

THE INFLUENCE OF INFLUENCER CREDIBILITY AND BRAND IMAGE ON PURCHASE INTEREST OF FACIAL SKIN CARE PRODUCTS MARKETED THROUGH TIKTOK ON GENERATION Z FEMALE CONSUMERS IN DENPASAR CITY

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Abstract:

The rise of social media, especially TikTok, has changed the way companies market their products, especially in the beauty industry. Influencers are often used as an effective marketing strategy because they are able to shape consumer perceptions and purchasing decisions, especially among Generation Z, who are active on TikTok. This study aims to determine the effect of influencer credibility and brand image on purchasing interest in facial skincare products marketed through TikTok with a focus on Generation Z female consumers in Denpasar City. This study is a quantitative associative study with 107 respondents. Data analysis used multiple linear regression. The sampling technique used is a non-probability sampling technique, namely purposive sampling. The results of the study show that the influencer credibility variable (X1) and the brand image variable (X2) have a significant effect on purchasing interest (Y) in facial skincare products marketed through TikTok among Generation Z female consumers in Denpasar City.

Keywords: Influencer Credibility, Brand Image, Purchase Intention, Skin Care, TikTok, Generation Z

INTRODUCTION

The facial skincare industry in Indonesia continues to show significant growth in 2024, marked by increasing demand for skincare products, especially in the form of beauty packages. Data monitored through the Kompas Market Insight Dashboard, the FMCG (Fast-Moving Consumer Goods) industry in the Beauty Care category in Indonesia experienced quite significant growth in the Q1 period in 2024 compared to Q1 in 2023, which shows that the beauty package category dominates Beauty Care sales in e-commerce in Q1 2024, with sales value reaching more than 900 billion Rupiah (Suoniemi et al., 2020). The data is summarized from sales data sources on e-commerce Shopee, Tokopedia, Lazada and Blibli in 2024 in Indonesia. Consumers are increasingly interested in products offered digitally through various platforms. The increase in sales of skincare products is also driven by beauty trends that continue to develop over time, easy access to digital information, and increasing awareness of the importance of skincare (Alamanda et al., 2018).

The development of digital technology has now driven significant changes in consumer behavior, especially in terms of information search and purchasing decisions (Juliantari et al., 2019). One of the social media platforms that has experienced rapid growth and influenced people's consumption patterns today is TikTok. As a short video-sharing platform, TikTok is not only a means of entertainment for users but has also developed into a fairly effective marketing medium today (Widayati et al., 2019). In fact, now TikTok is also developing an e-commerce platform, namely TikTok Shop, which makes it easier for TikTok users to be able to connect with the products they want to buy directly. Indonesia, as the country with the largest number of TikTok users, according to Statista data, reached 157.6 million users in July 2024, beating other countries, including the



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United States, which only has 120.5 million users. This shows how great the interest of people in Indonesia is in using TikTok today. This platform provides various information for users, such as entertainment content, the latest news information, product and service information, education, and others (Safeer et al., 2021).

In another research report, research firm YPluse revealed that Generation Z currently tends to search for information or news through TikTok rather than through Google. Generation Z is one of the most active age groups using social media today. They were born between 1997 and 2012. In Indonesia, this age group is a strategic target in digital marketing because they have high access to the internet, tend to be more interested in following the latest trends, quickly absorb information from various sources, and are very fluent in following technological developments (Devedi et al., 2017).

With the development of Tiktok social media as a short video platform for entertainment, education, and product and service marketing content, now many companies are starting to no longer rely solely on conventional marketing such as TV advertisements. Now, all brands also use interesting content marketing to reach more consumers effectively through the TikTok platform, especially to attract the buying interest of Generation Z consumers (Lestari & Mutmainah, 2023). In addition to content marketing, one factor that can make business actors successful in marketing through social media is using influencers. Brands are now inviting influencers to collaborate to market their products through influencers' TikTok accounts to increase consumer buying interest, including for facial skincare products (O'Neill & Carlback, 2011). The main task of the endorsers is to create a good association between the endorser and the recommended product so that a positive attitude arises in consumers so that advertising can also create a good image in the eyes of consumers (Eklund, 2022). Therefore, it is important to consider that endorsers must have good online engagement because the greater the online engagement achieved, the greater the chance that a brand can be widely known. This also indicates that an influencer must be known and trusted by their audience and followers and have online interactions through the TikTok platform (Chernysheva et al., 2011; Kusumawati et al., 2023). This trust will be able to stimulate consumers' thinking that what the influencer says is a fact and has great power over purchasing decisions. Therefore, facial skincare brand owners need to choose the right influencer for the brand's target market, especially female consumers as the largest skincare target market.

