

The Effect of Product Reviews and Endorsements by Beauty Influencers on Skincare Purchase Intention (Study on Students of Muhammadiyah University of North Sumatra)

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Abstract. This study examines the effect of product reviews and beauty influencer endorsements on skincare purchase intention among students of Muhammadiyah University of North Sumatra. The problem in this study is that consumer purchase intention toward skincare products is still not optimal despite the increasing number of product reviews and influencer endorsements on social media platforms. Product reviews are often perceived as repetitive, overly promotional, and lacking authenticity, while endorsements by beauty influencers are sometimes considered less credible due to excessive commercial motives. This study aims to determine and analyze the effect of product reviews and beauty influencer endorsements on purchase intention both partially and simultaneously. This research uses a quantitative associative approach. The sampling technique applies the Lemeshow formula with a total sample of 100 respondents. Data were collected using questionnaires with a Likert scale. Data analysis techniques include validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and coefficient of determination tests using SPSS. The results show that product reviews have a positive and significant effect on purchase intention, endorsements also have a positive and significant effect on purchase intention, and both variables simultaneously have a positive and significant effect on purchase intention. The Adjusted R Square value of 0.405 indicates that 40.5% of purchase intention is explained by product reviews and endorsements, while the remaining 59.5% is influenced by other variables outside this study.

Keywords: Product Review, Endorsement, Beauty Influencer, Purchase Intention

1 Introduction

Purchase intention is one of the main indicators in understanding consumer behavior before a purchasing decision occurs. In simple terms, purchase intention is the psychological tendency of consumers to choose and consider buying a product after being exposed to marketing stimuli and receiving information about the product. In today's digital era, information influencing purchase intention does not only come from traditional promotions but also from social media content, including reviews and endorsements by beauty influencers. Recent studies show that interactions between consumers and review content, whether from fellow consumers or influencers, have a significant relationship with skincare purchase intention. Reviews from influencers and consumers, as well as consumer trust in such information, significantly influence the purchase intention of local skincare products in Indonesia [1]. Furthermore, other research has found that authentic and credible influencer content positively strengthens the relationship between influencer marketing and purchase intention, especially among Generation Z, which represents an active segment of social media users. Authentic communication and value congruence between influencers and their audience are key factors in building consumer purchase intention [2].

Consumer purchase intention is not only influenced by product quality and price but also by how marketing information is delivered to consumers, particularly through social media. One important element in the consumer decision-making process is the credibility and quality of the content they consume online. In the context of influencer marketing, content in the form of product reviews and endorsements serves as the primary source of information that consumers consider before making a purchase. Recent studies indicate that influencer credibility and review content significantly affect purchase intention, meaning that the more credible the influencer and the more informative the

review, the higher the likelihood that consumers will purchase the recommended product. Influencer credibility and electronic reviews (e-reviews) significantly influence purchase intention on platforms such as TikTok, where e-reviews act as an important mediator by shaping consumer trust in influencer promotional messages [3]. Additionally, other research findings reveal that influencer marketing directly affects purchase intention through trust and the quality of the content delivered. Consumer trust in influencers further strengthens the relationship between digital promotion and purchase intention, especially for products that are often reviewed visually and personally, such as skincare. Informative content, high consumer engagement, and influencer popularity are key factors in reinforcing consumer purchase intention toward products promoted online [4].

The development of digital technology and the increasing use of social media have changed the way consumers search for and process product information. Beauty influencers have now become one of the main actors in digital marketing strategies, as they not only function as sources of information but also as “symbols of trust” that can shape consumer attitudes toward certain brands or products. This is particularly evident on video-based platforms such as TikTok and Instagram, where influencers frequently create product reviews, usage tutorials, and endorsements that are visually and emotionally engaging. Consumer attitudes toward influencers greatly influence purchase intention, where credibility is positioned as a strong predictor in shaping positive consumer attitudes toward influencer promotions. Furthermore, other empirical evidence shows that influencer interaction through authentic content encourages higher consumer engagement, which in turn increases the likelihood of consumers considering the purchase of recommended products [5]. This is reinforced by recent influencer marketing models that place social presence and brand congruence of influencers as key elements in creating value for consumers and enhancing their purchase intention. Influencer endorsements, together with customer reviews, jointly contribute to shaping consumer purchasing decisions through platforms such as TikTok Shop [6].

