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The Influence Of Influencer Credibility And Product Attractiveness On Consumer Purchase Intention In Medan City (A Study On Tiktok Account Followers @Infoasyikdimas)

Mellysa[1], Dian Purnama Sari[2]

[1,2]Sekolah Tinggi Ilmu Manajemen Sukma Medan

Mellysamelly876@gmail.com[1], dianpurnamasari047@gmail.com[2]

Abstract

This study aims to analyze the influence of influencer credibility and product attractiveness on consumer purchase intention in Medan City. The focus of the study is directed at the followers of the TikTok account @infoasyikdimas. The research method uses a quantitative survey approach, with the instrument in the form of an online Likert scale-based questionnaire distributed to 100 research samples. Data analysis was processed using multiple linear regression through SPSS software. The results of the partial t-test show that influencer credibility has a positive and significant effect on purchase intention. Similarly, the product attractiveness variable is proven to have a positive and significant partial effect on purchase intention with a more dominant coefficient impact. Simultaneously, the two independent variables contribute significantly in triggering the audience's operant purchasing behavior response.

Keywords: Influencer credibility, product attractiveness, and purchase intention.

INTRODUCTION

The development of information technology fundamentally changes marketing strategies by making social media the main instrument in influencing consumer behavior (Putri et al., 2024). Social media presence such as Instagram, YouTube, Facebook, Twitter, and TikTok plays a vital role in shaping public opinion and building trust through interactive content distribution (Larasati et al., 2023). TikTok emerged as a dominant force since entering the Indonesian market in 2018 due to its operational excellence and

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effective information dissemination speed for marketing (Andalusy et al., 2025). Within this ecosystem, influencers dominate as digital change agents.

Since July 2022, @infoasyikdimas has been a TikTok content creator consistently presenting culinary reviews, travel, and interesting destination recommendations in Medan and its surroundings. Dimas shares these moments through the #SpillSemuanyaDimm hashtag, an in-depth review segment exploring local restaurants, cafes, accommodations, and culinary gems. In a business context, (Tsaqifah & Rahmawati, 2023) highlights the effectiveness of TikTok as a marketing medium due to its information dissemination speed. TikTok is supported by short video, live streaming, and shopping features, aligning with a report (We Are Social, 2026) noting social media user growth in Indonesia reaching 180 million people (62.9% of the population). This high penetration validates the position of @infoasyikdimas, who according to (Shabri, 2025), is recommended as one of 11 TikTok influencers for MSME and tourist destination collaborations in Medan, North Sumatra.



Figure 1. Social Media Use Penetration in Indonesia, 2026

Beyond mere product promotion, @infoasyikdimas prioritizes experiential aspects through video narratives, effectively triggering audience emotions and curiosity. Success in influencing consumers is determined not only by the product itself but also by the accuracy of the applied marketing communication strategy (Mutiara et al., 2025). Research by (Merici Ardelia Edlyna et al., 2024) concludes that social media interaction, especially through the strategic role of influencers, is a key factor effectively influencing purchase intention and consumer decisions. The attachment between celebrities and

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their fans makes products more easily liked and remembered by the market (Ariasih & Putra, 2022). @infoasyikdimas content integrates entertainment with utility value through a lifestyle education approach, categorizing uploads into affordable snacks, budget stays, and entertainment destination reviews. This pattern builds credibility as an honest reference source and provides tangible benefits for followers in optimizing their lifestyle budgets.



Figure 2. @infoasyikdimas TikTok Content
Source: Official Account @infoasyikdimas, 2026

Research results by (Derajat et al., 2025) show that the credibility and popularity of TikTok influencers are highly crucial in influencing Gen Z's fashion shopping decisions. Furthermore, according to (Napitupulu et al., 2025), influencers have become primary figures in shaping product identity with a higher level of effectiveness compared to conventional celebrities. When an influencer can present information objectively and honestly, the audience will perceive the message as valid facts, thereby encouraging stronger purchase intentions (Faris et al., 2025).

