

The Role of Social Media Influencer Attractiveness and Credibility in Increasing Consumer Engagement and Purchasing Decisions: An Empirical Study on Skincare Products

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Abstract

This study examines the role of social media influencers in increasing consumer engagement and purchasing decisions for skincare products. The analysis results show that consumer engagement has a significant effect on purchasing decisions (coefficient = 0.426, $p = 0.001$), confirming consumer engagement as a key factor in purchasing behavior. The influencer credibility variable has the strongest influence on consumer engagement (coefficient = 0.537, $p < 0.001$) and purchasing decisions (coefficient = 0.254, $p = 0.020$), while influencer attractiveness has a positive but weaker and marginal influence on engagement (coefficient = 0.195, $p = 0.060$) and contributes directly to purchasing decisions. Effect size analysis (f-square) confirms the dominance of credibility as the main factor in forming engagement and purchasing decisions. In addition, consumer engagement significantly mediates the influence of attractiveness and credibility on purchasing decisions, with a more dominant mediating role coming from credibility. These findings provide a theoretical contribution by confirming the mediating mechanism of engagement in the relationship between influencer attributes and purchasing decisions, while providing practical implications for digital marketing strategies for skincare products.

Keywords: Attractiveness, Influencer Credibility, Engagement, Purchase Decision



INTRODUCTION

In recent decades, the development of digital technology has brought revolutionary changes to various aspects of life, including the way companies market their products and services. Utilizing social media as a promotional channel has become an essential strategy, given its ability to facilitate direct interactions between brands and consumers, as well as foster formal collaborations that are crucial for business competitiveness in this digital era (Narottam a & Moniaga, 2022) . This phenomenon has significantly changed the marketing landscape, with the emergence of social media influencers as influential marketing entities in shaping consumer perceptions and behavior, particularly in the context of purchasing decisions for beauty products such as skincare (Septiani et al., 2022) . Social media platforms such as Instagram, TikTok, YouTube, and Facebook are now key platforms for companies to reach consumers directly and build stronger relationships (Libunao et al., 2022). (Thamrin & Santoso, 2025) . Increasing consumer awareness of beauty products, particularly local products, has driven the rapid growth of the cosmetics industry, particularly in the Greater Jakarta area, where consumer preferences are increasingly shifting to products deemed more suited to the needs of their tropical skin. Therefore, marketing strategies that leverage the credibility and appeal of influencers are highly relevant for local skincare products, given their potential to build deeper consumer engagement and significantly influence purchasing decisions (Aulia & Syarifah, 2022) .

In the context of digital marketing, social media influencers have emerged as key actors with a strategic role in shaping consumer perceptions and behavior. Influencers are individuals who have the ability to influence their audiences through the content they create and share on social media platforms (Aripadono, 2020) . Their ability to build personal and authentic connections with their followers enables the transmission of more trustworthy information and product recommendations, thereby significantly increasing consumer engagement and influencing purchasing decisions (Nanda, 2022) . This aligns with the shift in modern marketing strategies that utilize digitalization to reach target markets more effectively, especially considering the massive number of social media users worldwide (Priatama et al., 2021) . Marketing through social media is not only effective in reaching a broad audience, but also allows for the personalization of relevant messages, increases situational awareness, and ultimately, drives consumer purchasing decisions (Narottama & Moniaga, 2022) .

Marketers use social media to strengthen product brand image because brand image plays a crucial role in determining marketing strategies and influencing future

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marketing changes, especially considering that today's consumers tend to evaluate products carefully before making a purchase (Darmatama & Erdiansyah, 2021).

One important aspect that makes influencers highly influential is their ability to build audience engagement. Engagement encompasses various forms of interaction such as likes, comments, shares, and saves, which indicate the level of consumer attention and support for the content presented. A high level of engagement can be an indicator of the success of an influencer marketing campaign, as it shows that the message conveyed resonates with the audience and triggers an active response from them (Haoe et al., 2023). The level of credibility and attractiveness of influencers, which are evaluated based on expertise, trustworthiness, and physical or personal attractiveness, also play a vital role in strengthening the effectiveness of marketing messages conveyed to consumers (Łaszkiewicz, 2023). Therefore, this study focuses on analyzing the impact of the attractiveness and credibility of social media influencers on the level of engagement and consumer purchasing decisions, specifically for skincare products (Asmawaty, 2021).

