

ABSTRACT

This study aims to analyze the influence of influencer credibility on purchase intention of skincare products with consumer trust as an intervening variable, focusing on products using the tagline "Tasya Farasya Approved". Amid the growth of Southeast Asia's e-commerce industry and the phenomenon of declining consumer trust in influencers, this research employs a quantitative approach using Structural Equation Modeling (SEM-AMOS). Data were collected through online questionnaires from 137 respondents who are followers of Tasya Farasya and meet the research criteria.

The results indicate that influencer credibility has a positive and highly significant effect on purchase intention ($\beta = 0.339$; C.R. = 6.753; $p < 0.001$) and consumer trust ($\beta = 0.796$; C.R. = 27.573; $p < 0.001$). Consumer trust also proves to have a positive and significant effect on purchase intention ($\beta = 0.264$; C.R. = 4.240; $p < 0.001$). A key finding of this study is that consumer trust serves as a partial mediator in the relationship between influencer credibility and purchase intention, with an indirect effect of 38.3% and a direct effect of 61.7% of the total effect. This indicates that influencer credibility works through a dual pathway: a direct path through identification mechanisms and social influence, as well as an indirect path through the formation of consumer trust.

This research contributes theoretically by confirming Source Credibility Theory (Hovland et al., 1953) and Commitment-Trust Theory (Morgan & Hunt, 1994) in the context of influencer marketing in the digital era. Practically, the findings provide implications for brands to be more selective in choosing influencers based on comprehensive credibility, and for influencers to maintain credibility through balancing expertise, trustworthiness, and attractiveness.

Keywords: Influencer Credibility, Purchase Intention, Consumer Trust, Influencer Marketing, Personal Tagline, SEM