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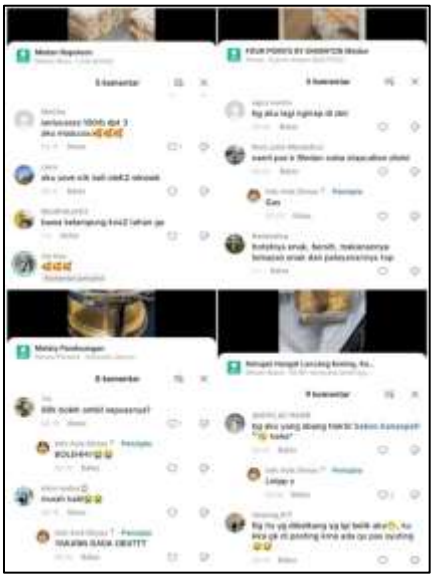


Figure 3. TikTok Account @infoasyikdimas Comment Section
Source: Official Account @infoasyikdimas, 2026

The ability to influence consumer opinions and shopping decisions through inspiring visual and textual content on social media is the main criterion for someone to become an influencer (Shadrina & Sulistyanto, 2022). This increases followers' trust and perception of expertise, supported by research (Zalukhu & Achiriah, 2025) indicating the significant effect of its viral marketing on consumer trust. Research results by (Dharma et al., 2022) also show that @infoasyikdimas's TikTok viral marketing has a positive effect with a relatively high coefficient on customer purchase intention in Medan City. However, (Kartikasari, 2017) emphasizes that going viral is not the ultimate goal, but rather a tool to build a strong reputation to create consumer loyalty. Research by (Budiman & Darmawan, 2025) indicates that influencer credibility has a positive relationship with purchase intention. In addition, findings by (Suryati et al., 2024) state that partially, influencer credibility provides a positive contribution to increasing purchase intention. According to findings by (Lumbantoruan & Marwansyah, 2023), influencer credibility is an important determinant of consumer purchase intention originating from technical competence and the quality of the reviews provided.

However, figure credibility alone is insufficient without the support of the product's attractiveness. Products must possess communicative and functional value capable of arousing consumer curiosity amidst tight market competition (Hawa & Sitorus, 2024).

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This strategy aligns with research (Utami et al., 2026) on TikTok, where the quality of review content strengthens product attractiveness for young consumers. @infoasyikdimas often acts as an information bridge for its followers. By displaying product storefronts, @infoasyikdimas is effectively engaging in soft selling, recommending products with proven market credibility.



Figure 4. Product Display in @infoasyikdimas Shopping Menu
(Source: Official Account @infoasyikdimas, 2026)

Research results by (Yudistira & Jatnika, 2023) show that product attractiveness triggers the audience's utilitarian motivation, which becomes a significant determinant for purchase intention. Product attractiveness in a study by (Yudiawan & Asmanih, 2022) was proven to have a highly significant impact on increasing consumer purchase intention. Findings by (Fahmi, 2023) confirm that product attractiveness is a determining factor that significantly influences consumer interest in purchasing decisions.

Despite these positive influences, there is a research gap. Research by (Farida et al., 2022) shows that influencer credibility significantly affects purchase intention but in a low category. A study by (Dinnur et al., 2025) on TikTok influencer credibility shows varied results where attractiveness has a significant effect, but trust and expertise do not influence purchase intention. Statistically, (Cahyadiningrum & Rahardjo, 2023) proves

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that influencer credibility has a positive but insignificant effect. Through a Systematic Literature Review, (Hasany et al., 2025) concludes that the intensity of the influence varies depending on credibility dimensions, product type, and media platform. Conversely, previous research by (Setiawati et al., 2021) shows that product attractiveness has the lowest regression coefficient value in influencing purchase intention.

Most previous studies were conducted on a national scale or different platforms, creating an urgent need to test this phenomenon specifically on followers of the @infoasyikdimas account in Medan City to obtain more contextual results. Understanding how the interaction between source credibility and product attractiveness influences purchase intention will provide an important contribution to the development of marketing management and consumer behavior sciences.

METHODS

This research employs a quantitative survey approach directed at the followers of the TikTok account @infoasyikdimas domiciled in Medan City. The data collection was conducted online for approximately four months, from March to June 2026. The population in this study comprises 242,800 followers of the account, representing the generalization area consisting of subjects with specific attributes (Sugiyono, 2023). Due to population size constraints, the sample was determined using a non-probability sampling technique with an accidental sampling method. By applying the Slovin formula with a 10% error tolerance, the final sample size was established at 100 respondents (Kasmir, 2022).