The skincare industry is a highly relevant sector to study in the context of influencer marketing. The global and Indonesian skincare markets have shown rapid growth in recent years, driven by increasing consumer awareness of the importance of skincare and appearance. This indicates that the industry relies heavily on innovative marketing strategies, including the use of influencers, to reach a wider market segment and maintain a competitive edge. Therefore, research into the role of influencer attractiveness and credibility in influencing skincare product purchasing decisions is highly relevant, given consumers' increasing reliance on digital recommendations (Rachmania, 2021). Amidst intense competition among cosmetic brands in Indonesia, many of which rely solely on conventional marketing techniques, brands are required to be more innovative and creative in meeting consumer needs and building loyalty to their products and brands (Kwandy et al., 2021). This situation highlights the urgency for skincare industry players to adopt comprehensive digital marketing strategies, including optimizing the role of influencers, to differentiate themselves and attract consumers' attention in this highly competitive market (Thamrin & Santoso, 2025).

Formulation of the problem

1. How does the attractiveness of social media influencers influence consumer engagement with skincare products?
2. To what extent does the credibility of social media influencers influence consumer engagement with skincare products?

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3. How does consumer engagement influenced by the attractiveness and credibility of influencers influence the decision to purchase skincare products?
4. Does the attractiveness and credibility of social media influencers directly influence consumers' purchasing decisions for skincare products?
5. Does consumer engagement influence skincare product purchasing decisions?
6. What is the role of consumer engagement as a mediating variable in the relationship between influencer attractiveness and credibility with skincare product purchasing decisions?

LITERATURE REVIEW

Social Media Influencers in Digital Marketing

Social media influencers are individuals or groups who have the ability to influence the perceptions and behaviors of their followers through regular posts on various social media platforms such as Instagram, YouTube, and TikTok (Haoe et al., 2023) . Their primary role is to convey marketing messages that feel more authentic and personal than conventional advertising, thereby building emotional bonds and deeper engagement with consumers (Thamrin & Santoso, 2025) . This approach leverages influencers' ability to create trends and stimulate consumer behavior, particularly in the context of skincare products, which are often associated with body image and appearance (Putranto et al., 2022) .

Influencers not only act as transmitters of marketing messages, but also as shapers of trends and opinions that can influence consumer purchasing decisions. This is because influencers are able to leverage compelling narratives to create deeper connections with consumers, which in turn can increase loyalty and preference for their products (Thamrin & Santoso, 2025) .

Social Media Influencer Theory in Digital Marketing: Attractiveness and Credibility Attractiveness refers to an influencer's physical attractiveness or personality that can influence audience perception, while credibility refers to an influencer's expertise and trustworthiness in conveying product information (Thamrin & Santoso, 2025) . These two dimensions, attractiveness and credibility, synergistically influence the extent to which audiences accept and trust product recommendations conveyed by influencers, particularly in the cosmetics industry, which relies heavily on visuals and personal testimonials (Thamrin & Santoso, 2025) . The combination of visual attractiveness and the credibility of the information conveyed by influencers can build positive perceptions of a product, which in turn can drive consumer interest and purchase decisions.

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Furthermore, an endorser's credibility—which includes trustworthiness, expertise, and attractiveness—significantly correlates with the credibility of the promoted brand, mediating consumer perceptions and purchase intentions. In line with this, endorser credibility is a key foundation that enables the development of brand credibility, which subsequently leads to an increase in overall brand equity (Pratiwi & Suasana, 2018) .

Attractiveness

An influencer's attractiveness is not limited to physical appearance alone, but also includes other characteristics that are perceived positively by consumers, such as personality, lifestyle, and communication skills, which collectively increase the effectiveness of product promotion (Hasanah & Wahid, 2020) . Self-image congruity between the influencer and the advertised product is also crucial, as consumers tend to trust recommendations from individuals they perceive as reflecting their personal values or aspirations more (Yanthi & Brahmana, 2019) . Attractiveness can also include the audience's shared perception or identification with the influencer, which builds a sense of closeness and relevance in the marketing message (Pratiwi & Suasana, 2018) . Thus, influencer attractiveness, both physical and non-physical, plays a crucial role in attracting audience attention and influencing their purchase intentions through mechanisms of identification and message internalization (Wachyuni & Priyambodo, 2020) .

Credibility

Credibility is a crucial element that determines how much consumers trust the information and recommendations provided by an influencer, which includes expertise, trustworthiness, and objectivity (Rohmawati, 2020). (ARIFIN et al., 2023) . A high level of credibility ensures that the message conveyed is not only received but also trusted by the audience, which is essential in driving purchasing decisions, especially for products that require careful consideration such as skincare (Irnando & Irwansyah, 2021) . This aspect is fundamental because consumer perceptions of brand authenticity—which include consistency, orientation, and congruence—are strongly influenced by the credibility of the information source, thus significantly influencing consumer trust and purchase intention towards a product (Yanthi & Brahmana, 2019) .

