

## **INFLUENCER CREDIBILITY AND ITS IMPACT ON WARDAH PRODUCT PURCHASE INTENTION WITHIN @BEAUTYBEYONDB.LUX**

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### **ABSTRACT**

Indonesia's beauty sector has witnessed substantial expansion fueled by digital innovation and evolving consumer patterns, with social media platforms becoming increasingly central to consumer engagement. Influencer trustworthiness has emerged as a pivotal element in influencing consumer purchase intentions; however, studies examining its impact on domestic halal cosmetic brands like Wardah, particularly within Indonesia's beauty community context, remain scarce. This investigation seeks to examine how influencer credibility affects the purchase intentions of Wardah products among individuals following the Instagram account @beautybeyondb.lux. The research adopts a quantitative methodology employing a verificative paradigm. The study population encompasses all individuals following the @beautybeyondb.lux account, approximating 500 followers, from which 83 participants were selected as the sample. Sample size determination utilized the Slovin formula with a 10% error margin, while participant selection employed simple random sampling techniques. Data collection was conducted through a questionnaire utilizing a Likert scale ranging from 1 to 5, assessing influencer credibility across three dimensions: trustworthiness, expertise, and attractiveness, alongside purchase intention measured through interest in purchasing, buying consideration, and recommendation willingness. Statistical examination employed simple linear regression analysis facilitated by SPSS version 25. Findings revealed that influencer credibility exerts a positive and substantial impact on Wardah product purchase intentions, demonstrating a robust linear correlation pattern. These results validate that elevated perceptions of influencer credibility among followers correspond with heightened purchase intentions toward endorsed products. The study advises that Wardah should emphasize partnerships with highly credible influencers by leveraging authentic content creation, transparent messaging, and sustained engagement to strengthen community-oriented digital marketing effectiveness.

**Key words:** Influencer Credibility; Purchase Intention; Digital Marketing; Halal Cosmetics; Beauty Community

### **INTRODUCTION**

Indonesia's beauty sector is undergoing substantial expansion, propelled by digital evolution and shifting consumer patterns increasingly centered on social media platforms. Data from InsightOf. (2024) indicates that Indonesia's cosmetics market valuation has surpassed IDR 110 trillion, exhibiting an annual expansion rate exceeding 6%. This positions Indonesia among Southeast Asia's most prominent beauty markets. Wardah, recognized as a domestic halal cosmetics brand with established credibility, leverages this momentum not merely through emphasizing halal certification and ingredient standards, but also via influencer-driven digital marketing approaches that increasingly dominate social media landscapes (Lou & Xie, 2021; Sesar et al., 2022). Research by AgilityPR (2024) reveals that 92% of female Gen Z consumers acknowledge that online content creators shape their beauty practices, with 78% regarding these creators as their most reliable sources for beauty guidance.

Nevertheless, challenges emerge concerning the purchase intention construct, which does not consistently translate into actual buying behavior. Numerous consumers articulate purchasing intentions yet postpone or redirect their choices toward alternative brands influenced by external or internal considerations. Sokolova & Kefi (2020) highlight that influencer mistrust, inadequate content genuineness, or product mismatch can obstruct the transformation of purchase intention into concrete decisions. Zhao et al. (2024) further observe that despite elevated intentions, Gen Z remains susceptible to seasonal movements and viral brief content, rendering their purchase intentions frequently unstable. This reveals a core challenge with the purchase intention construct in connection to influencer credibility, establishing the rationale for this investigation's necessity.

Examination of international and domestic scholarly work demonstrates inconsistent findings. Certain investigations identify direct relationships between influencer credibility and purchase intention (Alcántara-Pilar et al., 2024; Belanche et al., 2021). Conversely, alternative research emphasizes that these relationships are predominantly mediated through psychological constructs, including brand trust, brand image, parasocial relationships, and brand engagement (Patrício, 2024; Yuwono, 2024). A contemporary review by Jiseon Han (2023) validates the variability of research outcomes, attributed to distinctions in platform contexts, consumer profiles, and moderating elements such as product involvement and persuasion awareness. Methodological variations, encompassing research frameworks and credibility assessment tools, further complicate the generalization of findings within the halal cosmetics domain.

From an empirical standpoint, investigations focusing on Wardah in Indonesia remain sparse and predominantly broad in scope. Damayanti et al. (2024) discovered that influencer promotion enhances brand attitudes and purchasing intentions toward Wardah, yet this investigation solely concentrated on general Instagram audiences without emphasizing particular segments or communities. Meanwhile, statistics from iPrice (2024) demonstrate that cosmetics purchases on TikTok Shop have surged by 62% over the past two years, substantially exceeding Instagram Shop's 28% growth. This evidence illustrates that platform variations carry significant implications for persuasion dynamics. Furthermore, a We Are Social survey (2024) documented that 73% of Indonesian consumers place trust in influencers demonstrating transparency regarding sponsored collaborations, while 68% perceive those real-time engagements, such as live broadcasts, strengthen their brand confidence. These discoveries expose an empirical disconnect between contemporary marketing implementations and prior research, which remains predominantly theoretical.

