap terhadap influencer untuk niat beli. Di sisi lain, trustworthiness juga secara tidak langsung mempengaruhi purchase intention melalui content quality secara signifikan. Selain itu, similarity dan parasosia interactionl mempengaruhi niat beli secara langsung. Penelitian ini memberikan wawasan tentang faktor-faktor yang mempengaruhi sikap konsumen terhadap influencer kecantikan dan kualitas konten yang berdampak positif pada niat beli. Hal ini diharapkan dapat membantu pengusaha dan pemasar memahami kontribusi influencer kecantikan di media sosial Instagram terhadap niat beli.*

**Kata Kunci:** *influencer media sosial, karakteristik influencer instagram, niat pembelian.*

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**INTRODUCTION**

The internet has transformed people's lifestyles and increased the use of social media platforms (Bayer et al., 2020; Sriram et al., 2021). In Indonesia, 86.9% of the population are social media users (Kemp, 2022). Businesses have recognized the potential of social media for reaching their target market with convenience and cost-effectiveness (Obeidat et al., 2022). A significant majority of global marketers, 93%, utilize social media in their business operations (Geysler, 2023). Social media enables effective communication and engagement with the desired market segment (Carah & Shaul, 2016). Companies engage in promotional activities to compete and communicate their offerings (Lukitaningsih, 2013). Influencer marketing, particularly through social media influencers, has emerged as a marketing approach in which influencers become brand spokespersons (Childers et al., 2019; Constantinides, 2014).

This aligns with the Marketing Communication theory, which is crucial in shaping consumer behavior and purchase intentions (Šerić et al., 2020). For companies, applying marketing communication involves direct interaction with consumers, creating emotional connections, often through influencers (Killian & McManus, 2015). Social media influencers use marketing communication elements that can impact consumer purchase intentions (Kádeková & Holienčinová, 2018). When beauty influencers on social media share testimonials, product reviews, and recommendations, it provides social solid proof to consumers, boosting their trust and purchase intention (Paço & Oliveira, 2017; Ramela et al., 2022).

Influencer marketing on social media is experiencing significant growth, with the global market doubling from 2019 to 2022, reaching \$16.4 billion in Indonesia (Hootsuite, 2023). The influencer marketing industry is estimated to be worth around IDR 14 trillion in 2022. Instagram is the preferred platform for marketers, with 79% of brands choosing it for influencer marketing (The State of Influencer Marketing 2021: Benchmark Report, 2021). Purchase intention and attitude play a crucial role in achieving advertising effectiveness, and influencer characteristics indirectly influence attitudes and purchase intentions (Al-Sous et al., 2023; Ho Nguyen et al., 2022; Schouten et al., 2020).

However, there are challenges in using influencers. Based on data presented by The state of Influencer Marketing Benchmark Report 2021, 22% of brand owners and marketers find it very difficult to choose the right influencer, and 56% find it quite tricky, besides that there is a decrease in trust numbers Respondents to influencers from 90% to 83% are also proof that there

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are risks that are avoided by consumers, resulting in reduced trust in influencers (The State of Influencer Marketing 2021: Benchmark Report, 2021). The difficulty for marketers in finding influencers for the medium to hard classification reached 63% based on the benchmark report 2022. Brand safety issues and influencer fraud are also the company's focus, according to (Geysler, 2023). Therefore, companies and marketers face challenges in finding suitable influencers, necessitating thorough research on influencer characteristics.

In several studies, there are several factors for social media influencers to achieve an attitude towards influencers and purchase intention. Based on Social Influence Theory, individuals tend to be influenced by around them when making decisions (Cialdini, 2001) Social influence can occur through various mechanisms, including social norms, referent influence, and authority influence. Some factors that influence the Social Influence Theory are the characteristics of the influencer themselves. These characteristics act as tools for beauty influencers to influence an audience's decision, including social norms, referent influence, and authority influence (Cialdini, 2001).

Credibility is crucial, as perceived credibility leads to increased purchase intention (Lou & Yuan, 2019; Pornpitakpan', 2004; Sesar et al., 2022). Trustworthiness influences purchase intention indirectly through the quality of digital content (Gomes et al., 2022). Expertise in advertisements and recommendations from field experts also positively impact public confidence and purchase intentions (Chetioui et al., 2020; Cialdini, 2001; Obeidat et al., 2022). Additionally, attractiveness plays a role in influencing brand image, satisfaction, and purchase intention (Taillon et al., 2020; Wiedmann & von Mettenheim, 2020).