Consumer Engagement

Consumer engagement is a key concept in digital marketing that indicates the level of interaction and emotional connection between consumers and a brand or influencer.

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This involves active responses from consumers, such as liking, commenting, sharing content, or even creating their own brand-related content, reflecting the investment of resources and motivation in their interactions with the brand (Sujana et al., 2023) . In the context of social media, consumer engagement is manifested through digital interactions involving the consumption, participation, and creation of content relevant to the product or brand promoted by the influencer (Zaman et al., 2023) . High levels of engagement indicate that the audience is not only exposed to marketing messages but also actively engaged in the dialogue and experiences created by the influencer, thereby strengthening the connection between consumers and the brand. This consumer engagement is crucial for building customer loyalty and maintaining a competitive advantage, as positive experiences created by companies can increase customer retention (Kumar et al., 2023) . Studies show that increased consumer engagement is significantly correlated with repurchase intentions and brand advocacy, underscoring the importance of a marketing strategy centered on consumer interaction (Chairudin & Sari, 2021) .

Consumer Purchasing Decisions

Consumer purchasing decisions are a complex process in which individuals evaluate various product or service alternatives before making a final choice, influenced by internal and external factors such as motivation, perception, experience, and economic and cultural conditions (Narottama & Moniaga, 2022). This process involves several essential stages, starting from problem or need recognition, information search, alternative evaluation, and finally making a purchase decision and post-purchase behavior (Narottama & Moniaga, 2022). Purchasing decisions are a fundamental buyer attitude in marketing, influenced by various factors, including effective marketing communications to convey product or service messages to the target audience (Sjoraida et al., 2024). In today's digital era, consumer purchasing decisions are also heavily influenced by digital marketing strategies, which utilize online media to reach target audiences efficiently (Putri & Sulaeman, 2022). This process encompasses various aspects of consumer decisions regarding what to buy, whether to buy or not, when, where, and how to pay (Narottama & Moniaga, 2022). This shows that purchasing decisions are not just transactions, but rather the result of a series of cognitive and affective considerations influenced by various stimuli, including promotions and brand image (Suryani & Adhitama, 2021).



Formulation of the problem

1. How does the attractiveness of social media influencers influence consumer engagement with skincare products?
2. To what extent does the credibility of social media influencers influence consumer engagement with skincare products?
3. How does consumer engagement influenced by the attractiveness and credibility of influencers influence the decision to purchase skincare products?
4. Does the attractiveness and credibility of social media influencers directly influence consumers' purchasing decisions for skincare products?
5. What is the role of consumer engagement as a mediating variable in the relationship between influencer attractiveness and credibility with skincare product purchasing decisions?

This research aims to:

1. Analyzing the influence of social media influencer attractiveness on consumer engagement with skincare products.
2. Examining the influence of social media influencer credibility on consumer engagement with skincare products.
3. Examining the influence of consumer engagement influenced by the attractiveness and credibility of influencers on skincare product purchasing decisions.
4. Testing the direct influence of social media influencer attractiveness and credibility on consumer purchasing decisions for skincare products.
5. Assessing the role of consumer engagement as a mediating variable in the relationship between influencer attractiveness and credibility with skincare product purchasing decisions.

METHODOLOGY

This type of research is quantitative, with an empirical study approach to analyze the influence of social media influencer attractiveness and credibility on consumer engagement and purchasing decisions on skincare products (ARIFIN et al., 2023) . This quantitative method allows for statistical hypothesis testing to identify causal relationships between the variables studied (ARIFIN et al., 2023) . This study collected data through a survey with a structured questionnaire, designed to measure consumer perceptions of influencer attractiveness and credibility, their level of engagement, and skincare product purchasing decisions. The choice of this quantitative approach and survey was based on



its ability to collect data from a large population, which can then be analyzed statistically to obtain valid generalizations (Narottama & Moniaga, 2022) .

The analysis tool used is Partial Least Squares Structural Equation Modeling, which is suitable for complex research models involving latent variables (Thamrin & Santoso, 2025) . The steps are: data collection through questionnaires distributed to respondents (Bs et al., 2023) , followed by testing the validity and reliability of the instrument to ensure data quality. Subsequent analysis involves structural equation modeling to test the proposed hypotheses, measuring direct and indirect influences between constructs, as is often done in consumer behavior research (Santoso & Immanuel, 2022) .

