

**The Influence Of Influencer Credibility On Purchase Intention
With Brand Trust As a Mediating Variable
(Study on Somethinc Calm Down Moisturizer Cosmetic
Products Labeled "Tasya Farasya Approved"
in Bandar Lampung)**

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Abstract

This study is motivated by the increasing role of influencer marketing in the digital cosmetics industry, particularly the use of the "Tasya Farasya Approved" label on Somethinc Calm Down Moisturizer as a representation of influencer credibility in building brand trust. This research aims to analyze the effect of influencer credibility on purchase intention with brand trust as a mediating variable among consumers of Somethinc Calm Down Moisturizer in Bandar Lampung City. This study employs a quantitative approach using the Partial Least Square–Structural Equation Modeling (PLS-SEM) method processed with SmartPLS, involving 204 respondents. The results indicate that influencer credibility has a positive and significant effect on brand trust and purchase intention, while brand trust also has a positive and significant effect on purchase intention. Furthermore, brand trust is proven to positively and significantly mediate the effect of influencer credibility on purchase intention, classified as complementary mediation (partial mediation). These findings confirm that influencer credibility plays a strategic role in enhancing consumer purchase intention through the development of brand trust.

Keywords: Influencer Credibility, Brand Trust, Purchase Intention, PLS SEM



INTRODUCTION

The development of digital technology is driving changes in marketing strategies thru the utilization of social media, one of which is thru influencer marketing. This strategy is widely used in the cosmetics industry because it can quickly shape consumer perceptions thru recommendations from figures considered credible. In this context, the credibility of the influencer becomes an important factor in building consumer trust in the brand and driving purchase intention.

In Indonesia, Tasya Farasya is known as a highly credible beauty influencer, which is reflected in her selective "Tasya Farasya Approved" label. This label serves as a quality signal, increasing consumer confidence in recommended products, including Somethinc Calm Down Moisturizer. This phenomenon suggests that influencer credibility has the potential to strengthen brand trust and increase consumer purchase intention.



Figure 1.1 Tasya Farasya Approved Logo

Source: Pinterest (2025).

Tasya Farasya's personal credibility is embodied in the appearance of the "Tasya Farasya Approved" label. This label is a selective form of endorsement and serves as a quality signal representing Tasya Farasya's personal credibility as a renowned beauty influencer in Indonesia. The high level of audience trust in his competence and integrity makes the label not just a commercial endorsement, but a symbol of quality validation, consumer protection, and review honesty. This is reinforced by registering the Intellectual Property Rights (IPR) for the label to prevent misuse by certain parties, thus increasing the presence of the "Tasya Farasya Approved" label.

Competition in the local cosmetics industry, particularly for skincare products, is intensifying with the growth of e-commerce in Indonesia. In the second quarter of 2022, Somethinc was recorded as the best-selling brand on Shopee and Tokopedia with a revenue of Rp53.2 billion, surpassing Skintific, Scarlett, Garnier, and MS Glow. This



achievement reflects the strength of Somethinc's consumer base, supported by marketing strategies and influencer endorsements, including the use of the "Tasya Farasya Approved" label, which strengthens product image and drives consumer purchase intent. However, in Q3 2024, Somethinc's position declined to fifth place in the Indonesian moisturizer market share with 3.4%, trailing behind brands that are more aggressive in innovation and marketing. This condition indicates increasing competitive pressure and the importance of differentiation and strengthening consumer trust. In this context, influencer credibility becomes a strategic factor because it can influence perceptions of brand quality and reliability, making it relevant to study its impact on purchase intention with brand trust as a mediating variable.



Figure 1. Products Labeled "Tasya Farasya Approved"

Source: Somethinc (2025).

One of the main challenges in cosmetic endorsement strategies in the digital age is the potential mismatch between the expectations built by influencers and the actual experiences of consumers. User reviews on the Female Daily platform indicate that the purchase of Somethinc Calm Down Moisturizer was driven by the dominance of influencer recommendations thru the "Tasya Farasya Approved" label, but the promised benefits were not fully experienced. This phenomenon reflects a gap between the product image presented in endorsements and the actual user experience, potentially eroding brand trust amidst increasing consumer criticism and skepticism toward paid promotional content. Somethinc Calm Down Moisturizer is a relevant research object for testing the effectiveness of endorsement strategies because of its success in demonstrating the role of influencer credibility in building brand trust and increasing purchase intention. The

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"Tasya Farasya Approved" label and high sales achieved in a short time strengthen the relevance of this product in examining the contribution of influencer credibility to consumer behavior in digital cosmetic marketing.