Likeability of Influencers' liking and compatibility with brands increases brand attitudes and purchase intentions (Breves et al., 2019; Torres et al., 2019). Familiarity characteristics possessed by influencers can increase the comfort level of ad recipients towards influencers so that influencers appear more persuasive (Gräve, 2017; Martensen et al., 2018). Similarity influences purchase intention (Koay et al., 2022; Naderer et al., 2021) and attitudes toward influencers (Casaló et al., 2020; Magano et al., 2022). Parasocial-Interaction between audiences and influencers can also directly influence audience buying interest (Gomes et al., 2022; Sokolova & Kefi, 2020).

This study focuses on examining the characteristics of influencers to mitigate risks associated with influencer selection, inappropriate use, and brand safety issues. It empirically studies the relationship between influencer characteristics, purchase intention, attitude towards influencers, and content quality among Gen Z and Millennials in the beauty industry. Indonesia's beauty market has seen rapid growth with 7% in a year, with sales reaching up to 11 trillion, making it the fastest-growing market in Asia (Kemenperin, 2020). Gen Z and Millennials dominate the beauty industry, representing most of Instagram users and followers of influencers (IDN Media, 2023). It aims to assist businesses in comprehending the impact of Instagram's beauty influencers on consumer purchasing behavior.

## **LITERATURE REVIEW**

### **Perceived Credibility and Attitude Towards Influencer**

Credibility refers to the trust consumers place in someone (Li & Zhang, 2018). Influencers possess credibility that can impact purchasing decisions (Kádeková & Holienčinová, 2018). The credibility of celebrities or influencers influences the audience's perception and their likelihood to purchase endorsed brand products (Ohanian, 1990; Pornpitakpan, 2004; Reinikainen et al., 2020; Schouten et al., 2020). Examining influencer marketing on social media reveals that influencer credibility is crucial in increasing their value and affecting purchase intentions (Tsen & Cheng, 2021). Empirical evidence also supports positive relationship perceived credibility, attitudes towards influencers and purchase intention (Chetioui et al., 2020). Hence, the formulated hypothesis is:  
H1: The perceived credibility possessed by influencers has a positive influence on attitude towards influencers.

### **Trustworthiness and Content Quality**

Trustworthiness is briefly defined as honesty, integrity, and trustworthiness (Cabeza-Ramírez et al., 2022; Mustika & Wahyudi, 2022). The influencer's trust score is considered a very important factor, and based on research, the trust variable can influence consumer choices (AlFarraj et al., 2021). Quality content mediates the relationship between social media functions and people's fitness behavior intentions (Gao et al., 2021). The role of quality content in follower behavior depends not only on segmental perception, but also on innovation and creativity in posts (D. Kim & Kim, 2021; Munsch, 2021). Other studies have verified that consumers are more likely to value or recommend brands recommended by influencers they think they trust (Lim et al., 2017). In addition, trustworthiness indirectly affects purchase intention when mediated by the quality of digital influencer content (Chetioui et al., 2020; Gomes et al., 2022). Therefore, the authors also raised the Trustworthiness mediation hypothesis that influencers positively affect Content Quality.

H2: The trustworthiness possessed by influencers has a positive influence on content quality

### **Trustworthiness and Attitude Towards Influencer**

As a moral value, trust is a quality to achieve and maintain a state of being trusted, trustworthy, measurable, and verifiable (Ohanian, 1990). Thus, trust is an individual attribute that guarantees credibility, dependability, and honesty (Berhanu & Raj, 2020). Trust from specific influencers plays a significant role in changing consumer perceptions about honesty, sincerity, and trustworthiness (Alyahya, 2021), which are fundamental in determining purchase intentions (Karagür et al., 2022). Another study found that the trustworthiness of influencers will affect the purchase intention of Instagram users (Abdullah et al., 2020). Other study found that the most crucial requirement for purchase intention is trust (Magano et al., 2022; Wiedmann & von Mettenheim, 2020). Therefore, the hypothesis that formed is:

H3: The trustworthiness possessed by influencers has a positive influence on attitude towards influencers.

### **Perceived Expertise and Attitude Towards Influencer**

Expertise, referring to an endorser or influencer's skills, experience, and knowledge, holds significance (Cialdini, 2001; Ohanian, 1990). Incorporating expertise in advertisements and recommendations from field experts instills confidence and favorable attitudes towards purchasing products, such as featuring dentists in toothpaste ads (Y. Lee & Koo, 2015). The community positively views experts endorsing products (Diaz-Garcia et al., 2022; Obeidat et al., 2022). Research supports expertise's impact on attitudes towards endorsers, influencing purchase intentions in the fashion industry (Obeidat et al., 2022) as well as its positive influence on attitudes towards influencers, purchase intention, and brand attitude (Chetioui et al., 2020). Therefore, the authors hypothesize that influencers' perceived expertise positively affects attitudes towards influencers, leading to the following hypothesis:

H4: The perceived expertise possessed by influencers has a positive influence on attitude towards influencers.