This approach allows for simultaneous evaluation of measurement and structural models, ensuring the validity and reliability of the research results (Thamrin & Santoso, 2025) . The population in this study were skincare product consumers who actively follow and interact with influencers on social media, particularly those located in Greater Malang. The sampling technique used was non-probability sampling, specifically convenience sampling, which allows for data collection from respondents who are easily accessible and willing to participate, although this requires consideration in generalizing the findings (Gerald Ine, 2021) . Nevertheless, this approach is often chosen for initial studies to identify initial patterns and relationships before further research with more rigorous sampling methods is conducted.

RESULTS AND DISCUSSION

The results of this study involved 96 respondents as research participants. Primary data obtained in 2025 was processed using a questionnaire instrument that was first analyzed to test its validity and reliability. Construct validity was measured by determining whether the indicators or statements were able to represent the substantive meaning of the construct being measured. Meanwhile, the reliability of the instrument was tested to ensure the consistency and reliability of the measurements. Based on the results of the validity and reliability tests, a factor model was developed based on theories or hypotheses regarding the relationships between the factors listed in the questionnaire. The data processing process to build this factor model was carried out using the Partial Least Squares (PLS) method, as can be seen in Figure 1.



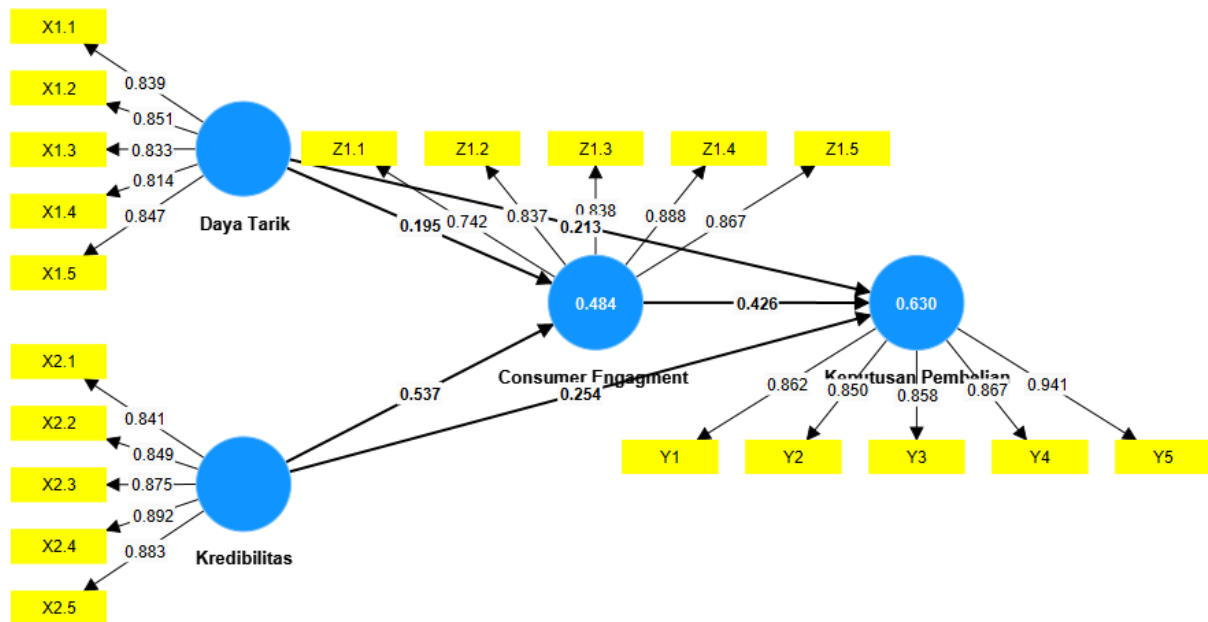


Figure 1. PLS processing results

Source: SmartPLS 4 processing results (2025)

Table 1. Outer loading results

Variables	Attractiveness	Credibility	Buying decision	Consumer Engagement	Information
X1.1	0.839				Valid
X1.2	0.851				Valid
X1.3	0.833				Valid
X1.4	0.814				Valid
X1.5	0.847				Valid
X2.1		0,841			Valid
X2.2		0,849			Valid
X2.3		0,875			Valid
X2.4		0,892			Valid
X2.5		0,883			Valid
Y1			0,862		Valid
Y2			0,850		Valid
Y3			0,858		Valid

Y4			0,867		Valid
Y5			0,941		Valid
Z1.1				0,742	Valid
Z1.2				0,837	Valid
Z1.3				0,838	Valid
Z1.4				0,888	Valid
Z1.5				0.867	Valid

Source: SmartPLS processing results (2025)

The results of the Outer Loading test show that all indicators measured in each construct variable have a loading factor value above 0.7, which indicates that all variables and indicators can be categorized as valid. In detail, the Attractiveness variable (X1) has an Outer Loading value ranging from 0.814 to 0.851, indicating that all indicators in this construct are able to represent the variable well. The Credibility variable (X2) shows a higher Outer Loading value, namely between 0.841 to 0.892, which also confirms the validity of each indicator in the construct.