Students of Muhammadiyah University of North Sumatra are a relevant subject in this study, as they are among the groups that actively engage with social media platforms and are the primary target of skincare product marketing campaigns by beauty influencers. Muhammadiyah University of North Sumatra has a highly diverse student community, including faculties such as FEB, FKIP, FAPERTA, FAHUM, FAI, FISIPOL, FATEK, FIKTI, and FK. They are highly enthusiastic users of social media, especially Instagram, TikTok, and YouTube. Students are a priority target in skincare product promotion because they have a strong interest in beauty trends and often rely on recommendations from beauty influencers before deciding to make a purchase.

Based on preliminary observations of students at Muhammadiyah University of North Sumatra, it appears that there is a tendency for declining purchase intention, triggered by various factors related to information evaluation. Some consumers reported hesitation before making a purchase despite having seen influencer promotional content. This hesitation arises because consumers begin to reassess the credibility of the information and its relevance to their personal needs. Literature studies also indicate that trust and emotional engagement are important factors in shaping purchase intention. When influencers fail to generate strong engagement or when their content is perceived as overly commercial without informative substance, positive responses toward purchase intention tend to decline. This is consistent with findings that trust in influencers serves as an important mediator between influencer marketing and purchase intention, and without strong trust, an increase in promotional content does not necessarily lead to higher purchase intention [4].

Based on the preliminary survey related to product reviews, it was found that students are beginning to feel fatigued by skincare product reviews delivered by beauty influencers. This fatigue is caused by product reviews that tend to be repetitive, overly positive, and lacking clear and in-depth usage experiences. Many reviews are presented with similar patterns and claims across influencers, making it difficult for consumers to distinguish the quality of the information provided. This condition creates the perception that product reviews are more promotion-oriented rather than conveying objective user experiences. This phenomenon is in line with the concept of social media fatigue, which explains that excessive and repetitive exposure to social media content can reduce consumer attention, interest, and level of engagement with promotional messages [7].

Product reviews also tend to display exaggerated claims (overclaim), and consumer trust is highly dependent on the perceived authenticity and consistency of the promotional messages delivered by influencers. When consumers begin to question the honesty of influencers or perceive promotions as purely commercially driven, trust may decline [8]. This condition has the potential to trigger consumer fatigue toward skincare product endorsements that are perceived as inauthentic. The phenomenon of overclaim in beauty content generates negative reactions among consumers, especially students who are now more selective in evaluating the authenticity of promotional messages. This condition indicates that fatigue toward product reviews can potentially reduce skincare purchase intention.

Furthermore, based on a preliminary survey regarding endorsements by beauty influencers, it was found that students are beginning to show skepticism toward influencers who frequently endorse multiple skincare brands within a relatively short period of time. A high frequency of endorsements without consistent explanations of product usage

tends to create doubts about the objectivity and credibility of influencers in recommending products. Consumers perceive that effective endorsements should be supported by relevant usage experience, in-depth information delivery, and alignment between the endorsed product and the influencer's character and image.

Endorsements that lack transparency regarding promotional collaborations, are inconsistent with the influencer's positioning, or do not reflect personal usage experience can reduce consumer trust. A mismatch between the influencer's image and the endorsed brand can decrease perceived credibility and trigger negative audience responses to the promotional message. In the context of skincare—where consumers highly consider product safety and effectiveness—the credibility of endorsements becomes a crucial factor [9].

Additionally, influencers who endorse multiple skincare brands without consistent narratives and product specialization tend to be perceived as more commercially oriented rather than as trustworthy sources of information. Recent studies show that overly intensive and non-selective endorsements can reduce audience trust, thereby negatively affecting consumer attitudes and purchase intention. Excessive commercialization in endorsements can weaken persuasive influence and, in the long term, decrease purchase intention, particularly for skincare products that require a high level of consumer trust [2].