In an era of increasingly tight skincare product competition, brands are not only a marker of product identity but also reflect quality, value, and personality that can influence consumer interest in choosing a product. Several researchers who have studied the benefit-based brand image dimension base their research on the theory of needs, which states that brands provide benefits to consumers to meet their needs (Rodrigues et al., 2023). In the context of the beauty industry, especially facial skincare products, brand image is one of the determining factors because consumers tend to look for products that are considered trustworthy, safe, and reflect the lifestyle or values they believe in. Based on this description, this study needs to be conducted to understand the extent to which influencer credibility and brand image can influence the purchasing interest of female consumers of Generation Z, especially for facial skincare products marketed through TikTok. The results of this study are expected to contribute to beauty industry players in designing more effective and targeted digital marketing strategies, as well as being an academic reference in the development of digital-based marketing science (Saputra & Paranoan, 2024).

Influencer Credibility. Content marketing can be defined as a marketing technique in creating and distributing consistent, relevant, and valuable content to attract and gain targeted audiences



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(Ferayanti et al., 2024). Content marketing can be associated with advertising packaged with creativity displayed on a digital platform. One way a brand's advertisement can be recognized quickly is by using a credible endorser because the endorser's credibility influences the process of decoding a message conveyed to the audience. Ohanian (1990) determined the dimensions of influencer credibility as attractiveness, trustworthiness, and expertise. The indicators of influencer credibility in this study are as follows:

1. **Attractiveness.** Attractiveness refers to the extent to which an influencer is considered physically and non-physically attractive by the audience and followers. This attractiveness is not only related to visual appearance but also includes the personality, lifestyle, and image of the influencer.
2. **Trustworthiness.** Trustworthiness refers to consumers' perceptions of an influencer's integrity and honesty in conveying information or recommending a product to their audience or followers.
3. **Expertise.** Expertise refers to the extent to which an influencer is perceived to have knowledge, experience, or skills in a particular field, including beauty or skincare.

Brand Image. The measurement of brand image is still a concern for researchers, both measured by attitude scales and using projective techniques (Chen, 2008). Attitude scales are found by measuring constructs on semantic differential scales and using Likert scales to understand what consumers know verbally and consciously about the brand. Based on Sigmund Freud's theory, when someone observes a particular brand, they not only react to the stated capabilities of the product but also to other less conscious signs such as shape, size, weight, material, color, and brand name. (Pérez & del Bosque, 2014) The indicators of brand image in this study are as follows:

1. **Attribute.** Brand attributes are characteristics or features inherent in a product. These attributes can be physical (color and design) or non-physical (price, quality, and ease of use).
2. **Benefit.** Benefit refers to the added value or benefits felt by consumers when using the product.
3. **Attitude.** Attitude reflects the extent to which consumers show attitudes in liking, appreciating, and tending to choose a brand over other brands.

Purchase Interest. Purchase interest is a consumer's tendency to buy a product or take action related to product purchasing behavior as measured by the level of the consumer's likelihood of purchasing the product (Zameer et al., 2018). Purchase interest variables can be identified through 4 indicators, namely transactional interest, referential interest, preferential interest, and explorative interest. So, the indicators of the purchase interest variable in this study are as follows:

1. **Transactional Interest.** A person tends to buy a product. This indicator shows the intention or desire of consumers to make a purchase transaction for a product or service.
2. **Referential Interest.** Describes a person's tendency to recommend a product to others. Consumers who have high purchase interest not only want to buy the product but also tend to recommend it to others.
3. **Preferential Interest.** Shows consumer behavior that has a primary preference for a particular product. This preference can only be replaced if something happens to the product of their choice, such as unavailability or decreased quality.
4. **Explorative Interest.** Describes consumer behavior that always seeks information about the products they are interested in and seeks information to support the positive qualities of the product. This reflects the consumer's curiosity and active involvement in the purchasing decision-making process.



In the research of Marliawati and Cahyaningdyah (2020), it was found that influencer credibility has a positive effect on purchasing interest, although the results obtained showed that the influence was not significant, meaning that the influence was very small on purchasing interest. However, in a study conducted by Lumbantoruan, it was found that influencer credibility has a positive and significant effect on purchasing interest in food products. Meanwhile, based on research by Indarto et al. (2022) stated that the credibility of endorsements can influence consumer purchasing interest mediated by brand equity, where the credibility of the advertising artist will affect the added value of the brand so that it will affect consumer purchasing interest. Then, the research conducted stated that brand image has a positive and significant effect on consumer purchasing interest. This study is in line with Eklund's research (2022), which states that brand image has a positive and significant effect on purchasing interest. Based on the analysis of the literature review and several previous studies, the following hypothesis can be formulated:

H1: Influencer credibility has a positive and significant effect on purchasing interest in facial skincare products marketed through TikTok to female consumers of Generation Z in Denpasar City.
 H2: Brand image has a positive and significant effect on the interest in purchasing facial skin care products marketed through TikTok among female consumers of Generation Z in Denpasar City.