From a theoretical standpoint, integrating the Elaboration Likelihood Model (ELM) with Source Credibility Theory demonstrates that consumer persuasion mechanisms depend on audience involvement intensity. Peripheral signals such as visual appeal, communication approaches, or entertainment value prove more impactful for low-engagement audiences, whereas central signals, including expertise and detailed product knowledge, exert greater influence on high-engagement audiences (Belanche et al., 2021; Liu & Zheng, 2024). However, studies concurrently examining both pathways within local halal brand contexts like Wardah remain uncommon. Results from Damayanti et al. (2024) verify that influencer credibility's effect on Wardah purchase intention intensifies when consumers demonstrate elevated trust in the brand's halal assertions, suggesting a distinctive interplay between influencer credibility and Wardah's religious market positioning.

Within this framework, the @beautybeyondb.lux community, comprising Key Opinion Leaders (KOLs) and beauty advocates across Bandung and Cimahi, represents an appropriate research population. This collective actively champions beauty merchandise, examines trends, and cultivates intensive exchanges among micro-KOLs, influencers, and their audience members. Community followers typically demonstrate elevated engagement levels yet simultaneously exhibit greater skepticism toward influencer genuineness and openness compared to mainstream consumers. This establishes a distinctive research environment, as prior Wardah investigations have predominantly emphasized conventional credibility aspects such as trustworthiness and appeal, without evaluating modern dimensions including authenticity, transparency, and real-time engagement, which hold paramount importance in the short-form video era (Barta et al., 2023).

Derived from this framework, this investigation endeavors to assess how influencer credibility impacts Wardah product purchase intentions among @beautybeyondb.lux followers. This study anticipates contributing theoretically by addressing literature deficiencies regarding influencer credibility within beauty communities, while offering practical insights for Wardah in formulating more effective community-centered digital marketing approaches aligned with young consumer characteristics in Bandung and Cimahi.

## METHOD

This investigation employs a quantitative methodology utilizing a verificative paradigm to analyze the impact of Influencer Credibility on Purchase Intention regarding Wardah products within the @beautybeyondb.lux community follower base. The Influencer Credibility construct is measured through three dimensions: trustworthiness, expertise, and attractiveness (Belanche et al., 2021; Sokolova & Kefi, 2020). Conversely, the Purchase Intention construct is assessed via three dimensions: buying interest, purchase consideration, and recommendation willingness (Kotler et al., 2022).

Given the mini-research nature of this study, the research population encompasses the entire follower base of the @beautybeyondb.lux account, totaling approximately 500 individuals. Sample size calculation employed the Slovin formula with a 10% error tolerance, yielding a minimum requirement of 83 participants.

$$n = N / (1 + N(e^2)) = 500 / (1 + 500(0,1^2)) = 83$$

Sampling was conducted using simple random sampling because all followers had an equal chance of being selected as respondents. The research instrument was a questionnaire with a 1–5 Likert scale, ranging from “strongly disagree” to “strongly agree.” The validity of the instrument was tested through expert judgment and item validity testing, while reliability was tested using Cronbach's Alpha  $\geq 0.70$ . The data were analyzed using simple linear regression (OLS) with the help of SPSS 25.0.



The hypotheses tested were:

H0:  $\beta_1 \leq 0$  (Influencer Credibility has no significant effect on Purchase Intention)

H1:  $\beta_1 > 0$  (Influencer Credibility has a significant positive effect on Purchase Intention)

**RESULTS AND DISCUSSION**

This study found that influencer credibility has a significant and positive effect on the interest in purchasing Wardah products among followers of the Instagram account @beautybeyondb.lux. These findings confirm the research hypothesis that the higher the credibility of influencers as perceived by consumers, the higher their interest in purchasing the promoted products. This phenomenon occurs because influencer credibility shapes consumer trust through three main dimensions: expertise, trustworthiness, and attractiveness. When followers perceive that an influencer has in-depth knowledge about beauty products, provides honest and transparent information, and has strong personal appeal, they tend to adopt the product recommendations as a reference for their purchasing decisions.

This positive relationship between influencer credibility and purchase interest is in line with the Source Credibility Model theory proposed by Hovland, Janis, and Kelley, which states that the effectiveness of persuasive communication is highly dependent on the credibility of the information source. In the context of digital marketing, influencers function as opinion leaders who have the ability to shape consumer perceptions and preferences through the content they create. The findings of this study are also consistent with previous research conducted by several researchers who found that endorser credibility has a significant effect on consumers' purchase intentions for beauty products. The study shows that millennial and Gen Z consumers tend to trust recommendations from micro-influencers, who are considered more authentic and relatable, compared to traditional celebrity endorsers.