Data were collected utilizing both primary and secondary sources. Primary data were obtained directly from the targeted respondents through a structured online questionnaire distributed via Google Forms, while secondary data were gathered from the influencer's digital profile, literature, and relevant scientific journals. The questionnaire utilized a Likert Scale instrument to systematically measure respondents' feedback on statements related to the research variables, with evaluation weights ranging from 1 for "Strongly Disagree" to 5 for "Strongly Agree". The operational formulation of these variables is detailed in the table below to provide clear measurement parameters.

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Table 1. Operational Definition of Variables

No	Variable	Operational Definition	Variable Indicators	Measurement Scale
1	Influencer Credibility (X1)	A trusted agent in digital change with massive authority influencing consumer decisions through message credibility and emotional proximity.	Qualifications, Honesty, Integrity, Likability (Fathulrachman et al., 2025)	Likert
2	Product Attractiveness (X2)	The communicative and strategic value of an offer capable of arousing curiosity and fulfilling market needs to convert interest into purchase actions and loyalty.	Superiority, Price Suitability, Availability, Design/Aesthetics (Khalifah et al., 2025)	Likert
3	Consumer Purchase Intention (Y)	A dynamic cognitive transition phase functioning as a bridge between plan and actual action, evaluating product advantages before final purchasing.	Purchase Intention, Recommendation, Priority, Information Search (Yudiawan & Asmanih, 2022)	Likert

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The research model constructs a causal relationship between Influencer Credibility (X1) and Product Attractiveness (X2) as independent variables affecting Consumer Purchase Intention (Y) as the dependent variable. The theoretical assumption postulates that both independent variables exert partial and simultaneous effects on the dependent variable. This structural correlation forms the foundation for the hypotheses tested in this study and is visually represented in the conceptual framework below.

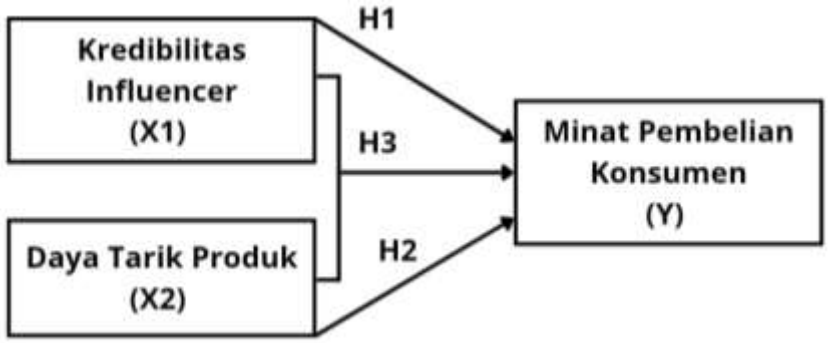


Figure 5. Conceptual Framework

Prior to the primary hypothesis testing, the research instrument was evaluated for validity and reliability to ensure measurement accuracy and data consistency. An instrument item is considered valid if the calculated correlation coefficient (r-count) exceeds the critical r-table value (Kasmir, 2022). Furthermore, the internal consistency of the variables was established using the Cronbach's Alpha parameter, where a variable is deemed reliable for consistent data collection if its coefficient value surpasses the standard threshold of 0.60 (Anggraini et al., 2022).

The final dataset was processed using SPSS software to conduct a multiple linear regression analysis, formulated to measure the comprehensive effect of the independent variables on consumer purchase intention. The statistical evaluation included the Coefficient of Determination (R^2) to determine the proportional impact of the independent variables. Additionally, an F-test was utilized to assess the simultaneous significance at a predetermined error threshold, while a t-test was employed to evaluate the partial effect of each independent variable on the dependent variable.

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DISCUSSION

A. Influencer Profile and Respondent Characteristics

The TikTok account @infoasyikdimas is managed by Dimas Munggara, a local culinary and travel content creator focusing on reviews of culinary spots, MSMEs, and hidden gems in Medan City since July 2022. The account distinguishes itself through transparent reviews, local Medan dialects, and the iconic hashtag #SpillSemuanyaDimm, which encourages audience engagement.

Based on the survey distributed to the followers, the respondent characteristics highlight a specific demographic domination.

