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# The Effect Of Beauty Influencers' Tiktok Content On Increasing Consumer Trust In Beauty Products (A Case Study Of Tasya Farasya's Tiktok Account)

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**Abstract**

*This study aims to analyze the influence of content credibility, content relevance, and audience engagement on consumer trust in beauty products, using the TikTok account of Tasya Farasya as a case study. This study employs a quantitative method with a comparative causal approach. The sample consisted of 100 respondents selected using purposive sampling. Data collection was conducted through the distribution of a questionnaire using a Likert scale and analyzed using IBM SPSS via validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, the coefficient of determination, and t-tests. The results indicate that content credibility, content relevance, and audience engagement have a positive effect on consumer trust. The higher the content credibility and relevance, and the higher the audience engagement, the higher the level of consumer trust in the beauty products promoted through Tasya Farasya's TikTok account. Therefore, these three variables are important factors in building consumer trust through social media.*

**Keywords: Content Credibility, Content Relevance, Audience Engagement, Consumer Trust.**

## INTRODUCTION

Advances in information technology and the internet have transformed how companies market products to consumers. Social media no longer serves merely as a communication tool but has also become a digital marketing platform capable of



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reaching a wide audience. One platform experiencing rapid growth is TikTok. Through creative and interactive short-form videos, TikTok offers businesses the opportunity to introduce products and build relationships with consumers more effectively (Mulyani et al., 2022).

The increasing use of TikTok has also spurred the emergence of various content creators and beauty influencers who serve as sources of information for the public, particularly within the beauty industry. Beauty influencers regularly share product reviews, usage tutorials, and personal experiences that can influence consumers' perceptions of a product. The information they provide is often used as a basis for consideration by potential consumers before making a purchase because it is viewed as more practical, easy to understand, and based on real-life experiences. One of the most influential beauty influencers in Indonesia is Tasya Farasya, who is known for actively reviewing various beauty products through her TikTok account. This popularity has established Tasya Farasya as an influencer capable of capturing attention and influencing her followers' purchasing decisions (DataReportal, 2023).

The increasingly competitive beauty industry leaves consumers faced with a wide array of product choices and diverse information. This situation means consumers not only consider product quality but also pay close attention to the quality of the information they receive before deciding to make a purchase. Trust in the information conveyed by influencers is a critical factor, as consumers tend to avoid risks stemming from inaccurate or purely promotional content. Therefore, influencers must be able to provide honest, relevant information that aligns with their audience's needs in order to build consumer trust in the promoted products (Nielsen Survey, 2022).

Consumer trust is influenced not only by an influencer's popularity but also by several other factors, such as the credibility of the content, the relevance of the information conveyed, and the level of audience engagement. Credible content provides accurate and trustworthy information, thereby increasing consumer confidence in the product. Additionally, content that is relevant to the audience's needs is more readily accepted because it offers value in the information-seeking process. High levels of engagement such as comments, discussions, and interactions between influencers and their followers can also strengthen the relationship, thereby increasing consumer trust in the information provided.

Various previous studies have examined the influence of influencers on consumer behavior and purchasing decisions. However, research specifically examining the influence of content credibility, content relevance, and audience engagement on


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consumer trust on the TikTok platform remains relatively limited, particularly when focusing on beauty influencers in Indonesia. Yet, these three factors play a crucial role in building relationships between influencers and their audiences, which ultimately influence trust in the promoted products.

Based on the above discussion, this study aims to analyze the influence of content credibility, content relevance, and audience engagement on consumer trust in beauty products, using Tasya Farasya's TikTok account as a case study. The results of this study are expected to contribute to the development of digital marketing research, particularly regarding the role of influencers in building consumer trust, and to provide insights for beauty industry practitioners in developing more effective social media marketing strategies.

## RESEARCH METHOD

This study employs a quantitative research method with a causal-comparative approach aimed at analyzing the influence of content credibility, content relevance, and audience engagement on consumer trust in beauty products, using Tasya Farasya's TikTok account as a case study. The population for this study consists of TikTok users who follow Tasya Farasya's account, with a sample size of 100 respondents selected using purposive sampling. Data collection was conducted through the distribution of a questionnaire using a Likert scale. The data obtained were then analyzed using IBM SPSS software through validity tests, reliability tests, and classical assumption tests including tests for normality, multicollinearity, and heteroscedasticity as well as multiple linear regression analysis. Hypothesis testing was performed using the t-test to determine the partial effect of each independent variable on consumer trust, the F-test to examine the simultaneous effect, and the coefficient of determination ($R^2$) to measure the ability of the variables content credibility, content relevance, and audience engagement to explain the variation in consumer trust.