The results of the preliminary survey and previous research findings indicate that endorsement plays an important role in shaping purchase intention; however, its effectiveness largely depends on the level of credibility, consistency, and congruence between the influencer and the endorsed skincare product.

Consumer purchase intention is shaped by various factors such as information quality, trust in the information source, and the credibility of content delivered by beauty influencers. Literature studies indicate that trust and credibility are two key aspects that mediate the relationship between influencer marketing and purchase intention, where influencers perceived as credible are able to enhance consumer trust in promoted products [10].

High-quality product reviews are characterized by informative, objective, and experience-based content. Conversely, reviews that are overly persuasive or only present positive aspects without sufficient context tend to fail in forming positive consumer perceptions [10]. Meanwhile, endorsement functions as a normative influence that affects consumer attitudes through figures perceived as credible, attractive, and knowledgeable in the beauty field. Studies by Chetioui et al., (2020) and Sokolova & Kefi, (2020) conclude that the combination of rational information (reviews) and social influence (influencer endorsement) significantly strengthens the formation of consumer purchase intention.

Product reviews are influenced by several key aspects, including the quality of information delivered, the depth of the review, alignment with real usage experience, and consistency between product claims and actual results after use. Reviews that present detailed, honest, and realistic information can help consumers understand the benefits and risks of skincare products before making a purchase. Informative and authentically delivered reviews can increase consumer trust in the information source [13].

On the other hand, product reviews that are exaggerated, overly positive, and not reflective of actual usage experiences tend to create fatigue and skepticism among consumers. Consumers become more critical when they find discrepancies between influencer claims and product reality. Inconsistency and lack of objectivity in reviews can reduce audience trust, thereby decreasing the effectiveness of reviews as a reference source [14]. Therefore, the quality and honesty of product reviews are important factors influencing consumer perception and the credibility of beauty influencers.

Meanwhile, endorsement effectiveness is not solely determined by promotional activity. It is influenced by several key factors inherent to influencers as human brands, namely credibility, identity consistency, and congruence between the influencer and the promoted product. Influencer credibility is reflected in audience perceptions of expertise, honesty, and reliability in delivering product information.

In addition, consistency in the influencer's identity when delivering promotional content plays an important role in building audience trust, as influencers who remain consistent with their values and image are perceived as more authentic. The congruence between influencer and product is also a key determinant of endorsement success, where products aligned with the influencer's character, lifestyle, and personality are more easily accepted by the audience.

The combination of these factors forms positive perceptions of endorsements and strengthens their influence on consumer attitudes and purchase intention [15]. The following are the results of an initial survey conducted on 10 male and female students regarding product reviews and endorsements by male influencers regarding their interest in purchasing skincare.

Apakah anda tetap berminat membeli produk skincare meskipun endorsement dari beauty influencer terlihat tidak jujur?
10 jawaban

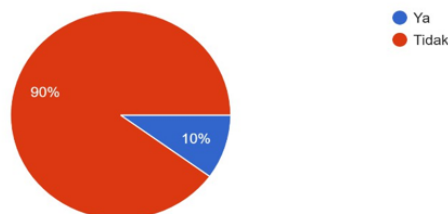


Figure 1. Initial Questionnaire Results for the Variable of Interest in Purchasing Skincare Products

The graph above shows that the initial survey showed that not all respondents remained interested in purchasing skincare products if the endorsement provided by a beauty influencer appeared dishonest. This suggests that honesty and authenticity in endorsements play a crucial role in shaping consumer purchase intention. When endorsements are perceived as dishonest, consumer purchase intention tends to decline. This finding reinforces the hypothesis that inauthentic product reviews and endorsements influence skincare purchase intention

Apakah anda selalu percaya terhadap review produk skincare yang disampaikan oleh beauty influencer?
10 jawaban