### **Attractiveness and Attitude Towards Influencer**

In the "McGuire's Attraction Model," the attractiveness component is divided into five sub-components: attractive, stylish, beautiful, elegant, and sexy. (Ohanian, 1990). A good physical appearance can help an influencer attract followers and build trust in a way that alone influence or expertise is impossible (Nurhandayani et al., 2019). The appeal or attractiveness of influencers was also recognized as a significant factor impacting elements like brand image, satisfaction, and the intention to make a purchase (Lim et al., 2017; Masuda et al., 2022; Wiedmann & von Mettenheim, 2020). Moreover, the attractiveness of influencers positively influences attitudes towards influencers, WOM, and purchase intention (Burnasheva et al., 2019; Huang & Copeland, 2020; Masuda et al., 2022; Pham et al., 2021; Taillon et al., 2020). Because of that, the author also raises the leading to the following hypothesis:

H5: The attractiveness possessed by influencers has a positive influence on attitude towards influencers.

### **Likeability and Attitude Towards Influencer**

Likeability significantly influences consumer reactions to brands, products, or services, including physical attractiveness, likeability, and flattery (Gomes et al., 2022; Nguyen et al., 2015). Influencers foster strong relationships and a sense of connection with their audience (Dwidienawati et al., 2020; Saima & Khan, 2020). Consumers tend to purchase from individuals they like or trust their recommendations (Cialdini, 2001; Teresa Borges-Tiago et al., 2023). Building a positive image aligns with persuasion theory and serves as an effective marketing tool (Cialdini, 2001). Research confirms the positive impact of likability on attitudes towards influencers, brands, word-of-mouth, and purchase intention (Schouten et al., 2020; Torres et al., 2019; Trivedi & Sama, 2020). The Likeability hypothesis proposes that influencers positively affect attitudes towards influencers based on these findings.

H6: The likeability possessed by influencers has a positive influence on attitude towards influencers.

### **Familiarity and Attitude Towards Influencer**

Familiarity is a collection of accumulated consumer experiences regarding products and services obtained over time (Alba & Hutchinson, 1987). The familiarity characteristic of influencers can increase the comfort level of ad recipients towards influencers so that influencers appear more persuasive (Gräve, 2017; Martensen et al., 2018). On the other hand, purchase intention is influenced by the likeability and familiarity of specific digital influencers (Gomes et al., 2022; Magano et al., 2022; Torres et al., 2019). Because of that, the author will raise the hypothesis that Familiarity owned by influencers positively affects Attitudes toward influencers.

H7: The familiarity possessed by influencers has a positive influence on attitude towards influencers.

### **Similarity and Attitude Towards Influencer**

Similarity refers to the degree to which individuals can relate to influencers based on shared beliefs, values, or other characteristics (Hoffner & Buchanan, 2005). Perceiving a sense of similarity with influencers fosters a stronger sense of connection and attachment (Jin et al., 2019; Lee & Watkins, 2016). It also influences followers' perception of the influencer's authenticity and sincerity in product reviews (Amos et al., 2008; Shoenberger & Kim, 2023). The concept of similarity further impacts the perceived trustworthiness of influencers (Naderer et al., 2021), which ultimately predicts purchase intention by enhancing perceived similarity and shared characteristics with social media users (Koay et al., 2022; Schouten et al., 2020). Other studies support the influence of similarity on trustworthiness and purchase intention (Al-Darraj et al., 2020; Gomes et al., 2022; Vrontis et al., 2021). Therefore, the author presents the similarity hypothesis, suggesting that influencers positively affect attitudes towards influencers.

H8: Attitude towards influencers positively mediates the relationship between similarity and purchase intention.

### **Similarity and Purchase Intention**

The indirect effect on purchase intention, similarity also directly influences purchase intention. Similarities between influencers can affect purchase intentions due to the identification effect (Naderer et al., 2021). This can increase trust and purchase intentions because followers feel that the brand or product matches their identity (Belanche et al., 2021; Casalo et al., 2020; Shan et al., 2020), also embraces them to have a positive attitude (Janssen et al., 2022). A study shows that similarities between bloggers and readers can positively influence blog reader engagement and the intention to buy recommended products (Gomes et al., 2022; Magano et al., 2022). Other studies show a significant effect of similarity on purchase intention (Kanwar & Huang, 2022; J. K. Lee, 2021; Magno, 2017; Santiago Joanna K. et al., 2020). Therefore, the authors will raise the similarity hypothesis that influencers positively affect purchase intention.