METHODS

This research is a quantitative study using multiple linear regression methods with data collection methods using questionnaires to respondents. The sampling technique used is a non-probability sampling technique, namely purposive sampling. The purposive sampling technique is used because this study has specific criteria for respondents, namely:

1. Female
2. Included in Generation Z (born between 1997-2012)
3. Domiciled in Denpasar City
4. Have watched or followed TikTok influencers
5. Have bought or intend to buy facial skin care products

The number of samples is determined based on the formula from Roscoe (1975), namely 108 people who are considered sufficient to conduct multiple linear regression tests and can properly represent the characteristics of the target population. Based on this formula, for multivariate data analysis (e.g., regression analysis), the sample size should be 10 times larger than the number of variables used.

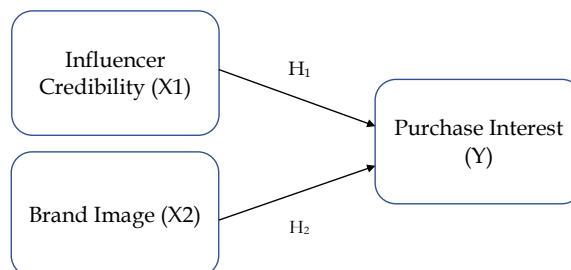


Figure 1. Research Framework

RESULT AND DISCUSSION



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**Table 1. Data Normality Test
 One-Sample Kolmogorov-Smirnov Test**

		Unstandardized d Residual
N		108
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.29215595
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.067
Test Statistic		.068
Asymp. Sig. (2-tailed) ^c		.200d
Monte Carlo Sig. (2- e tailed)	Sig.	.263
	99% Confidence Interval Lower Bound	.252
	Upper Bound	.275

a. Test distribution is Normal

b. Calculated from data.

c. Lilliefors Significance Correction

d. This is a lower bound of the true significance

e. Lilliefors method is based on 10000 Monte Carlo samples with a starting seed of 2000000

Normally distributed data is indicated by the asymp. Sig value of 0.200 > 0.05. With the normal distribution of data, the sample (n = 108) owned can represent the characteristics of the population.

**Table 2. Determination Test
 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794 ^a	.630	.623	.294925

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

The R Square value of 0.63 or 63% shows that the independent variables X1 (influencer credibility) and X2 (brand image) strongly influence and can explain variable Y (purchase interest), as indicated by a value greater than 0.6 (Ghozali, 2016).

F Test. H0: Credibility and brand image simultaneously do not affect purchase interest, t count < t table. Ha: Credibility and brand image simultaneously affect purchase interest, t count > t table.

**Table 3. F Test
 ANOVA^a**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	15.576	2	7.788	89.540	<.001 b
Residual	9.133	105	.087		
Total	24.709	107			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1



It is known that the data has $N_1 = 2$ and $N_2 = 105$ with alpha 0.05, so the F table value is 3.08. Based on the results of the F test of $89,540 > 3.08$, it shows that simultaneously X_1 (influencer credibility) and X_2 (brand image) affect Y (purchase interest).

Table 4. T-test Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.961	.203		4.746	<.001
X1	.156	.062	.194	2.515	.013
X2	.598	.070	.656	8.496	<.001

It is known that the data has $df = 105$ with a t table of 1.98282. Based on the results of the analysis, it is known that $t \text{ count } X_1 > t \text{ table}$, and a significant value < 0.05 , that X_1 (influencer credibility) partially influences Y (purchase interest). Variable X_2 (brand image) has a value of $8.49 > 1.98$ and is significantly less than 0.05, thus stating that X_2 has a partial effect on Y (purchase interest). The better the brand image created by a brand, the better the level of customer purchases. Overall, these results support that in the context of marketing facial skincare products through the TikTok platform, both influencer credibility and brand image are important factors that influence consumer decisions or intentions to buy (Eslami, 2020). Therefore, brands need to pay attention to selecting the right influencers and building a consistent and attractive brand image in order to increase purchasing interest among Generation Z female consumers, especially in the Denpasar City area.

CONCLUSION

This study reveals that influencer credibility and brand image significantly influence purchase interest in facial skincare products marketed through TikTok to Generation Z female consumers in Denpasar City. The results of the analysis show that influencer credibility, which includes attractiveness, honesty, and expertise, plays an important role in forming consumer trust, thus encouraging purchase interest. In addition, a strong brand image, reflecting the quality, benefits, and value of the product, also contributes greatly to increasing purchase interest. These findings emphasize that digital marketing strategies through TikTok need to prioritize collaboration with credible influencers and build a consistent and attractive brand image. Thus, this study provides a practical contribution for beauty industry players in designing effective marketing campaigns, especially to reach Generation Z in the digital era.

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