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## RESULT AND DISCUSSION

### Descriptive Analysis of Variables

**Table 1 Description of the Content Credibility Variable (X1)**

| No | Statement | Mean | Category |
|---|---|---|---|
| 1. | The information provided by Tasya Farasya matches the actual condition of the product | 4.53 | Very High |
| 2. | The product description is credible | 4.61 | Very High |
| 3. | Tasya Farasya provides honest reviews without exaggerating the product's features | 4.25 | Very High |
| 4 | The content presents both the strengths and weaknesses of the product in a balanced way | 4.40 | Very High |
| 5. | Tasya Farasya has a good understanding of beauty products | 4.66 | Very High |
| 6. | The explanations provided demonstrate competence in the field of beauty | 4.37 | Very High |
| 7. | The content provides comprehensive information about the product | 4.29 | Very High |
| 8. | The content clearly explains how to use the product and its benefits | 4.31 | Very High |
| 9. | The information provided is consistent across all content pieces | 4.55 | Very High |
| 10. | The opinions expressed do not contradict previous reviews | 4.44 | Very High |
| **Average** | **4.44** | | **Very High** |

**Source: Primary Data, Processed by the Researcher, 2026**

**Table 2 . Description of the Content Relevance Variable (X2)**

| No | Statement | Mean | Category |
|---|---|---|---|
| 1. | The content provides the information I need about beauty products | 4.39 | Very High |
| 2. | The content helps me understand the product I'm looking for | 4.51 | Very High |
| 3. | The content aligns with my interest in beauty products | 3.89 | High |



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| | | | |
|---|---|---|---|
| 4. | The products discussed match my preferences | 4.27 | Very High |
| 5. | The information provided is useful to me | 4.41 | Very High |
| 6. | The content helped me consider purchasing the product | 4.16 | High |
| 7. | The content addresses my skin concerns or beauty needs | 4.18 | High |
| 8. | The information provided is based on everyday use of the product | 4.27 | Very High |
| 9. | The content covers information that I really want to know | 4.41 | Very High |
| 10. | The information is presented accurately and is relevant to the topic | 4.34 | Very High |
| **Average** | | **4.28** | **Very High** |

**Source: Primary Data, Processed by the Researcher, 2026**

**Table 3 . Description of the Audience Engagement Variable (X3)**

| No | Statement | Mean | Category |
|---|---|---|---|
| 1. | I pay attention to every piece of content uploaded by Tasya Farasya | 4.35 | Very High |
| 2. | I understand the information presented in each product review | 4.51 | Very High |
| 3. | I find the content created by Tasya Farasya interesting | 3.92 | High |
| 4. | I enjoy watching the product reviews she posts | 4.32 | Very High |
| 5. | I like Tasya Farasya's content | 4.44 | Very High |
| 6. | I comment on uploaded content | 4.23 | Very High |
| 7. | I discuss the reviewed product in the comments section | 4.26 | Very High |
| 8. | I read other users' comments about the product | 4.40 | Very High |
| **Average** | **4.28** | **Very High** | |

**Source: Primary Data, Processed by the Researcher, 2026**

**Table 4. Description of Audience Engagement Variables (Y)**

| No | Statement | Mean | Category |
|---|---|---|---|
| 1. | I believe the recommended product is of good quality | 4.67 | Very High |
| 2. | I am confident that the information about the product is provided by competent sources | 4.57 | Very High |
| 3. | I believe product recommendations are provided to help consumers | 4.01 | High |



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| | | | |
|---|---|---|---|
| 4. | I believe the information provided prioritizes the interests of consumers | 4.28 | Very High |
| 5. | I believe that product information is presented honestly | 4.68 | Very High |
| 6. | I believe influencers objectively present the pros and cons of the product | 4.56 | Very High |
| **Average** | | **4.46** | **Very High** |