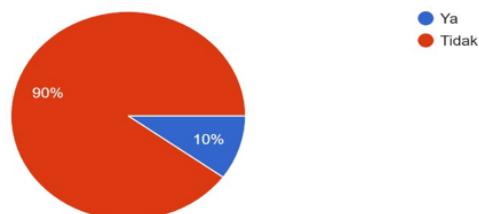


Figure 2. Initial Questionnaire Results for Product Review Variables on Skincare Products

Based on the graph above, it can be seen that not all respondents stated they always trust skincare product reviews provided by beauty influencers. This indicates a decline in audience trust in product reviews provided by beauty influencers. Product reviews, which should serve as a source of information and reference before making a purchase, are in practice beginning to be perceived as less objective and not fully reflecting the actual condition of the product. This phenomenon is an early indication that product reviews remain a relevant issue requiring further research

Apakah endorsement skincare yang dilakukan beauty influencer mencerminkan pengalaman penggunaan yang nyata.
10 jawaban

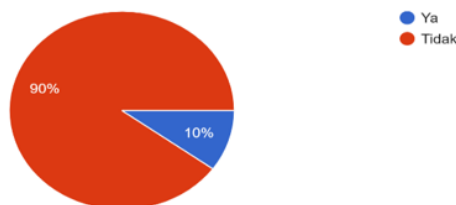


Figure 3. Initial Questionnaire Results for Endorsement Variables on Skincare Products

The graph above shows that some respondents stated that they were not convinced that beauty influencers actually use the skincare products they endorse. This finding indicates a negative perception of the authenticity of endorsements carried out by beauty influencers. Endorsements perceived as unconvincing tend to be considered more oriented toward promotional purposes rather than conveying real product usage experiences. This condition can influence consumer perceptions of the credibility of beauty influencers as well as the effectiveness of endorsements in shaping

consumer attitudes. Therefore, endorsement becomes an important phenomenon that needs to be further examined in this study. Previous studies have shown varied results. Influencer authenticity has a positive effect on credibility and consumer attitudes, where influencers who are able to present honest and consistent experiences tend to be more trusted by audiences [15].

Furthermore, the quality of messages and the informational value of review content significantly influence consumer trust in influencers. Informative and realistic product reviews have been proven to enhance the perceived credibility of information sources [13]. Meanwhile, endorsements that are overly commercial can reduce consumer trust because audiences perceive influencers as being more oriented toward financial gain than honesty. Similar findings indicate that a mismatch between influencers and the products they endorse, as well as the practice of endorsing multiple brands, can reduce influencer credibility in the eyes of consumers [14]. Excessive commercial motivation may threaten perceptions of influencer authenticity, thereby negatively affecting credibility and audience responses [9]. However, most of these studies examine variables separately, such as influencer authenticity, content quality, or commercial endorsements, and only a limited number integrate product reviews and endorsements simultaneously within a single research model. In addition, previous studies generally focus on purchase intention or brand attitude, rather than specifically examining the perceived credibility of beauty influencers as the main dependent variable. Empirical studies in the context of skincare products in Indonesia are also still relatively limited, even though skincare products are highly dependent on consumer trust in information sources. Therefore, differences in variable focus, research context, and study objects indicate the existence of a research gap that needs further investigation.

Theoretically, the relationship between product reviews and purchase intention can be explained through the Information Adoption Model, which emphasizes that the quality and credibility of information play an important role in the consumer information adoption process. Information that is considered relevant, accurate, and trustworthy is more likely to be adopted by individuals in decision-making processes [16]. Informative and credible product reviews have a significant influence on consumer attitudes and purchase intention, particularly for high-risk products such as skincare [17]. Meanwhile, the influence of endorsement on purchase intention can be explained through Source Credibility Theory and Social Influence Theory. Influencers who possess high credibility, in terms of expertise, attractiveness, and trustworthiness, are able to shape positive consumer attitudes toward endorsed products [12]. This is further supported by the perspective that influencers are perceived as human brands with strong persuasive abilities in influencing audience attitudes and purchase intentions [15]. In addition, social influence in the digital environment plays an important role in shaping consumer behavior, where recommendations from influential figures can encourage consumers to follow suggested attitudes and purchasing decisions [18]. Based on the above explanation, this study is entitled: "The Effect of Product Reviews and Endorsements by Beauty Influencers on Skincare Purchase Intention."