H9: Similarity owned by influencers has a positive effect on Purchase intention.

### **Parasocial Interaction and Purchase Intention**

Parasocial relationships are sometimes seen as imaginary relationships experienced by fans who idolize celebrities and are one-way, from fans to these celebrities (Aw & Labrecque, 2020; Balaban, Szabolcs, et al., 2022; H. Kim, 2022). Followers tend to feel emotionally attached, which can influence their attitude toward the recommended product (Bi & Zhang, 2022; Khamis et al., 2017; Lin et al., 2021). Parasocial-Interaction between audiences and influencers can also directly influence audience buying interest (Gomes et al., 2022). In line with the study about credibility and parasocial interaction influence purchase intentions, proving that parasocial interaction and credibility can influence purchase intentions (Sokolova & Kefi, 2020). Because of that, the author will raise the Parasocial Interaction hypothesis that influencers positively affect Purchase intention.

H10: Parasocial interaction owned by influencers positively affects purchase intention.

### **Content Quality and Purchase intention**

Social media marketing is credible when the content is accurate, authentic, and trustworthy (Appelman & Sundar, 2016). Consumer's assessment of digital influencer credibility depends on source and message credibility dimensions (Esteban-Santos et al., 2018). The level of trust and audience liking for product content tend to increase when influencers provide quality content regarding design, message, and attractive delivery methods (Lou & Yuan, 2019; Terho et al., 2022). This will likely lead to a strong possibility to purchase intention of the recommended product (Magno, 2017). In several studies, content quality can directly influence followers' purchase intentions (Bazi et al., 2023; Cheung et al., 2022). Therefore, the authors will raise the hypothesis that Content Quality owned by influencers has a positive effect on Purchase Intention.

H11: Content Quality owned by influencers positively affects Purchase intention.

### **Attitude towards Influencers and Purchase intention**

The relationship between consumer attitudes and intentions tends to be more consistent when consumers are involved (Cooke & Sheeran, 2004). Using social media influencers that many people like can generate a positive attitude toward the brand among consumers and increase purchase intention (Chetioui et al., 2020). Other studies found that purchase intention is based on a positive attitude (Ajzen, 2011). Therefore, previous studies have shown that attitudes toward influencers can directly predict purchase intention (Bergkvist et al., 2016; Gomes et al., 2022). Moreover, influencer characteristics of a product can positively influence followers' perceptions of credibility and attitude towards influencers which will later affect purchase intention (Barta et al., 2023; Belanche et al., 2021; Masuda et al., 2022). Therefore, the hypothesis formed is:

H12: Attitude towards influencers owned by influencers has a positive effect on purchase intention.

## **METHOD**

### **Research Design**

This quantitative study used an explorative-definitive research design to determine the direct and indirect relationships between variables (Malhotra, 2010). The selected research also explained a structured research design with quantitative-descriptive research (Malhotra & Birks, 2006). The study obtained or collected data from a population sample at a specific time (Malhotra, 2010). Analyzing the data included diverse statistical techniques, such as descriptive statistics (mean, standard deviation, minimum and maximum values, skewness, and kurtosis). The analysis also performed using CB-SEM AMOS 24 following the recommended two-stage analytical procedure for Structural Equation Modeling (SEM) (Hair et al., 2010). In the first stage, the measurement model underwent testing, which assessed the reliability of the indicators, internal consistency reliability, convergent validity, and discriminant validity. In the second stage, the hypotheses were tested by analyzing the structural model.

### **Respondents & Data Collection**

Data were collected through an online questionnaire by social media from April 2023 until the beginning of May 2023 in Indonesia. In 2022, the total population of Gen-Z and Millennials in Indonesia amounted to 143.41 million people (IDN Media, 2023). This research uses non-probability purposive sampling. To determine the sample quantity this study used 5 times rule of items and determined to reach 250 samples (Hair et al., 2010). The samples of respondents used in this study were Gen-z and Millennials in Indonesia, domiciled in Indonesia, active users of Instagram social media, followers or followers of at least 1 or more beauty influencers on Instagram in the last 3 months, knew the brands/ beauty products (make-up/skincare/sun care/body care) promoted by beauty influencers who were followed on the Instagram media platform. This study collected data from 250 respondents.