**Source: Primary Data, Processed by the Researcher, 2026**

**Classical Assumption Tests**
**Normality Test**

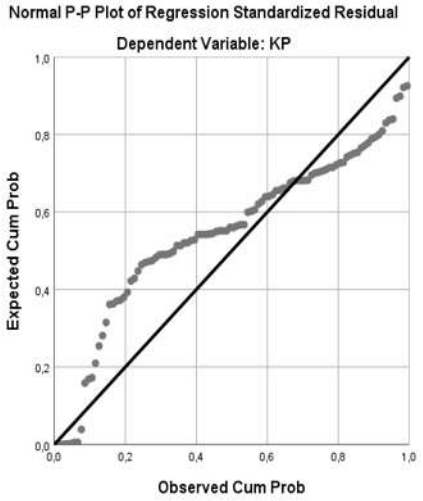



**Figure1 . P-Plot Results**
**Source: SPSS 25, Processed by the Researcher, 2026**

It can be seen that the data points are scattered around the diagonal line or follow the diagonal line on the normality plot, which means that multiple regression analysis can be performed. In addition, the normality test can also be conducted using the Kolmogorov-Smirnov test at a significance level of 5% or > 0.05. The following are the results of the Kolmogorov-Smirnov test using Asymp.sig (2-tailed).

**Results of the Kolmogorov-Smirnov Normality Test**


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**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 100 |
| Normal Parameters[a,b] | Mean | ,0000000 |
| | Std. Deviation | 3,77739743 |
| Most Extreme Differences | Absolute | ,224 |
| | Positive | ,117 |
| | Negative | -,224 |
| Test Statistic | | ,224 |
| Asymp. Sig. (2-tailed) | | ,079[c] |

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

**Source: SPSS 25, Processed by the Researcher, 2026**

Based on the table above, it can be seen that *Asymp.sig* (*2-tailed*) is 0.07. This research data is above the 5% significance level, or 0.05. In other words, the variable can be stated to have a normal distribution.

**Multicollinearity Test**
**Results of the Multicollinearity Test**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1 | (Constant) | 4,911 | 5,452 | | 5,167 | ,868 | | |
| | KK | ,338 | ,119 | ,283 | 2,844 | ,005 | ,823 | 1,215 |
| | RK | ,143 | ,084 | ,160 | 1,701 | ,022 | ,920 | 1,086 |
| | EA | ,191 | ,092 | ,200 | 2,080 | ,040 | ,882 | 1,133 |

a. Dependent Variable: KP

**Source: SPSS 25, Processed by the Researcher, 2026**

Based on the results of the multicollinearity test in the table above, which were processed using SPSS version 25, as shown in the *Coefficients* table, it can be seen that variable $X_1$has a *tolerance* value of 0.823 > 0.10 and a VIF of 1.215 < 10; variable $X_2$has a *tolerance* value of 0.920 > 0.10 and a VIF of 1.086 < 10, and $X_3$has a *tolerance* value of 0.882 > 0.10 and a VIF of 1.133 < 10. Therefore, based on these results, it can be concluded that there is no multicollinearity among the independent variables.


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**Heteroscedasticity Test**

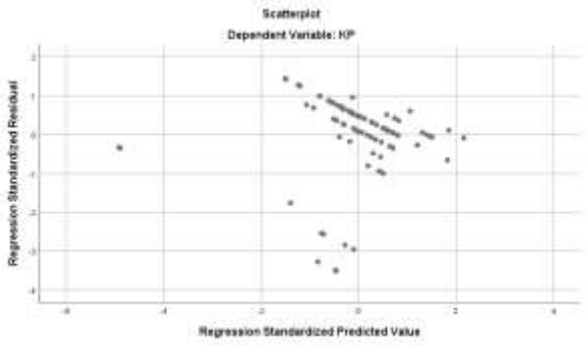



**Figure1 . Heteroscedasticity Test**
**Source: SPSS 25, Processed by the Researcher, 2026**

Based on the results of the heteroscedasticity test above, there are no signs of heteroscedasticity, as the data points are randomly distributed, do not form any specific patterns, and are scattered both above and below the 0 mark on the Y-axis. The regression model was used to predict whether the dependent variable, Consumer Confidence, is influenced by the three independent variables used in this study, namely Content Credibility, Content Relevance, and *Audience Engagement*.

**Results of Multiple Linear Regression Analysis**

**Table1 . Results of the Multiple Linear Regression Test**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 4,911 | 5,452 | | 5,167 | ,868 | | |
| | KK | ,338 | ,119 | ,283 | 2,844 | ,005 | ,823 | 1,215 |
| | RK | ,143 | ,084 | ,160 | 1,701 | ,022 | ,920 | 1,086 |
| | EA | ,191 | ,092 | ,200 | 2,080 | ,040 | ,882 | 1,133 |

a. Dependent Variable: KP

**Source: SPSS 25, Processed by the Researcher, 2026**

$$Y = 4.911 + 0.338X_1 + 0.143X_2 + 0.191X_3$$

Based on this regression equation, the following can be explained:


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1. A *constant* value of 4.911 indicates that when the variables Content Credibility ($X_1$), Content Relevance ($X_2$), and *Audience Engagement* ($X_3$) are set to 0—meaning there is no influence from these independent variables—the value of the Consumer Trust variable (Y) is 4.911
2. The Content Credibility variable ($X_1$) has a coefficient of 0.388, meaning that the Content Credibility variable influences Consumer Trust; in other words, if Content Credibility increases by one unit, Consumer Trust will also increase by 0.388 units, assuming the other independent variables are held *constant* or considered to have no effect
3. The Content Relevance variable ($X_2$) has a coefficient of 0.143, which means that the Content Relevance variable influences Consumer Trust; in other words, if Content Relevance is increased by one unit, Consumer Trust will also increase by 0.143 units, assuming that the other independent variables are held *constant* or are considered to be absent
4. *The Audience Engagement* variable ($X_3$) has a coefficient value of 0.191, which means that *the Audience Engagement* variable influences Consumer Trust; in other words, if *Audience Engagement* increases by one unit, Consumer Trust will also increase by 0.191 units, assuming that the other independent variables are held *constant* or are considered to be absent.

**Analysis of the Coefficient of Determination ($R2$ )**

**Table.8 Results of the Test**

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | ,466[a] | ,517 | ,593 | 3,83597 |

a. Predictors: (Constant), EA, RK, KK

b. Dependent Variable: KP

**Source: SPSS 25, Processed by the Researcher, 2026**

Based on the table above showing the results of the coefficient of determination analysis, the *Adjusted R-Square* value is 0.593. This means that 59.3% of the variation in the dependent variable—Consumer Trust—can be explained by the four independent


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variables: Content Credibility, Content Relevance, and *Audience Engagement*. The remaining 40.7% is influenced by other variables not addressed in this study.

**Hypothesis Testing**

**Partial Test (t)**

**Table.2 t-Test Results**

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics Tolerance | Collinearity Statistics VIF |
|---|---|---|---|---|---|---|---|---|
| 1 | (Constant) | 4,911 | 5,452 | | 5,167 | ,868 | | |
| | KK | ,338 | ,119 | ,283 | 2,844 | ,005 | ,823 | 1,215 |
| | RK | ,143 | ,084 | ,160 | 1,701 | ,022 | ,920 | 1,086 |
| | EA | ,191 | ,092 | ,200 | 2,080 | ,040 | ,882 | 1,133 |

a. Dependent Variable: KP

**Source: SPSS 25, Processed by the Researcher, 2026**

1. The Effect of the Content Credibility Variable on Consumer Trust. The Content Credibility variable has a t-value (calculated) of 2.844 > t (table) of 1.660 and a significance level of 0.00 < 0.05; therefore, it can be concluded that Content Credibility has a positive and significant effect on Consumer Trust.
2. The Effect of the Content Relevance Variable on Consumer Trust. The Content Relevance variable has a $t_{calculated}$ value of 1.701 > $t_{(table)}$ of 1.660 and a significance value of 0.02 < 0.05; therefore, it can be concluded that Content Relevance has a positive and significant effect on Consumer Trust.
3. The Effect of the *Audience Engagement* Variable on Consumer Trust. *The Audience Engagement* variable has a $t_{calculated}$ value of 2.080 > $t_{(table)}$ of 1.660 and a significance value of 0.04 < 0.05; therefore, it can be concluded that *Audience* Engagement has a positive and significant effect on Consumer Trust.

**Simultaneous Test (f)**

**Table.3 Hypothesis Test Results (F-Test)**

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 392,066 | 3 | 130,689 | 8,882 | ,000[b] |
| | Residual | 1412,604 | 96 | 14,715 | | |
| | Total | 1804,670 | 99 | | | |

a. Dependent Variable: KP

b. Predictors: (Constant), EA, RK, KK

**Source: SPSS 25, Processed by the Researcher, 2026**



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Based on the results of the simultaneous test (F-test) presented in the ANOVA table, a significance value of 0.000 and a calculated F-value of 8.882 were obtained, compared to the table F-value derived from:

Significance Level = 5% (0.05)
Numerator df = Number of Variables – 1
Numerator df = 4–1
Numerator df = 3
Denominator df = (n – k)
Denominator df = (100–3)
Denominator df = 97

Therefore, the value of f (from the table) is 2.70 and the significance level is 0.000 < 0.050. Thus, $H_0$ is rejected, and it can be concluded that there is an effect of the variables Content Credibility, Content Relevance, and *Audience Engagement* on Consumer Trust