Table 2. Respondent Characteristics

No.	Characteristics	Category	Percentage
1	Gender	Male Female	25% 75%
2	Age	17-25 years 26-30 years	91% 9%
3	Occupation	Student Private Employee Civil Servant Entrepreneur	62% 11% 19% 8%

The data indicates that 75% of the respondents are female, and 91% fall into the 17–25 age bracket. Furthermore, 62% of the respondents are students. This demographic profile confirms that the active audience consists of young people in their early productive years who are highly attached to social media and possess rational purchasing power that is sensitive to economic value.

Descriptive statistical analysis of the variables shows very good overall perceptions. The Influencer Credibility (X1) variable obtained a total average score of 4.15, dominated by the "Agree" response (57.5%). The Product Attractiveness (X2) variable also showed a very good category with an average score of 4.13, while the Consumer Purchase Intention (Y) variable recorded an average score of 4.01.

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B. Validity and Reliability Tests

Before conducting the regression analysis, the instrument was tested for validity and reliability. The validity test results proved that all questionnaire items for Influencer Credibility, Product Attractiveness, and Purchase Intention obtained an r-count value greater than the r-table threshold of 0.30.

Table 3. Validity and Reliability Test Results

Variable	Item	r-count	r-table	Validity	Cronbach's Alpha	Reliability
Influencer Credibility (X1)	X1.1 X1.2 X1.3 X1.4	0.648 0.627 0.668 0.667	0.30 0.30 0.30 0.30	Valid Valid Valid Valid	0.882	Reliable
Product Attractiveness (X2)	X2.1 X2.2 X2.3 X2.4	0.781 0.774 0.666 0.726	0.30 0.30 0.30 0.30	Valid Valid Valid Valid	0.887	Reliable
Purchase Intention (Y)	Y1 Y2 Y3 Y4	0.869 0.896 0.884 0.765	0.30 0.30 0.30 0.30	Valid Valid Valid Valid	0.877	Reliable

The reliability test utilizing Cronbach's Alpha demonstrated that all research variables possessed values above the 0.60 threshold (X1 = 0.882, X2 = 0.887, Y = 0.877). This confirms that all statement items are consistent and highly reliable for data collection.

A. Multiple Linear Regression Analysis

Multiple linear regression analysis was applied to measure the effect of the independent variables on the dependent variable. The regression equation generated is Y = -0.079 + 0.202X1 + 0.781X2 + e. The constant value of -0.079 indicates the base

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value of purchase intention without the influence of the independent variables. The regression coefficient for Influencer Credibility (0.202) and Product Attractiveness (0.781) both show positive directions, meaning an increase in these variables will significantly elevate consumer purchase intention in Medan City.

B. Hypothesis Testing

To determine the percentage of variance explained by the model, the Coefficient of Determination (R^2) was analyzed.

Table 4. Coefficient of Determination (R^2)

Model	R	R-Square	Adjusted R Square	Std. Error of the Estimate
1	.860[a]	.739	.734	1.413

The R-Square value obtained is 0.739. This indicates that the simultaneous contribution of Influencer Credibility and Product Attractiveness to Consumer Purchase Intention is 73.9%, while the remaining 26.1% is influenced by other unexamined variables outside this research model.

Table 5. Simultaneous F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	548.961	2	274.481	137.390	.000[b]
Residual	193.789	97	1.998		
Total	742.750	99			

The simultaneous hypothesis testing (F-Test) yielded an F-count of 137.390, which is significantly higher than the F-table of 2.36, with a significance level of 0.000 (below the 0.10 threshold). This confirms that Influencer Credibility and Product Attractiveness simultaneously have a positive and significant effect on Consumer Purchase Intention.

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Table 6. Partial t-Test Results

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
1. (Constant)	-.079	1.002		-.079	.937
Influencer Credibility	.202	.099	.183	2.033	.045
Product Attractiveness	.781	.100	.704	7.835	.000

The partial hypothesis testing (t-Test) proves the individual effects:

1. Influencer Credibility (X1): The t-count (2.033) is greater than the t-table (1.660) with a significance of 0.045 (0.045 < 0.10). This means influencer credibility partially has a positive and significant effect on purchase intention.
2. Product Attractiveness (X2): The t-count (7.835) is substantially greater than the t-table (1.660) with a significance of 0.000 (0.000 < 0.10). Product attractiveness partially has a positive and highly significant effect on purchase intention.