Furthermore, the Purchase Decision (Y) variable has an Outer Loading value ranging from 0.850 to 0.941, indicating the indicator's consistency in measuring the purchase decision construct strongly. Meanwhile, the Consumer Engagement (Z) variable shows an Outer Loading value between 0.742 and 0.888, which is still above the accepted validity threshold value, although the Z1.1 value is relatively the lowest (0.742), but still meets the validity criteria.

Overall, all indicators were declared valid because the Outer Loading value exceeded the recommended minimum limit (0.7), so this conclusion strengthens that the measurement instrument used has good quality for further testing in the factor model.

Table 2: Average variance extracted (AVE) results

Variables	Average variance extracted (AVE)	Information
Consumer Engagement	0.699	Valid
Attractiveness	0.700	Valid
Buying decision	0.768	Valid
Credibility	0.754	Valid

Source: SmartPLS processing results (2025)



The convergent validity of a latent construct is assessed using the Average Variance Extracted (AVE), which measures the extent to which a construct explains the variance of its related indicators. An AVE value of 0.5 or higher is generally considered an indication of adequate convergent validity.

The analysis shows that all constructs exceed this threshold, confirming the reliability of the measurement model. The Consumer Engagement construct achieved an AVE value of 0.699, indicating that nearly 70% of the variability of the measured indicators can be explained by the construct. The Attractiveness construct was at 0.700, which also supports strong convergent validity in this dimension. The Purchase Decision construct recorded the highest AVE value of 0.768, reflecting the indicators' excellent explanatory power for the construct. Likewise, the Credibility construct showed an AVE value of 0.754, validating the representativeness and accuracy of its indicators.

Overall, these results confirm that the measurement instruments used have adequate convergent validity, so that the constructs can be used for further structural analysis and increase confidence in the integrity of the overall research model.

Table 3. Reliability test

Variables	Cronbach's alpha	Composite reliability	Information
Consumer Engagement	0.892	0.920	Reliable
Attractiveness	0.893	0.921	Reliable
Buying decision	0.924	0.943	Reliable
Credibility	0.918	0.939	Reliable

Source: SmartPLS processing results (2025)

The reliability of the measurement instruments was rigorously evaluated using Cronbach's alpha and Composite Reliability (CR) to assess the internal consistency of each construct. All constructs demonstrated strong reliability, with Cronbach's alpha values ranging from 0.892 to 0.924 and CR values ranging from 0.920 to 0.943, exceeding the common threshold of 0.7 (Nunnally & Bernstein, 1994; Hair et al., 2010). Specifically, the Consumer Engagement construct demonstrated a Cronbach's alpha value of 0.892 and a CR of 0.920, indicating excellent internal consistency. The Attractiveness construct had comparable reliability with a Cronbach's alpha value of 0.893 and a CR of 0.921. The Purchase Decision construct demonstrated the highest reliability score with a Cronbach's alpha of 0.924 and a CR of 0.943, confirming a highly reliable measurement. Similarly,



the Credibility construct demonstrated strong consistency with a Cronbach's alpha value of 0.918 and a CR of 0.939. Overall, these results confirm that the measurement scale used in this study has strong internal reliability, thus ensuring reliable and valid measurements for subsequent structural analysis.

Table 4: R2 Test Results

Variables	R-square	R-square adjusted
Consumer Engagement	0.484	0.473
Buying decision	0.630	0.617

Source: SmartPLS processing results (2025)

The explanatory capacity of the structural model was evaluated using the coefficient of determination (R^2) along with adjusted R^2 values to gain a deeper understanding of the variance explained by the model. The Consumer Engagement construct showed an R^2 value of 0.484 with an adjusted R^2 of 0.473, indicating that approximately 48.4% of the variability in consumer engagement can be explained by the predictor variables, with a small correction for the number of predictors, indicating moderate predictive validity. Meanwhile, the Purchase Decision construct showed a more significant explanatory capacity with an R^2 value of 0.630 and an adjusted R^2 of 0.617, indicating that the model was able to explain 63.0% of the variance in purchase decisions. These findings confirm strong explanatory power, implying that the model effectively captures the key factors influencing purchase behavior. Overall, these results reflect the robust explanatory power of the structural model constructs, thus validating the model's suitability for predicting significant behavioral outcomes in the context of this study.