2 Research Method

This study uses an associative approach to examine the relationship between variables. A quantitative method based on the philosophy of positivism is employed. The main objective of this study is to determine how product reviews and endorsements influence purchase intention. Data were collected through a survey using a questionnaire as the primary instrument.

In this study, there are three main variables. The independent variables are Product Review and Endorsement, while the dependent variable is Purchase Intention. Product Review is measured based on information suitability, ease of understanding, and expressiveness of the review. Endorsement is measured based on credibility, expertise, attractiveness of the influencer, and congruence with the product. Meanwhile, Purchase Intention is measured through interest, consideration, desire to try, desire to know, and desire to own the product.

This research was conducted at Muhammadiyah University of North Sumatra. This location was chosen because UMSU students actively use social media and are frequently exposed to content from beauty influencers. The study was conducted from January to March 2026, covering instrument preparation, data collection, and data analysis.

The population in this study consists of all active UMSU students in the 2025/2026 academic year, totaling 18,346 students. Since the population exposed to beauty influencer content is not precisely known, the Lemeshow formula was used to determine the sample size, resulting in 100 respondents. The sample was selected from students who actively use social media and follow beauty influencers.

Data were collected using a Likert-scale questionnaire to measure respondents' perceptions. Data analysis was conducted quantitatively using SPSS. The analysis stages include data quality testing, classical assumption testing, multiple linear regression analysis, hypothesis testing using t-tests and F-tests, and the calculation of the coefficient of determination.

3 Results and Discussion

3.1 Multiple Linear Regression Test

Table 1. Results of Multiple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	20.753	2.704		7.675	.000
X1	.425	.123	.346	3.441	.001
X2	.354	.097	.367	3.651	.000

a. Dependent Variable: Purchase Intention

“Based on the results of the multiple linear regression analysis presented in Table 4.9 above, the regression equation can be described as follows:

$$Y = 20,753 + 0,425X1 + 0,354X2 + \varepsilon$$

- The constant coefficient of 20.753, which has a positive direction, indicates that when the independent variables X1 and X2 exert an influence, Purchase Intention (Y) will increase by 20.753.
- The regression coefficient for variable X1 has a positive value of 0.425, which indicates that when X1 increases, Purchase Intention will also increase.
- The regression coefficient for variable X2 has a positive value of 0.354, which indicates that when X2 increases, Purchase Intention will also increase.

3.2.1 Partial Test (t-test)

The partial test (t-test) is conducted to determine whether there is an individual effect of the independent variables, namely Product Review (X1) and Endorsement (X2), on the dependent variable, Purchase Intention (Y). The criteria used to determine whether the proposed hypothesis is accepted or rejected are as follows: if the t-value ($t_{\text{calculated}}$) > t-table and the significance value (sig) < 0.05, then H_a is accepted and H_0 is rejected. Based on the t-distribution percentage point, it is known that the significance level in this study is (α) = 5% with degrees of freedom (df) = ($n - k$), where $df = 100 - 3 = 97$. Thus, the t-table value is 1.984.

The following table presents the results of the partial test (t-test):

Table 2. Results of the Partial Test (t-Test)

Coefficients ^a						
No	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	20.753	2.704		7.675	.000
	X1	.425	.123	.346	3441	.001
	X2	.354	.097	.367	3.651	.000

a. Dependent Variable: Purchase Intention

Based on the results of the partial test (t-test) presented in Table 4.10 above, it can be concluded that:

- The results of testing the Product Review variable (X1) show a t-value ($t_{\text{calculated}}$) of 3.441 > t-table value of 1.984 and a significance value of $0.001 < 0.05$. This indicates that Product Review (X1) has a positive and significant effect on Purchase Intention. Therefore, it is concluded that H_1 is accepted and H_0 is rejected.
- The results of testing the Endorsement variable (X2) show a t-value ($t_{\text{calculated}}$) of 3.651 > t-table value of

1.984 and a significance value of $0.000 < 0.05$. This indicates that Endorsement (X2) has a positive and significant effect on Purchase Intention. Therefore, it is concluded that H2 is accepted and H0 is rejected.