Previous literature consistently confirms that influencer credibility significantly influences purchase intention, both directly and thru the mediation of brand trust. The study by Najar et al. (2024) shows that brand trust acts as a mediator in this relationship, while Leite and Baptista (2021) confirm brand trust as a key predictor of purchase intention. Similar findings were also confirmed in the beauty industry by Rathnayake and Lakshika (2022) and An et al. (2024).

Somethinc Calm Down Moisturizer is one of the local cosmetic products that received the "Tasya Farasya Approved" label as an endorsement from influencer Tasya Farasya. This product was launched in March 2023 and gained widespread attention thru an influencer-based digital marketing strategy, where the label served as a symbol of quality validation and reinforced brand credibility perceptions. The rapid sales success indicates that influencer credibility plays a significant role in shaping consumer purchase intentions in the cosmetics industry, which is highly reliant on trust.

One of the challenges in cosmetic product endorsement strategies is the potential mismatch between the expectations created by influencers and the actual experiences of consumers. User reviews on the Female Daily platform indicate that the decision to purchase Somethinc Calm Down Moisturizer was influenced by influencer recommendations thru the "Tasya Farasya Approved" label, but the product's benefits did not fully meet expectations. This condition indicates a gap between the image formed thru endorsements and the actual user experience, potentially decreasing brand trust and increasing consumer critical attitudes toward influencer promotions.

Nevertheless, the findings of the consumer review indicate potential discrepancies between the expectations built thru endorsements and the actual post-purchase experience, which has implications for brand trust formation. This condition indicates that the influence of influencer credibility on purchase intention is not only direct but also mediated by brand trust as a psychological mechanism in the consumer decision-making process. Previous research consistently confirms that influencer credibility significantly influences purchase intention, both directly and thru brand trust, but most of these studies were conducted outside the Indonesian context.

Previous research has shown that influencer credibility has a positive and significant effect on purchase intention, both directly and thru brand trust as a mediating variable (Leite & Baptista, 2021; Rathnayake & Lakshika, 2022; Najar et al., 2024). Brand



trust serves as a psychological mechanism that reduces consumer uncertainty, particularly for cosmetic products, which carry high functional and symbolic risks. However, most research this is still being done outside of Indonesia and has not specifically examined the role of brand trust in the context of the local cosmetics industry.

Based on this research gap, this study aims to analyze the influence of influencer credibility on purchase intention, with brand trust as a mediating variable, for the product Somethinc Calm Down Moisturizer labeled "Tasya Farasya Approved" in Bandar Lampung City. This research is expected to expand the application of influencer credibility theory and brand trust in the context of the Indonesian local cosmetics industry, and to provide practical implications for designing more effective and sustainable influencer-based digital marketing strategies.

LITERATURE REVIEW

Marketing

Marketing is a combination of creativity and analytical approaches aimed at understanding consumer needs and behaviors in order to create and communicate value sustainably (Kotler & Armstrong, 2018). Digital transformation thru information technology and social media has revolutionized marketing practices by enabling more intensive, measurable, and interactive interactions between brands and consumers (Suprayitno, 2024). In this context, marketing control is no longer solely in the hands of the company, but is also influenced by external parties with social influence, such as influencers, who play a significant role in shaping consumer perceptions and decisions.

Social media influencers have credibility reflected in their perceived authenticity, expertise, and personal appeal, making them effective in influencing consumer behavior (Ohanian, 1990; Pan et al., 2024). In the cosmetics industry, influencer credibility is a strategic factor in building brand trust, which serves as a key mediator in driving purchase intention (Tan et al., 2022). Therefore, modern digital marketing demands integration between brand core values, influencer credibility, and brand trust management as a more adaptive, relational, and sustainable approach.

Influencer Credibility

The credibility of social media influencers refers to the audience's perception of the communicator's expertise, attractiveness, and trustworthiness in promoting a product (Ohanian, 1990; Rathnayake & Lakshika, 2022). In the beauty industry, credibility is becoming increasingly crucial because cosmetic products are not only functional but also

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symbolic and related to consumers' self-identity. Research shows that audiences respond more positively to influencer content with high credibility, particularly for personal products like cosmetics and self-care items (Coutinho et al., 2023).

Influencer credibility is a social construct formed thru consistent, authentic, and verifiable digital interactions, making it crucial in building consumer trust and loyalty toward a brand (Rathnayake & Lakshika, 2022). The trustworthiness dimension proved to be the most dominant factor in influencing consumer purchase intention, as reflected in the personal branding practices of beauty influencers, such as the "Tasya Farasya Approved" label, which serves as a validation of product quality. This finding confirms that influencer credibility has evolved into a form of digital authority that plays a strategic role in shaping modern consumer behavior (Syafira Ramadhanti Putri & Wulandari, 2024).