Table 5: F-Square Test Results

Variables	f-square
Consumer Engagement -> Purchase Decision	0.253
Attraction -> Consumer Engagement	0.032
Attractiveness -> Purchase Decision	0.052
Credibility -> Consumer Engagement	0.243
Credibility -> Purchase Decision	0.061

Source: SmartPLS processing results (2025)



The effect size (f^2) of the predictor variables on the dependent construct was evaluated to assess the contribution of each exogenous variable in the structural model. The path from Consumer Engagement to Purchase Decision showed a significant effect size of 0.253, indicating a strong and meaningful influence on purchase decision making. The Attractiveness construct had a small effect on Consumer Engagement ($f^2 = 0.032$) and a slightly larger but still small effect on Purchase Decision ($f^2 = 0.052$), indicating that the direct influence of Attractiveness on both constructs is limited but still present. Meanwhile, Credibility had a moderate effect on Consumer Engagement with an f^2 value of 0.243, confirming its important role in increasing consumer involvement. In contrast, the effect of Credibility on Purchase Decision was relatively small ($f^2 = 0.061$), although it still showed a significant influence. These findings indicate varying levels of influence of the predictor variables, with Consumer Engagement and Credibility having a more dominant role, thus providing important insights into the dynamics that influence purchase behavior within this research framework.

Tabel 6: Direct Effect

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	statistics (O/STDEV)	P values
Consumer Engagment -> Keputusan Pembelian	0,426	0,407	0,137	3,112	0,001
Daya Tarik -> Consumer Engagment	0,195	0,199	0,125	1,558	0,060
Daya Tarik -> Keputusan Pembelian	0,213	0,232	0,122	1,746	0,040
Credibility -> Consumer Engagement	0.537	0.538	0.102	5,275	0,000
Credibility -> Purchase Decision	0.254	0.257	0.123	2,054	0.020

Source: SmartPLS processing results (2025)



Testing the direct effect of predictor variables on the dependent construct is done by assessing the Original Sample (O), Sample Mean (M), Standard Deviation (STDEV), T-Statistics ($|O/STDEV|$), and significance (P values). The path from Consumer Engagement to Purchase Decision shows a significant positive effect with a coefficient value of 0.426, T-Statistics 3.112, and p-value 0.001, which indicates a strong and significant influence on purchasing decision making. The Attractiveness construct has a positive but marginal effect on Consumer Engagement with a coefficient of 0.195 and a p-value of 0.060, which is close to the conventional significance limit of 0.05, while the effect of Attractiveness on Purchase Decision shows a significant effect with a coefficient of 0.213, T-Statistics 1.746, and p-value 0.040. Credibility has a positive and significant contribution to Consumer Engagement with a coefficient of 0.537, a T-Statistic of 5.275, and a highly significant p-value (0.000). In addition, the effect of Credibility on Purchase Decisions is also significant with a coefficient of 0.254, a T-Statistic of 2.054, and a p-value of 0.020. Overall, these results confirm that all tested direct influence paths have a significant role in the model, with the strongest influence coming from Credibility on Consumer Engagement.

Table 7: Indirect Effect

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ($ O/STDEV $)	P values
Attraction -> Consumer Engagement -> Purchase Decision	0.083	0.071	0.048	1,731	0.042
Credibility -> Consumer Engagement -> Purchase Decision	0.229	0.223	0.097	2,367	0.009

Source: SmartPLS processing results (2025)

The direct indirect effect analysis or mediation was tested to evaluate the role of the Consumer Engagement construct as a mediator between the predictor variables (Attractiveness and Credibility) and the dependent variable Purchase Decision. The findings show that the mediation path of Attractiveness through Consumer Engagement

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to Purchase Decision has an influence coefficient of 0.083 with a t-statistic value of 1.731 and a p-value of 0.042, which indicates a significant mediation effect although the level of influence is relatively small. Meanwhile, the mediation that occurs in the Credibility path through Consumer Engagement to Purchase Decision shows a larger coefficient, namely 0.229, with a t-statistic of 2.367 and a highly significant p-value of 0.009, confirming that Consumer Engagement significantly mediates the influence of Credibility on purchase decisions. These results strengthen the understanding that consumer engagement is an important mechanism in the relationship between attributes such as attractiveness and credibility on consumer purchase decisions, with a more dominant mediation role than credibility.