## DISCUSSION

### The Effect of Content Credibility on Consumer Trust

Descriptive statistics for the Content Credibility variable ($X_1$) with a total of 10 indicators from 100 respondents. The total *mean* is 4.44 (Very High), which means that respondents consider influencers to have good knowledge of beauty products. Content Credibility ($X_1$) has a coefficient value of 0.388, which means that the Content Credibility variable influences Consumer Trust; in other words, if Content Credibility increases by one unit, Consumer Trust will also increase by 0.388 units, assuming that the other independent variables are held *constant* or are considered to be absent. Based on the test results, the t-test result for the Content Credibility variable has a calculated t-value of 2.844 > table t-value of 1.660 and a significance level of 0.00 < 0.05; therefore, it can be concluded that Content Credibility has a positive and significant effect on Consumer Trust.

### The Effect of Content Relevance on Consumer Trust

The descriptive statistics for the Content Relevance variable ($X_2$) include a total of 10 indicators from a sample of 100 respondents. The overall *mean* is 4.28 (Very High), indicating that respondents believe the provided content helps consumers understand their product searches. Content Relevance ($X_2$) has a coefficient value of 0.143, meaning that the Content Relevance variable influences Consumer Trust; in other words, if Content Relevance increases by one unit, Consumer Trust will also increase


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by 0.143 units, assuming all other independent variables remain *constant*. Based on the test results, the t-test value for the Content Relevance variable is $t_{calculated}$ 1.701 > $t_{table}$ 1.660, and the significance level is 0.02 < 0.05; therefore, it can be concluded that Content Relevance has a positive and significant effect on Consumer Trust.

**The Effect of *Audience Engagement* on Consumer Trust**

The descriptive statistics for the *Audience Engagement* variable ($X_3$) include a total of 8 indicators from a sample of 100 respondents. The overall *mean* is 4.46 (Very High), indicating that respondents believe consumers trust the information provided by influencers because the information is communicated honestly. *Audience Engagement* ($X_3$) has a coefficient value of 0.191, meaning that the *Audience Engagement* variable influences Consumer Trust; in other words, if *Audience Engagement* increases by one unit, Consumer Trust will also increase by 0.191 units, assuming all other independent variables remain *constant*. Based on the test results, the t-test value for *the Audience Engagement* variable is $t_{calculated}$ 2.080 > $t_{table}$ 1.660, and the significance level is 0.04 < 0.05; therefore, it can be concluded that *Audience Engagement* has a positive and significant effect on Consumer Trust.

**The Simultaneous Effect of Content Credibility, Content Relevance, and *Audience Engagement* on Consumer Trust.**

Based on the test results, it can be seen that the F-test results for the variables Content Credibility, Content Relevance, and *Audience Engagement* on Consumer Trust yielded an $F_{calculated}$value of 8.882 > $F_{table}$of 2.70 and a significance level of 0.00 < 0.05. Therefore, it can be concluded that Content Credibility, Content Relevance, and *Audience Engagement* have an effect on Consumer Trust. With an *Adjusted R-Square* value of 0.593, this means that 59.3% of the variation in the dependent variable Consumer Trust can be explained by the four independent variables: Content Credibility, Content Relevance, and *Audience Engagement*. The remaining 40.7% is influenced by other variables not addressed in this study.

**CONCLUSION**

Based on the results of data analysis and hypothesis testing, this study shows that, individually, content credibility, content relevance, and audience engagement have a positive and significant effect on consumer trust in beauty products through Tasya Farasya's TikTok account. Content credibility, demonstrated through the delivery of


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honest, accurate information supported by the influencer's knowledge of beauty products, enhances consumer confidence in the information received. Additionally, content relevance that aligns with the audience's needs and preferences helps consumers obtain the necessary information before making a purchase. High audience engagement also indicates that active interaction between the influencer and followers strengthens the communication relationship, thereby increasing consumer trust in the promoted products.

Simultaneously, content credibility, content relevance, and audience engagement have been shown to have a positive and significant impact on consumer trust. These findings show that consumer trust is built not only through the quality of the information conveyed but also through the alignment of content with the audience's needs and the active engagement created between influencers and their followers. Therefore, businesses and marketers who utilize influencers as a promotional medium need to pay attention to these three aspects so that the digital marketing strategies they implement can optimally build consumer trust and increase the effectiveness of beauty product promotions through the TikTok platform.

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