3.2.2 Simultaneous Test (F-test)

The simultaneous test (F-test) is conducted to determine whether there is a simultaneous (joint) effect of the independent variables, namely Product Review (X1) and Endorsement (X2), on the dependent variable, Purchase Intention (Y).

The criteria used to determine whether the proposed hypothesis is accepted or rejected are as follows: if the F-value ($F_{\text{calculated}} > F_{\text{table}}$) and the significance value ($\text{sig} < 0.05$), then H_a is accepted and H_0 is rejected.

Based on the F-distribution percentage point, it is known that the significance level in this study is $(\alpha) = 5\%$ with degrees of freedom $df_1 = k - 1$ and $df_2 = n - k$, where $df_1 = 3 - 1 = 2$ and $df_2 = 100 - 3 = 97$. Thus, the F-table value is 3.09.

The following table presents the results of the simultaneous test (F-test)

Table 3. Results of the Simultaneous Test (F-Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	903.841	2	451.921	34.656	.000 ^b
	Residual	1.264.909	97	13.040		
	Total	2.168.750	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Review Product, Endorsement

Based on the results of the simultaneous test (F-test) presented in the table above, the coefficient of determination (F) value was $34.656 > 3.09$, and the significance value was $0.000 < 0.05$. This indicates that variables X1 and X2 simultaneously have a positive and significant effect on Purchase Intention. Therefore, H3 is accepted and H0 is rejected.

3.2.3 Coefficient of Determination (R²) Test

The following table shows the results of the coefficient of determination (R²) test:

Table 4. Results of the Coefficient of Determination (R²) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	.646	.417	.405	36.111

a. Predictors: (Constant), Review Product, Endorsement

Based on the results of the coefficient of determination test (R²) presented in the table above, the Adjusted R Square value is 0.405 or equivalent to 40.5%. This indicates that the Purchase Intention variable (Y) can be explained by the Product Review (X1) and Endorsement (X2) variables by 40.5%, while the remaining 59.5% is influenced by other factors outside this study.

3.3 Discussion

Product reviews significantly influence purchase intention because consumers use reviews as references before purchasing skincare products. Reviews that are informative, honest, and based on actual experience increase trust and reduce uncertainty. Positive product reviews create stronger consumer confidence and increase buying intention.

Endorsement also significantly affects purchase intention because consumers tend to trust influencers who are perceived as credible, attractive, and experienced. Effective endorsements strengthen emotional attraction and encourage consumers to try recommended products. The simultaneous effect of product reviews and endorsements shows that both rational information and emotional persuasion are important in shaping purchase intention. Consumers need both factual reviews and trusted recommendations before making purchasing decisions.

4 Conclusion

Based on the results of this study, the following conclusions can be drawn:

1. Product Review partially has a positive and significant effect on Purchase Intention. This is proven by the t-count value of $3.441 > 1.984$ and significance value of $0.001 < 0.05$.
2. Endorsement partially has a positive and significant effect on Purchase Intention. This is proven by the t-count value of $3.651 > 1.984$ and significance value of $0.000 < 0.05$.
3. Product Review and Endorsement simultaneously have a positive and significant effect on Purchase Intention. This is proven by the F-count value of $34.656 > 3.09$ and significance value of $0.000 < 0.05$.
4. The coefficient of determination shows an Adjusted R Square value of 0.405, meaning that 40.5% of Purchase Intention is explained by Product Review and Endorsement.

Companies should improve the quality of product reviews by ensuring clarity, honesty, and usefulness of information delivered to consumers. Companies should also select beauty influencers who have strong credibility and good compatibility with the promoted skincare products. Consumers are expected to be more selective and critical when evaluating product reviews and endorsements before making purchasing decisions. Future researchers are recommended to include additional variables such as price, brand image, and product quality to obtain broader research findings.

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