### **Measures and Instruments**

The questionnaire used in the study had multiple sections. The first section consisted of screening questions to identify respondents who were Gen Z and Millennials in Indonesia and had been following beauty influencers on Instagram for at least 3 months. The second section included a sociodemographic questionnaire, covering gender, age, education, professional status, and domicile. Additional questions in the study were related to beauty influencers, beauty products, and respondents' social media behavior, such as average daily time spent on Instagram, Instagram activities, followed beauty influencers, and promoted products. The main questions measured variables using a 5-point Likert scale. The instrument used in the research contained 42 items across eleven dimensions, sourced from some studies (Gomes et al., 2022; Magano et al., 2022).



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**Table 1. Operational Definition**

No	Variable	Indicator	Source
1	Perceived Credibility	Convincing Credibility Well-reference	(Magano et al., 2022)
2	Trustworthiness	Worthwile product to buy Reliable influencers Sincerity Product usage	(Magano et al., 2022)
3	Perceived Expertise	Industry expertise Great knowledge Experienced	(Magano et al., 2022)
4	Attractiveness	Attractive Fashion Physical attractive Enjoyable look Good image	(Magano et al., 2022)
5	Likeability	Likeable image Virtual sincerity Friendly image	(Magano et al., 2022)
6	Familiarity	Knowledge about influencers Easily recognize Familiarity	(Magano et al., 2022)
7	Similarity	Lifestyle General similarity General similarity "Friend to be"	(Magano et al., 2022)
8	Parasocial Interaction	How influencer treats people Look forward to watching influencer content Part of their social circle "Friend to be"	(Gomes et al., 2022)
9	Content Quality	Comfortable content Reliable information Accuracy Innovative information High quality information Role model image	(Gomes et al., 2022)
10	Attitude towards Influencers	Interesting content Different & updated recommendation Reliable source	(Magano et al., 2022)
11	Purchase Intention	Purchase intention in the future Purchase a brand based on the recommendation Follow brand recommendations Brand recommendation for others	(Gomes et al., 2022)

## RESULT

### Respondent Analysis

The demographic profile analysis included 250 participants. The majority of participants were female (86%). The age groups with the highest representation were early adults aged 23-26 (34%). Regarding education, most had completed a bachelor's degree (44%). In terms of occupation, the majority were students (45.2%). The respondents were primarily from Java Island (81.2%). On average, participants spent 1-2 hours daily on Instagram (38%). The most common activity on Instagram is sharing information (41.2%). The beauty influencers most frequently accessed were Tasya Farasya (25.1%), followed by other influencers with varying percentages. Skincare products were the most recommended by influencers (65.2%). Most respondents spent between IDR 100,000 and IDR 500,000 on beauty products per month (54.4%).

### Measurement Model

The model exhibited satisfactory fit based on the following indicators: normed chi-square (CMIN/df=1.302), Root Mean Square Error of Approximation (RMSEA = 0.035), Comparative fit index (CFI = 0.957), Tucker-Lewis's index (TLI = 0.951), and Parsimonious Comparative Fit Index (PCFI = 0.831) (Hair et al., 2010). The average Standard Loading Factor (SLF) values for all items varied exceeds 0.50, demonstrating satisfactory convergent validity. Additionally, the composite reliability scores for each construct exceeded 0.7 (Hair et al., 2010). Meanwhile, according to discriminant validity, the square root of the AVE exceeds the correlation between that construct and any other construct (Henseler et al., 2015). These findings suggest that all the measures and assessments used in this study were both valid and reliable.

**Tabel 2. Measurement Model**

No	Code	SLF	CR	AVE
1	PC 1	0,866	0,899	0,691
	PC 2	0,887		
	PC 3	0,785		
	PC 4	0,782		
2	T1	0,684	0,819	0,603
	T2	0,835		
	T3	0,802		
3	PE1	0,793	0,810	0,591
	PE2	0,870		
	PE3	0,623		
4	A1	0,662	0,813	0,522
	A2	0,755		
	A3	0,781		
	A4	0,685		
5	L1	0,570	0,796	0,497
	L2	0,710		
	L3	0,803		

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6	L4	0,716	0,798	0,570
	F1	0,722		
	F2	0,818		
	F3	0,720		
7	S1	0,736	0,791	0,560
	S2	0,815		
	S3	0,688		
8	PSI 1	0,733	0,885	0,566
	PSI 2	0,834		
	PSI 3	0,824		
	PSI 4	0,809		
	PSI 5	0,662		
	PSI 6	0,625		
9	CQ 1	0,685	0,780	0,471
	CQ 2	0,752		
	CQ 3	0,709		
	CQ 4	0,589		
10	ATI 1	0,603	0,781	0,474
	ATI 2	0,724		
	ATI 3	0,745		
	ATI 4	0,672		
11	PI 1	0,545	0,757	0,443
	PI 2	0,771		
	PI 3	0,739		
	PI 4	0,579		