Brand Trust

Brand trust refers to consumers' belief that a brand is capable of consistently fulfilling the functions and promises it communicates (Najar et al., 2024; Sang & Cuong, 2024). This trust encompasses perceptions of the brand's reliability, integrity, and ability to deliver tangible benefits to consumers (Chaudhuri & Holbrook, 2001). In the context of social media platforms, brand trust is also reflected in consumers' belief that the seller or brand will uphold the quality commitments they display.

Brand trust plays a crucial role as a mediating variable in the relationship between influencer credibility and purchase intention. Influencer credibility, particularly the trustworthiness dimension, fosters positive perceptions of the promoted brand, thereby increasing trust and ultimately strengthening consumer purchase intention. This finding aligns with Irena Suriyadi's (2022) research, which shows that influencer credibility positively influences brand trust and purchase intention, particularly in the cosmetics industry.

Purchase Intention

Purchase intention refers to the level of an individual's willingness to make a purchase of a product or service (Peña-García et al., 2020). This intention is influenced by various factors, including perceived quality, brand trust, and brand awareness, which significantly shape consumers' purchasing tendencies (Putriana & Abdurrahman, 2024). Brand trust reflects consumers' belief in the brand's reliability and consistency in meeting expectations, which is reflected in future purchase intentions and serious consideration



in decision-making (Bruhn et al., 2012). Understanding purchase intention is crucial for companies in designing effective marketing strategies (Chen, 2024).

Beside internal factors, external influences such as influencer credibility also play a role in shaping purchase intention, particularly in the cosmetics industry. The credibility of influencers, supported by expertise and honesty, can strengthen consumer trust in a brand, thereby driving purchase intent. Label endorsements like "Tasya Farasya Approved" are perceived as credible validation of product quality, significantly increasing consumer confidence and willingness to buy (Syafira Ramadhanti Putri & Wulandari, 2024).

IMPLEMENTATION METHOD

Types of Data

This study uses a quantitative descriptive approach, and data collection was conducted in two main stages: Measurement Model Evaluation and Structural Model Testing. The population for this study is the active social media users in Bandar Lampung City, specifically on Instagram, YouTube, and TikTok, who have an intention to purchase cosmetic products and are familiar with influencer Tasya Farasya and the "Tasya Farasya Approved" label. This makes it relevant to examine the influence of influencer credibility on purchase intention, with brand trust as a mediating variable. The measurement used is a Likert scale with a total of 204 respondents.

DISCUSSION

Convergent Validity Test

Table 1. Recapitulation of Validity Test

Variable	AVE	Description
Influencer Credibility (X)	0,634	Valid
Brand Trust (z)	0,748	Valid
Purchase Intention (Y)	0,805	Valid

Source: SmartPLS 4 data processing, 2026

Based on Table 1, all research variables have an Average Variance Extracted (AVE) value above 0.50, indicating that they meet convergent validity. The AVE values for each variable are Influencer Credibility at 0.634, Brand Trust at 0.748, and Purchase

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Intention at 0.805, which shows that each construct is able to explain its indicators' variance well.

Discriminant Validity Test

Table 2. Cross Loading Value

Indicator	Influencer Credibility (X)	Purchase Intention (Y)	Brand Trust (z)
X1.1	0.823	0.644	0.677
X1.2	0.776	0.631	0.624
X1.3	0.806	0.610	0.660
X1.4	0.811	0.737	0.714
X2.1	0.791	0.587	0.616
X2.2	0.779	0.635	0.653
X2.3	0.746	0.555	0.568
X3.1	0.781	0.699	0.681
X3.2	0.821	0.675	0.685
X3.3	0.827	0.697	0.710
Y1.1	0.705	0.892	0.745
Y1.2	0.730	0.891	0.759
Y1.3	0.761	0.908	0.809
Z1.1	0.680	0.753	0.878
Z1.2	0.724	0.700	0.848
Z1.3	0.748	0.776	0.869

Source: SmartPLS 4 data processing, 2026

Table 2. shows that the Cross Loading values for each indicator against its construct are higher than the Cross Loading values against other constructs, which leads to the conclusion that all variables have good Discriminant Validity.