a. The Effect of Influencer Credibility on Purchase Intention

The empirical evidence proves that influencer credibility significantly drives purchase intention among the followers of @infoasyikdimas in Medan City. Theoretically, this finding validates the Source Credibility Theory initially proposed by Hovland, Janis, and Kelley, emphasizing that persuasive communication effectiveness depends on the audience's perception of the communicator's expertise, trustworthiness, and attractiveness. Dimas successfully translates raw information into actionable knowledge for his audience. The consistent honesty and integrity represented by the "#SpillSemuanyaDimm" jargon successfully minimizes the cognitive doubts of young consumers, making them feel secure in relying on his recommendations.

This aligns with previous studies concluding that influencer credibility is a crucial determinant for purchase intention (Lumbantoruan & Marwansyah, 2023); (Budiman & Darmawan, 2025); (Farida et al., 2022). However, it contrasts with findings by (Dinnur et al., 2025) and (Cahyadiningrum & Rahardjo, 2023), which stated that trustworthiness, expertise, and credibility had no significant effect. The difference in this study is

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attributed to the strong local community bond in Medan and the consistent local dialect, which solidify the expertise and trust dimensions.

b. The Effect of Product Attractiveness on Purchase Intention

Product attractiveness emerged as the most dominant factor in this study, with a regression coefficient of 0.781. In the TikTok ecosystem, which prioritizes rapid visual perception, @infoasyikdimas strategically utilizes highly aesthetic short videos to highlight food visuals, cafe atmospheres, and shopping menus. The highest indicator for this variable is price suitability (score 4.15), perfectly aligning with the student-dominated audience profile that favors budget-friendly lifestyle trends. Segments like "affordable snacks" combined with promotional labels (e.g., discounts, free shipping) trigger both utilitarian and hedonic motivations, crystallizing into actual purchase intentions.

These results support research by (Yudistira & Jatnika, 2023), (Yudiawan & Asmanih, 2022), and (Fahmi, 2023) emphasizing product attractiveness as a primary determinant. Interestingly, it contradicts (Setiawati et al., 2021), which found product attractiveness to have the lowest regression coefficient. This contrast highlights a media shift; on a visual-interactive platform like TikTok, the intrinsic and extrinsic qualities of the displayed product remain the primary driving engine for purchase intention.

c. The Simultaneous Effect

The simultaneous F-test confirms a strong synergistic relationship between the communication channel's characteristics (source) and the message object's characteristics (product). The 73.9% variance explanation proves that consumer purchase intention cannot stand alone on a single variable. Dimas Munggara's credibility acts as the foundational bridge of trust, but this trust only converts into actual purchase intention when the reviewed culinary products or destinations possess unique designs, aesthetic appeal, and rational pricing. This dual stimulus effectively breaks down the hesitation of young consumers in Medan City, shifting their shopping intentions from cognitive plans to concrete purchasing commitments.

CONCLUSION

The empirical results confirm that influencer credibility and product attractiveness partially and simultaneously exert a positive and significant influence on consumer purchase intention among followers of the TikTok account @infoasyikdimas in Medan City. Influencer credibility successfully mitigates the cognitive doubts of the youth-

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dominated audience through authentic and honest reviews, registering a positive regression coefficient of 0.202. Concurrently, product attractiveness emerges as the most dominant determinant with a coefficient of 0.781, as the alignment of economical pricing and visual uniqueness strongly activates utilitarian and hedonic purchasing motivations. The synergistic integration of the communicator's reliable reputation and the product's strategic appeal simultaneously accounts for 73.9% of the variance in stimulating virtual purchase intention, with the remaining 26.1% attributed to external variables outside the tested model.

Given these findings, the content creator is advised to sustain an objective, transparent personal branding while deepening the technical knowledge presented in the reviews to elevate the currently lower perception of expertise. MSMEs and tourism business partners in Medan City must prioritize high-visual product designs tailored for TikTok's rapid format, implement economical pricing strategies, and ensure the actual product quality matches the digital representation to prevent real-world consumer dissatisfaction. For theoretical advancement, future researchers should expand the demographic scope through probability sampling and investigate additional variables relevant to the social commerce ecosystem, such as customer engagement, platform usability, or brand image, to capture a more comprehensive perspective on consumer behavior.

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