### Structural Analysis

The proposed mediation hypothesis was examined through a path analysis, as depicted in Figure 1

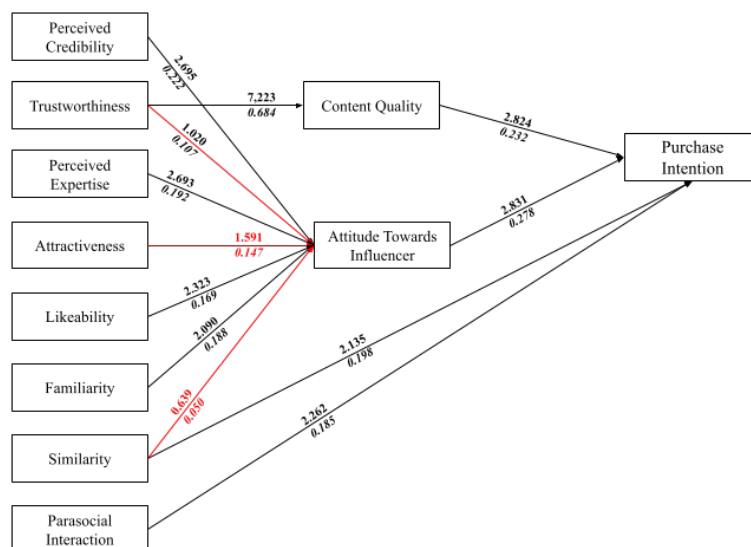


Figure.1. Result of Structural Analysis

As depicted in Figure 2. That measures with software AMOS 24, concluded the data of structural model fit the model well-normed chi-square (CMIN/df = 1.397), Root Mean Square Error of Approximation (RMSEA = 0.040), Comparative fit index (CFI = 0.944), Tucker-Lewis index (TLI = 0.951), and Parsimonious Comparative Fit Index (PCFI = 0.827). Furthermore, the researchers evaluated the R-squared (R<sup>2</sup>) values for Content Quality, Attitude Towards Influencers, and Purchase Intention, which are endogenous constructs. The R<sup>2</sup> for Content Quality was found to be 0.676, suggesting that the predictors can account for 67.6%. While the R<sup>2</sup> for Attitude Towards Influencer was 0.468, indicating that the predictors can explain 46.8% of the variability in Intention. Similarly, R<sup>2</sup> for Purchase Intention was 0.487, indicating that the predictors can explain 48.7%.

For the hypothesis result, the dimensions of similarity, content quality, attitude towards influencers, and parasocial interaction were found to have the most direct impact on purchase intention. While perceived credibility, perceived expertise, likeability, and familiarity were identified as the dimensions that primarily influenced attitude toward influencers. Trustworthiness directly influences content quality. However, trustworthiness, attractiveness, and similarity did not yield significant results in relation to attitudes towards influencers. Furthermore, Attitude Towards Influencers does not mediate between Similarity and Purchase Intention.

**Table 3. Hypothesis Result**

	Hypothesis	Coeff	P-Value	T-Value	Result
H1	X1 (Perceived Credibility) → Y2 (Attitude Towards Influencer)	0,222	0,007	2,695	Supported
H2	X2 (Trustworthiness) → Y1 (Content Quality)	0,684	0.000	7,223	Supported
H3	X2 (Trustworthiness) → Y2 (Attitude Towards Influencer)	0,107	0,308	1,020	Not Supported
H4	X3 (Perceived Expertise) → Y2 (Attitude Towards Influencer)	0,192	0,007	2,693	Supported
H5	X4 (Attractiveness) → Y2 (Attitude Towards Influencer)	0,147	0,112	1,591	Not Supported
H6	X5 (Likeability) → Y2 (Attitude Towards Influencer)	0,169	0,020	2,323	Supported
H7	X6 (Familiarity) → Y2 (Attitude Towards Influencer)	0,188	0,037	2,090	Supported

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Influencer)		Indirect Effect	P-Value	Confident Interval 95% (LB-UB)	Result
H8	X8 (Parasocial Interaction) → Y2 (Attitude Towards Influencer) → Y3 (Purchase Intention)	0,013	0,630	(-0.030) to (0.081)	Not Supported
Hypothesis		Coeff	P-Value	T-Value	Result
H9	X7 (Similarity) → Y3 (Purchase Intention)	0,198	0,033	2,135	Supported
H10	X8 (Parasocial Interaction) → Y3 (Purchase Intention)	0,185	0,024	2,262	Supported
H11	Y1 (Content Quality) → Y3 (Purchase Intention)	0,232	0,005	2,824	Supported
H12	Y2 (Attitude Towards Influencer) → Y3 (Purchase Intention)	0,278	0,005	2,831	Supported