ReliabilityTest**Table 3. Reliability Test Results**

Variable	Cronbach's Alpha	Composite Reliability	Description
Influencer Credibility (X)	0.936	0.945	Reliabel
Brand Trust (z)	0.832	0.899	Reliabel
Purchase Intention (Y)	0.879	0.925	Reliabel

Source: Data processed by the researcher, 2026

Hypothesis Testing**Table 4. Hypothesis Test Results**

Hypothesis	Relationship	Results	Description
H1	Influencer Credibility (X) - > Brand Trust (z)	<i>Path coefficient</i> = 0.830 T-Statistik = 19.782 P Value =0,000	Accepted
H2	Influencer Credibility (X) - > Purchase Intention (Y)	<i>Path coefficient</i> = 0.329 T-Statistik = 4.769 P Value =0,000	Accepted

Source: SmartPLS 4 data processing, 2026

Based on the recapitulation of hypothesis testing results presented in Table 4, several conclusions can be drawn regarding the relationships between variables in this study, as follows:

H1: Influencer (X) credibility has a positive effect on Brand Trust (Z) for the Somethinc Calm Down Moisturizer cosmetic product labeled "Tasya Farasya Approved" in Bandar Lampung.

The results of the hypothesis testing indicate that Influencer Credibility has a positive and significant effect on Brand Trust for the Somethinc Calm Down Moisturizer product labeled "Tasya Farasya Approved" in Bandar Lampung. This is indicated by a path coefficient value of 0.830 with a t-statistic of 19.782 and a p-value of 0.000 (< 0.05), which indicates that the higher the credibility of the influencer, the greater the consumer trust in the brand. Thus, hypothesis H1 is accepted.



H2: The credibility of Influencer (X) has a positive influence on Purchase Intention (Y) for the Somethinc Calm Down Moisturizer cosmetic product labeled "Tasya Farasya Approved" in Bandar Lampung.

The results of the hypothesis testing indicate that Influencer Credibility has a positive and significant effect on Purchase Intention for the Somethinc Calm Down Moisturizer product labeled "Tasya Farasya Approved" in Bandar Lampung. The path coefficient value of 0.329 with a t-statistic of 4.769 and a p-value of 0.000 (< 0.05) indicates that influencer credibility plays a role in increasing consumer interest in making a purchase. Therefore, hypothesis H2 is accepted.

Structural Model Testing

Table 5. R-Square Value

Variable	R-square	R-square adjusted
Brand Trust (z))	0.689	0.687
Purchase Intention (Y)	0.773	0.771

Source: SmartPLS 4 data processing, 2026

Based on Table 5, the R-square value indicates that the Brand Trust variable has a value of 0.689 (adjusted R-square 0.687), while the Purchase Intention variable has an R-square value of 0.773 (adjusted R-square 0.771). Referring to Chin's (1998) criteria, both values fall into the strong (substantial) influence category. This indicates that Influencer Credibility has a strong explanatory power over Brand Trust, and simultaneously, Influencer Credibility and Brand Trust are able to significantly explain variations in Purchase Intention. Thus, the structural model in this study has good predictive power.

Mediation Test

Table 6. Specific Indirect Effect Values

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics	P values
Influencer Credibility (X) ->	0.487	0.482	0.061	7.956	0.000



Brand Trust (Z)-> Purchase Intent (Y)					
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Source: SmartPLS 4 data processing, 2026

Based on Table 6, the results of the specific indirect effect test show that Influencer Credibility has an indirect and significant effect on Purchase Intention thru Brand Trust (original sample = 0.487; t-statistics = 7.956; p-value = 0.000). This finding confirms the role of Brand Trust as a mediating variable in this relationship.

H3: Influencer Credibility (X) has a positive effect on Purchase Intention (Y) for Somethinc Calm Down Moisturizer products labeled "Tasya Farasya Approved" in Bandar Lampung, with Brand Trust (Z) as a mediating variable.

Based on the mediation test using the bootstrapping procedure in Table 6, Influencer Credibility indirectly and positively and significantly affects Purchase Intention thru Brand Trust (path coefficient = 0.487; t-statistics = 7.956; p-value = 0.000). Additionally, the direct influence of Influencer Credibility on Purchase Intention was also proven to be significant. Referring to Hair's (2022) criteria, this condition indicates the occurrence of complementary mediation or partial mediation. Thus, Brand Trust acts as a partial mediator, strengthening the influence of Influencer Credibility on Purchase Intention, both directly and indirectly thru the formation of consumer trust in the brand.