DISCUSSION

The influence of social media influencer attractiveness on consumer engagement with skincare products

attractiveness variable has a positive, albeit marginal, effect on *consumer engagement* (coefficient 0.195, $p = 0.060$), but contributes significantly to direct purchase decisions (coefficient 0.213, $p = 0.040$). This finding indicates that influencer attractiveness—whether in terms of physical appearance, communication style, or personal branding—plays a significant role in generating consumers' initial attention and engagement with skincare products. Influencer attractiveness, whether in terms of physical appearance, communication style, or personal branding, plays a significant role in generating consumers' initial attention and engagement with skincare products. This positive and significant influence aligns with the finding that influencers have a significant impact on purchase intention, which ultimately contributes to the final purchase decision (Radianto & Kilay, 2023). This suggests that the higher the level of consumer interaction and participation with a brand, the more likely they are to proceed to the product purchase stage (Haoe et al., 2023). Furthermore, a significance value of 0.001 strengthens the validity of this finding, indicating that the relationship between Consumer Engagement and Purchase Decisions does not occur by chance (Nuzuli, 2022). This indicates that the higher the level of consumer interaction and participation with a brand, the greater the likelihood of them proceeding to the product purchase stage (Sarkis et al., 2025). This confirms that the level of consumer engagement directly increases the likelihood of consumers making a purchase. This is in line with research showing that factors such as product quality and financial availability also have a significant influence on consumer purchasing decisions, albeit in different contexts (Suryaningrat et al., 2021) (Wijiyanto &

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Basiya, 2023). This increased engagement is not only transactional but also involves deep emotional and cognitive interactions between consumers and brands. This suggests that marketing strategies focused on increasing consumer engagement through various digital platforms and personal interactions can be key to success in driving sales conversions, especially for products that require further consideration, such as skincare products.

The credibility of social media influencers influences consumer engagement with skincare products.

The mediation pathway through credibility had a stronger and more significant effect (coefficient = 0.229, $p = 0.009$), confirming that credibility is a key attribute that strengthens consumer engagement, which in turn increases skincare product purchase intention. Credibility is a key attribute that strengthens consumer engagement, which in turn increases skincare product purchase intention. This influence is also supported by the shift in traditional marketing focus to a more collaborative approach that is more adaptive to the modern business environment, where social networks play a crucial role in increasing customer engagement (Aripadono, 2020) . This credibility factor encompasses consumer perceptions of the expertise, trustworthiness, and objectivity of the information source, which are essential in building consumer confidence in a product or brand. This confirms that the level of consumer engagement directly strengthens the consumer's likelihood of making a purchase, demonstrating the importance of marketing strategies that focus on customer interaction and experience (Afriaris & Windartini, 2021) . The relevance of this finding is reinforced by other studies showing that the credibility of information sources, such as influencers, has a significant impact on consumer attitudes and behavior, leading to increased purchasing decisions (Cresentia & Nainggolan, 2022) . The relevance of this finding is further strengthened by other studies showing that the credibility of information sources, such as influencers, has a significant impact on consumer attitudes and behavior, leading to increased purchasing decisions (Radianto & Kilay, 2023) . This is in line with research showing that the credibility of a social media account, as seen from the balance of the number of followers, can influence the level of consumer engagement and ultimately drive purchasing decisions (Mulyana, 2024) .



The influence of consumer engagement influenced by the attractiveness and credibility of influencers on skincare product purchasing decisions

Consumer engagement plays a crucial role as a mediating variable linking influencer attractiveness and credibility to skincare product purchasing decisions. Based on the analysis, consumer engagement significantly mediates the relationship between influencer attractiveness and purchasing decisions, although its effect is relatively small, with a coefficient of 0.083 and a p-value of 0.042 indicating statistical significance. This indicates that influencer attractiveness can increase consumer engagement, which then drives skincare product purchasing decisions, although its effect is considered moderate. Meanwhile, influencer credibility has a stronger mediating role with a coefficient of 0.229 and a p-value of 0.009, indicating that influencer trust and reputation are far more influential in building engagement that encourages consumers to purchase skincare products. This indicates that consumers value and are influenced by influencer credibility more than mere physical attractiveness or appearance. Therefore, an effective marketing strategy must prioritize selecting influencers who are not only visually appealing but also possess high credibility to increase consumer engagement and effectively improve product purchasing decisions. Overall, consumer engagement serves as a bridge that strengthens influencer influence on purchasing behavior, with credibility being a more dominant key factor than attractiveness. The practical implication is that skincare brands should focus on partnering with influencers who are trusted and respected by their target audience to optimize the results of their marketing campaigns.

The attractiveness and credibility of social media influencers directly influence consumers' purchasing decisions for skincare products.