## DISCUSSION

### Credibility Towards Attitude towards Influencer

The result shows credibility possessed by influencers indirectly becomes a vital factor in the purchase intention of beauty products mediated by attitude towards influencer, it means that (H1) accepted and supported by several studies (Appelman & Sundar, 2016; Li & Zhang, 2018; Magano et al., 2022). Influencers are perceived to have the power to influence purchasing decisions due to the credibility they possess, both in terms of knowledge and their relationship with buyers (Kádeková & Holienčinová, 2018; Reinikainen et al., 2020; Schouten et al., 2020). Moreover, based on descriptive statistics, Gen Z and Millennials have a high awareness on “worth it products”. Therefore, most respondents feel the influencers they follow recommend products worth buying. Thus, the presence of influencers capable of recommending good products increases the positive attitude towards influencers, which impacts increased consumer purchase intention (Sesar et al., 2022).

### Trustworthiness Towards Content Quality

This research also found a significant relation between trustworthiness and content quality as mediation variables to purchase intention, it conclude that H2 accepted. Trustworthiness, briefly defined as honesty, integrity, and reliability, plays a crucial role. The trust score of an influencer is considered a highly significant factor, and based on research, the trust variable can influence consumer choices (Cabeza-Ramírez et al., 2022). Moreover, quality content

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plays a role in followers' behavior based on audience perception (Munsch, 2021) and on innovation and creativity in posts (Wiedmann & von Mettenheim, 2020). This is supported by other findings, indicating that trustworthiness indirectly affects purchase intention when mediated by the quality of digital influencer content (Chetioui et al., 2020; Magano et al., 2022).

### **Trustworthiness towards Attitude towards Influencer**

There are insignificant results between trustworthiness and attitude toward influencers, it concludes that H3 is unaccepted. This finding does not align with previous research (Gomes et al., 2022). However, this finding aligns with other studies where the inconsistency between influencer product claims and verifiable reality can decrease trustworthiness and attitude towards the influencer (J. E. Lee & Watkins, 2016). Often, they promote products with financial interests and are not neutral, such as endorsements and brand ambassadorships (Cabeza-Ramírez et al., 2022; Lee & Watkins, 2016).

### **Perceived Expertise towards Attitude towards Influencer**

The expertise of influencers significantly affects attitudes towards influencers, it concludes that H4 is accepted. Audiences prefer content and recommendations from influencers considered experts in their field (Diaz-Garcia et al., 2022; Obeidat et al., 2022). According to Social Cognitive Theory by Albert Bandura, individuals can learn from others' experiences through observation and imitation (Bandura Albert, 1991). In the context of influencers, followers perceive them as reliable sources of information. Several studies have indicated that perceived expertise positively influences attitudes towards influencers (Chetioui et al., 2020; Magano et al., 2022).

### **Attractiveness towards Attitude towards Influencer**

Attractiveness does not significantly affect Attitude towards Influencer, it concludes that H5 is unaccepted. Other studies state that non-physical attractiveness variables of influencers have a more substantial influence on consumer attitudes toward influencers (Argyris et al., 2021; Balaban, Mucundorfeanu, et al., 2022; Rungtrakulchai & Setthapat, 2021). These results are supported by the Social Comparison Theory by Leon Festinger (1994), that consumers tend to compare themselves with influencers they follow (Festinger, 1994). This theory aligns with most of the respondent results that they tend to look for a recommendation from an influencer with a "down to earth" look and similar physical appearance so they can compare realistically over product usage.

### **Likeability towards Attitude towards Influencer**

Likeability significantly affects Attitude towards Influencer, it concludes that H6 is accepted. Regarding likeability, many Gen-Z & Millennial respondents tend to follow influencers based on their friendly image, as if they could be friends, which increases consumer purchase intention. Based on several studies, people tend to buy from someone they like or based on

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recommendations from someone they like (Cialdini, 2001; Teresa Borges-Tiago et al., 2023).

### **Familiarity towards Attitude towards Influencer**

Familiarity significantly affects Attitude towards Influencer, it concludes that H7 is accepted. Familiarity is a collection of accumulated consumer experiences related to products and services they have encountered over time (Alba & Hutchinson, 1987). The familiarity characteristics possessed by influencers can enhance the comfort level of ad recipients towards the influencer, making the influencer appear more persuasive (Martensen et al., 2018). This finding is consistent with previous research (Magano et al., 2022)). Influencers considered familiar by their audience can build better relationships with them and make the audience feel more connected to them (Saima & Khan, 2020), ultimately influencing a positive attitude toward influencers (Gräve, 2017; Zhu et al., 2022).