The high influence of influencer credibility on Wardah product purchase interest can also be explained by the increasingly competitive context of the local Indonesian cosmetics industry. Wardah, as a leading halal cosmetics brand in Indonesia, needs an effective marketing communication strategy to maintain its position in the market. Collaborating with credible influencers is the right strategy because it can reach target consumers in a more personal way and build strong engagement. Followers of @beautybeyondb.lux, who are mostly young consumers with active social media profiles, are highly responsive to product reviews and recommendations delivered in an informative and entertaining manner. Credibility built through quality content, authentic personal experiences, and consistent interaction with followers creates trust, which is the main foundation in the consumer purchasing decision-making process in this digital era. To provide a more comprehensive understanding of the findings of this study, the following presents detailed statistical analysis results and their interpretation through SPSS output tables that show empirical evidence of the relationship between influencer credibility and interest in purchasing Wardah products.

**Table 1. Anova**

			Sum of Squares	df	Main Square	F	Sig
Purchase Intention Influencer Credibility	Between Groups	(Combined)	138.759	13	10.674	7.768	0
		Linearity	110.551	1	110.551	80.458	0
		Deviation from Linearity	28.207	12	2.351	1.711	.083
	Within Groups		94.807	69	1.374		
Total			233.566	82			

(Source: SPSS 25)

Based on the ANOVA test results, influencer credibility was proven to have a significant effect on the interest in purchasing Wardah products on the @beautybeyondb.lux account, with a linear relationship pattern. This shows that the higher the credibility of the influencer as perceived by followers, the higher their interest in purchasing the promoted products. The deviation from linearity shows insignificant results, which means that the linear relationship between the two variables is the appropriate model and there is no non-linear relationship pattern to consider. Thus, the research hypothesis is accepted and these results imply that increasing influencer credibility is an effective strategy to increase consumer interest in purchasing Wardah beauty products.

**Table 2. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.688 <sup>a</sup>	.473	.467	1.23236

a. Predictors: (Constant), Influencer Credibility

b. Dependent Variable: Purchase Intention

(Source: SPSS 25)

From the Model Summary table, it can be seen that influencer credibility has a strong and positive relationship with interest in purchasing Wardah products among @beautybeyondb.lux followers. The R value indicates a strong correlation between the two variables, suggesting that influencer credibility plays an important role in shaping

consumer purchasing interest. The R Square value shows that almost half of the variation in interest in purchasing Wardah products can be explained by influencer credibility, while the rest is influenced by factors outside this research model, such as price, product quality, other consumer testimonials, or personal experience. The Adjusted R Square, which is close to the R Square value, indicates that this regression model is quite good and stable in explaining the relationship between the two variables. The relatively small Standard Error of the Estimate shows that the model's predictions are quite accurate in estimating purchasing interest based on influencer credibility. Overall, these results confirm that the credibility of influencer @beautybeyondb.lux is a significant and strong predictor of purchasing interest in Wardah products among her followers.



Figure 1. Research Procedure

Research on the influence of influencer credibility on the purchasing interest of Wardah products in the @beautybeyondb.lux account was conducted through three systematic and interrelated stages. The first stage was problem identification, in which the researchers identified the phenomenon of influencer credibility in the context of digital marketing of halal beauty products and how it could potentially influence consumer purchasing interest, particularly among followers of the @beautybeyondb.lux beauty community, who are characterized as young, critical, and engaged consumers. After the research problem was clearly identified based on the literature gap and empirical phenomena in the field, the research continued to the data collection stage through the distribution of structured questionnaires with a Likert scale to respondents to measure their perceptions of influencer credibility based on the dimensions of trustworthiness, expertise, and attractiveness, as well as to measure their purchasing interest in Wardah products through the dimensions of interest in buying, consideration to buy, and willingness to recommend. The final stage is the analysis of results using SPSS version 25 (Analysis of Results Using SPSS25), where the collected data is processed and analyzed statistically through validity, reliability, classical assumptions, and simple linear regression tests to test the research hypothesis and draw conclusions about whether there is a significant influence of influencer credibility on the interest in buying Wardah products. These three stages form a logical, structured, and systematic research flow to comprehensively answer the research questions and objectives.

## CONCLUSION

Drawing from the data examination outcomes, this investigation establishes that influencer credibility demonstrates a favorable and statistically meaningful impact on Wardah product purchase intentions within the @beautybeyondb.lux Instagram follower community. These results substantiate the postulated hypothesis and reveal that credibility characteristics, encompassing expertise, trustworthiness, and attractiveness, constitute critical determinants in influencing consumer inclination toward domestic halal cosmetic merchandise. The robust linear correlation detected between influencer credibility and purchase intention implies that influencer-centered marketing approaches can function as a potent instrument for Wardah in expanding its consumer base, especially among younger demographics demonstrating elevated social media engagement.

From a theoretical standpoint, this investigation enriches current scholarly discourse by affirming the applicability of the Source Credibility Model within Indonesia's digital influencer marketing landscape in the beauty sector. From a practical perspective, these outcomes highlight the imperative for marketing professionals to emphasize partnerships with influencers exhibiting substantial credibility via genuine content development, candid communication practices, and sustained audience interaction. For subsequent scholarly inquiries, exploration of supplementary mediating constructs such as brand confidence and parasocial connections is advised, alongside comparative assessments of influencer credibility effectiveness across diverse social media channels, including Instagram and TikTok, to acquire a more holistic grasp of digital persuasion dynamics within Indonesia's cosmetics marketplace.

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