Consumer engagement plays a significant role in skincare product purchasing decisions, with a coefficient of 0.426 and a p-value of 0.001 indicating a positive and strong influence. Influencer attractiveness has a significant direct influence on purchasing decisions with a coefficient of 0.213 and a p-value of 0.040, although this influence is more moderate than credibility. In addition, influencer credibility also shows a significant direct influence with a coefficient of 0.254 and a p-value of 0.020, indicating that the trustworthiness and reputation of influencers directly influence purchasing decisions. Meanwhile, influencer attractiveness influences consumer engagement with a coefficient of 0.195 but a p-value of 0.060 indicating this influence is statistically insignificant. Conversely, influencer credibility strongly influences consumer engagement with a coefficient of 0.537 and a highly significant p-value of 0.000. This confirms that credibility

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is a dominant factor in building consumer engagement that ultimately supports skincare product purchasing decisions. Overall, the analysis results indicate that both the attractiveness and credibility of social media influencers have a significant direct influence on consumer purchasing decisions, with credibility playing a more prominent role. Therefore, for skincare product marketing strategies, it is important for brands to choose influencers who are not only attractive but also credible and trusted by the audience in order to maximize purchasing decisions through direct influence and built consumer engagement.

Consumer Engagement has a positive and significant influence on the Purchase Decision for skincare products .

Consumer Engagement has a positive and significant influence on Purchasing Decisions for skincare products, although other factors such as price and promotion also play an important role in consumer purchasing decisions. with a coefficient of 0.426. This reinforces the finding that consumer engagement is an important factor that increases the probability of consumers making a purchase. This significant influence is in line with previous research showing that factors such as product quality and brand image also have a direct impact on purchasing decisions, underscoring the multifactoriality in the consumer adoption process (Werdiasih et al., 2022) . This confirms that the level of consumer engagement directly strengthens the likelihood of consumers making a purchase (Ariyani & Fauzi, 2023) . This confirms that the level of consumer engagement directly strengthens the likelihood of consumers making a purchase. Furthermore, the significance value of 0.001 ($p < 0.05$) strengthens the validity of this finding, indicating that the relationship between Consumer Engagement and Purchasing Decisions does not occur by chance. This aligns with research showing that rational consumer behavior is based on optimal satisfaction and guaranteed product quality, while irrational behavior can be triggered by promotions and brand image (Dewi & Sugiyanto, 2021) . This increased engagement is not only transactional but also involves deep emotional and cognitive interactions between consumers and brands. This confirms that the level of consumer engagement directly strengthens the consumer's likelihood of making a purchase. This confirms that the level of consumer engagement directly strengthens the consumer's likelihood of making a purchase (Mulyana, 2024) .



The role of consumer engagement as a mediating variable in the relationship between influencer attractiveness and credibility and skincare product purchasing decisions.

Mediation analysis revealed that *consumer engagement* significantly mediated the influence of attractiveness and credibility on skincare product purchase decisions. Mediation on the *attractiveness pathway on consumer engagement and purchase decisions* showed a significant, though small, mediation effect (coefficient = 0.083, $p = 0.042$), indicating that attractiveness not only contributes directly to purchasing decisions, but also helps build consumer involvement which further drives these decisions.

Consumer engagement plays a crucial role as a mediating variable linking influencer attractiveness and credibility to skincare product purchasing decisions. Based on the analysis, consumer engagement significantly mediates the relationship between influencer attractiveness and purchasing decisions, although its effect is relatively small, with a coefficient of 0.083 and a p -value of 0.042 indicating statistical significance. This indicates that influencer attractiveness can increase consumer engagement, which then drives skincare product purchasing decisions, although its effect is considered moderate. Meanwhile, influencer credibility has a stronger mediating role with a coefficient of 0.229 and a p -value of 0.009, indicating that influencer trust and reputation are far more influential in building engagement that encourages consumers to purchase skincare products. This indicates that consumers value and are influenced by influencer credibility more than mere physical attractiveness or appearance. Therefore, an effective marketing strategy must prioritize selecting influencers who are not only visually appealing but also possess high credibility to increase consumer engagement and effectively improve product purchasing decisions. Overall, consumer engagement serves as a bridge that strengthens influencer influence on purchasing behavior, with credibility being a more dominant key factor than attractiveness. The practical implication is that skincare brands should focus on partnering with influencers who are trusted and respected by their target audience to optimize the results of their marketing campaigns.

CONCLUSION

Overall, the results of this study confirm that *consumer engagement* plays a key role in mediating the relationship between social media influencer marketing attributes (attractiveness and credibility) and skincare product purchase decisions. Influencer credibility should be a primary focus of marketing strategies, given its strong influence on engagement and purchase decisions. However, influencer attractiveness remains crucial

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in capturing consumers' initial attention and driving immediate purchases. To enhance the effectiveness of digital marketing for skincare products, a strategy that combines enhancing credibility through transparency, authenticity, and a trusted reputation, along with enhancing the influencer's visual and personal appeal, is highly recommended to increase purchase conversions.

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