### **Similarity towards Attitude towards Influencer**

The result shows the attitude towards influencers cannot mediate the relationship between similarity and purchase intention, it concludes that H8 is unaccepted. Consumers prioritize factors like expertise, content quality, and credibility over similarity when evaluating influencers (Jin et al., 2019). In this study, the top 10 influencers with over 1 million followers, categorized as "Mega Influencers," project a luxurious and unattainable image. However, many prefer micro or macro influencers who share more realistic and relatable opinions and circumstances. Therefore, these smaller influencers are more relevant as references for beauty product purchases.

### **Similarity towards Purchase Intention**

Similarity significantly affects Purchase Intention, it concludes that H9 is accepted. This finding is consistent with previous research (Magano et al., 2022). An influencer perceived to have similarities with their audience can build a stronger connection because someone can identify themselves with an influencer. In the Theory of Homophily, individuals prefer interacting and listening to people who are similar or compatible with themselves (Hoffner & Buchanan, 2005). This is supported by the questionnaire results showing that most respondents follow micro-influencers in the "others" category with fewer than 50k followers. These micro-influencers can better mirror and similar with the respondents' lives, including beauty routines like skincare and makeup usage.

### **Parasocial Interaction towards Purchase Intention**

Parasocial Interaction significantly affects Purchase Intention, it concludes that H10 is accepted. Parasocial relationships are viewed as imaginary connections experienced by fans who idolize celebrities and direct their admiration towards those celebrities (Gomes et al., 2022).Based on this

research, most respondents feel they can establish friendships with the beauty influencers they follow. Thus, the presence of influencers perceived as can be seen as friends virtually will contribute to increased consumer purchase intention. Based on previous study, parasocial interaction can make the audience feel that they have an imaginary close relationship with the influencers they follow (Balaban et al., 2022; Lin et al., 2021).

### **Content Quality Towards Purchase Intention**

Content Quality significantly affects Purchase Intention, it concludes that H11 is accepted. Based on the survey results, Gen Z and Millennials nowadays prefer the presence of influencers that providing content with the most accurate information can impact increased consumer purchase intention. This aligns with the finding that social media marketing is credible when the content is accurate, authentic, and trustworthy (Appelman & Sundar, 2016). When influencers provide quality content, both in terms of design, message, and engaging delivery, the level of trust and liking of the audience towards the content, brand, or product tends to increase, ultimately encouraging potential consumers to make purchase decisions (Lou & Yuan, 2019; Terho et al., 2022).

### **Attitude towards Influencer Towards Purchase Intention**

Attitude towards Influencer significantly affects Purchase Intention, it concludes that H12 is accepted. The alignment of an influencer's characteristics with a product can positively influence followers' perceptions of credibility and attitude towards the influencer, ultimately affecting purchase intention (Barta et al., 2023; Belanche et al., 2021; Masuda et al., 2022). This research finds the presence of influencers providing the latest information on beauty products can impact increased consumer purchase intention. (Ajzen, 2011) found that purchase intention is based on a positive attitude (Ajzen, 2011). Therefore, previous research shows that attitude toward influencers can directly predict purchase intention (Bergkvist et al., 2016; Gomes et al., 2022).

### **CONCLUSION**

In conclusion, this study found that beauty influencers' credibility, expertise, likeability, and familiarity influence attitudes toward influencers as a mediator to purchase intention, while trustworthiness also contributes indirectly to purchase intention mediated by content quality. Moreover, content quality, attitude towards influencers, parasocial interaction, and similarity significantly affect the purchase intention of beauty products by Gen Z and Millennials in Indonesia. Therefore, the implications for managerial in beauty industry based on the hypothesis result and descriptive analysis: Beauty influencers should prioritize their credibility's, content quality and followers' trust by providing accurate, relevant, and up-to-date information since Gen Z and Millennials are known as digital generations. Furthermore, beauty influencers should show their expert skill by research skincare product ingredients, and demonstrating accuracy and honesty in reviewing products. Also, beauty influencers can foster a sense of similarity, familiarity, likeability,



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and parasocial interaction by sharing personal experiences and presenting themselves authentically without excessive editing or manipulation. The respondents were mainly from Java Island, so the findings may not fully represent the entire population of Gen Z and Millennials in Indonesia. Second, the study focused on general beauty products rather than specific categories like makeup or skincare. Third, it didn't analyze different types of influencers, such as macro or micro-influencers. Fourth, it only looked at Instagram, not other social media platforms. Lastly, it didn't ask about content preferences, Instagram tools usage, or actual purchases. Future research should address these limitations for a more comprehensive understanding.

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