DISCUSSION

The Influence of Influencer Credibility on Brand Trust

The results of hypothesis test 1 indicate that influencer credibility influences brand trust formation. Consumer perception of competent, trustworthy, and personally appealing influencers has been proven to play a significant role in increasing trust in the recommended brand. In the context of the cosmetic product Somethinc Calm Down Moisturizer, labeled "Tasya Farasya Approved," the high credibility of the influencer reflects the strong role of the expertise, trustworthiness, and attractiveness dimensions in building consumer confidence in the brand's reliability and integrity. This finding aligns with the Meaning Transfer Model, where the symbolic characteristics of the influencer are transferred to the brand they endorse. The "Tasya Farasya Approved" label serves as a quality signal that strengthens consumer perception of the credibility and objectivity of product evaluations, thereby increasing brand trust. This is also supported by descriptive analysis, which shows high approval rates for the reliability, integrity, and ability

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indicators. Empirically, the results of this study are consistent with the findings of Najar et al. (2024), Rathnayake & Lakshika (2022), and Suriyadi (2022), which state that influencer credibility has a positive and significant effect on brand trust, particularly in the beauty industry. Thus, influencer credibility plays a strategic role in building brand trust and is an important foundation in the consumer purchase decision-making process in the digital age.

The Influence of Influencer Credibility on Purchase Intention

The results of the hypothesis test indicate that hypothesis H2 is accepted, which means that influencer credibility affects purchase intention. Influencers perceived as having expertise, trustworthiness, and personal appeal can shape positive consumer evaluations of products, thereby driving purchase intention. In the context of the Somethinc Calm Down Moisturizer product labeled "Tasya Farasya Approved," the credibility of the influencer is proven to have a direct influence on purchase intention, although with a more moderate strength compared to its influence on brand trust. Theoretically, these findings align with Source Credibility Theory and the Stimulus–Organism–Response (S-O-R) model, which explain that the credibility of the message source acts as a stimulus that can directly influence consumer behavioral responses in the form of purchase intention. Tasya Farasya's credibility as a beauty influencer makes product information appear more authentic and convincing, thus increasing consumers' intention to buy. This finding is consistent with the research results of Rathnayake and Lakshika (2022), Coutinho et al. (2023), An et al. (2024), as well as Putri and Wulandari (2024), which state that influencer credibility has a positive and significant effect on purchase intention, particularly for beauty products. Thus, influencer credibility not only plays a role in building brand trust but also serves as a strategic factor that directly drives consumer purchase intention in digital marketing.

The Influence of Influencer Credibility on Purchase Intention Mediated by Brand Trust

The results of the mediation test indicate that hypothesis H3 is accepted, meaning that brand trust mediates the influence of influencer credibility on purchase intention. Influencer credibility not only directly affects purchase intention but also works indirectly thru the formation of brand trust. This condition reflects complementary mediation or partial mediation, where both direct and indirect effects are significant and positively directed (Hair, 2022). In the context of the Somethinc Calm Down Moisturizer product

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labeled "Tasya Farasya Approved," brand trust is proven to play a role as a psychological mechanism that strengthens the influence of influencer credibility on purchase intention. The higher consumers' perception of influencer credibility, the higher the level of trust in the brand, which ultimately drives an increase in purchase intention. This finding aligns with the Stimulus–Organism–Response (S-O-R) model, where influencer credibility serves as the stimulus, brand trust as the internal process (organism), and purchase intention as the behavioral response. Additionally, the findings of this study are consistent with those of Najar et al. (2024) and Leite and Baptista (2021), which emphasize the role of brand trust as a significant mediator between influencer credibility and purchase intention. Thus, brand trust plays a strategic role in enhancing the effectiveness of influencer marketing on consumer purchasing behavior.

CONCLUSION AND RECOMMENDATIONS

This study aims to analyze the influence of Influencer Credibility on Purchase Intention, with Brand Trust as a mediating variable, for the Somethinc Calm Down Moisturizer cosmetic product labeled "Tasya Farasya Approved" in Bandar Lampung. This was done using a quantitative approach and the Partial Least Squares (PLS) method. The research findings indicate that influencer credibility has a positive and significant impact on brand trust and consumer purchase intention. Additionally, brand trust is proven to act as a mediating variable with a complementary mediation category (partial mediation), indicating that the influence of influencer credibility on purchase intention occurs both directly and indirectly thru the formation of brand trust as a psychological mechanism that strengthens consumer purchasing decisions.

Based on the research findings, Somethinc is advised to continue optimizing its influencer marketing strategy by selecting influencers with high credibility, particularly in terms of expertise and trustworthiness, and who are consistent with the brand's values. The use of the "Tasya Farasya Approved" label needs to be maintained and communicated continuously as a signal of quality to strengthen consumer trust and drive purchase intent, particularly in the Bandar Lampung region. For influencers, maintaining consistency, transparency, and objectivity in delivering reviews based on real-life experiences is crucial to maintaining trust and increasing influence on purchase intent. Additionally, companies also need to build brand trust sustainably thru product quality, transparent information delivery, and active responsiveness to consumer feedback.



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