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# The Influence Of Influencer Endorsements And Content Relevance On Consumer Purchase Intention For Beauty Products (A Study Of Undergraduate Students At The University Of Jambi Who Use Tiktok)

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**Abstract**

*This study aims to examine the effects of influencer endorsement and content relevance on consumer purchase intention toward beauty products among TikTok users at Universitas Jambi. A quantitative approach was used, involving 100 respondents who completed Likert-scale questionnaires. Data were analyzed using SmartPLS 4 and SPSS. The results show that influencer endorsement and content relevance have positive and significant effects on purchase intention, both partially and simultaneously. Content relevance has a stronger influence than influencer endorsement. The R-square value of 0.703 indicates that both variables explain 70.3% of the variation in purchase intention. These findings highlight the importance of credible endorsements and relevant promotional content in encouraging beauty product purchases through TikTok.*

**Keywords: Influencer Endorsement, Content Relevance, Purchase Intention, TikTok, Beauty Products**

## INTRODUCTION

The evolution of social media has transformed how companies introduce products and communicate with consumers. Beyond serving as a medium for entertainment and social interaction, social media has become a digital marketing channel that allows companies to present product information in a visual and interactive manner. One platform widely utilized for such activities is TikTok, which facilitates the dissemination of product information through short-form videos, reviews, tutorials, and recommendations.

In the beauty product category, influencers are frequently engaged to introduce products, explain their benefits, and share personal experiences. Recommendations from influencers help the audience become familiar with products and consider them prior to making a purchase. However, the mere presence of an influencer is not necessarily



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sufficient; the content itself must be relevant to the audience's needs, interests, and questions to ensure that the information provided is perceived as valuable.

A preliminary survey conducted for this thesis involving 20 undergraduate students at the University of Jambi who use TikTok revealed that 70% of respondents believe influencers promoting beauty products possess a strong understanding of the items they recommend. Furthermore, 95% of respondents indicated that content such as reviews, tutorials, or recommendations helps them grasp the benefits of a product before buying, while 85% expressed an inclination to try or purchase a product after viewing promotional content on TikTok.

Previous research discussed in this thesis highlights a link between influencer marketing, content, and purchase intention. Nevertheless, studies that specifically examine the combined impact of influencer endorsements and content relevance particularly among undergraduate students at the University of Jambi who use TikTok, and specifically within the context of beauty products remain limited. Given this phenomenon, this study investigates the influence of influencer endorsements and content relevance on consumer purchase intention, both individually and simultaneously.

## LITERATURE REVIEW AND HYPOTHESIS

### Theory of Planned Behavior

The Theory of Planned Behavior (TPB), proposed by Ajzen (1991), explains that behavioral intention is associated with attitude toward the behavior, subjective norms, and perceived behavioral control. In this study, information and experiences obtained from promotional content on TikTok may contribute to consumers' evaluations of beauty products and relate to their intention to purchase them.

### Source Credibility Theory

Source Credibility Theory highlights the role of a message source's perceived expertise and trustworthiness in how audiences evaluate information. In influencer marketing, audiences may be more receptive to product recommendations when influencers are perceived as knowledgeable and credible. Research on influencer marketing has examined links between influencer characteristics, perceived credibility, and purchase intention (Jin et al., 2019; Lou & Yuan, 2021).

### Influencer Endorsements and Purchase Interest

Influencer endorsement is a promotional activity in which influencers present information about or recommend products to their audiences. For beauty products, endorsements may help consumers learn about product features, benefits, and usage. Prior research has examined the relationship between influencer marketing and purchase


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intention (Jin et al., 2019; Lou & Yuan, 2021). Therefore, the first hypothesis is formulated as follows:

***H1: Influencer endorsements have a positive effect on consumer purchase intention.***

**Content Relevance and Purchase Intention**

Content relevance refers to the extent to which information matches the needs, interests, and circumstances of its intended audience. Relevant advertising and promotional information may help consumers evaluate products and develop purchase intentions (Alalwan, 2018). Therefore, the second hypothesis is formulated as follows:

***H2: Content relevance has a positive effect on consumer purchase intention.***

**Simultaneous effect**

Purchase intention may be associated with both the perceived quality of an endorsement and the relevance of the information received. When influencer recommendations are credible and the content addresses audience needs, these elements may jointly relate to consumers' purchase intention. Accordingly, the third hypothesis is:

***H3: Influencer endorsements and content relevance simultaneously influence consumer purchase intention.***

## RESEARCH METHODS

This study used a quantitative survey approach. Primary data were collected through questionnaires completed by 100 undergraduate students at Universitas Jambi who use TikTok. Responses were measured using a Likert scale. Influencer endorsement (X1) and content relevance (X2) were the independent variables, while consumer purchase intention (Y) was the dependent variable.

Data were analyzed using SmartPLS 4 with the PLS-SEM approach. The measurement model was assessed using outer loadings, discriminant validity, Average Variance Extracted (AVE), and construct reliability. The structural model was assessed using R-square and bootstrapping for hypothesis testing. An additional F-test was conducted in SPSS to examine the simultaneous effect of X1 and X2 on Y. The significance level was set at 0.05. The PLS-SEM procedures are consistent with guidance provided by Hair et al. (2022), while discriminant validity assessment is discussed by Henseler et al. (2015).

## RESULTS AND DISCUSSION

The measurement and structural model results indicate that influencer endorsement and content relevance are positively associated with consumer purchase


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intention toward beauty products. This finding is consistent with the study's theoretical framing: the Theory of Planned Behavior describes behavioral intention as related to consumers' evaluations and perceived control (Ajzen, 1991), while Source Credibility Theory helps explain why a credible influencer may make promotional information more persuasive. Previous research has also examined the relationship between influencer marketing and purchase intention (Jin et al., 2019; Lou & Yuan, 2021).

The results further show that content relevance has a higher path coefficient than influencer endorsement in the tested model. This suggests that, among the respondents in this study, promotional content that matches audience needs and interests has a comparatively stronger relationship with purchase intention. This interpretation is limited to the sample and model examined and should not be generalized to all TikTok users without further research.

**Measurement Model Evaluation**

In the initial evaluation, indicator Y1.4 had an outer loading value of 0.528, failing to meet the criteria established for this study. Once this indicator was removed, all remaining indicators exhibited outer loading values above 0.70. Specifically, the outer loading values for "influencer endorsement" ranged from 0.704 to 0.871, "content relevance" from 0.761 to 0.852, and "consumer purchase intention" from 0.734 to 0.869. These results indicate that the retained indicators satisfy the outer loading criteria applied in this thesis.

**Coefficient of Determination**

| Endogenous Variable | R-square | R-square adjusted |
|---|---|---|
| Consumer Purchase Intention (Y) | 0.073 | 0.697 |

*Source: Results of data processing using SmartPLS 4*

The SmartPLS R-square value of 0.703 indicates that influencer endorsement and content relevance explain 70.3% of the variance in consumer purchase intention in the model. The remaining 29.7% is associated with factors outside the model. The adjusted R-square value of 0.697 reflects the explanatory power after adjustment.

**Model Fit**

| Indicator | Saturated Model | Estimated Model |
|---|---|---|
| SRMR | 0.083 | 0.083 |
| d_ULS | 1.754 | 1.754 |


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| | | |
|---|---|---|
| d_G | 1.336 | 1.336 |
| Chi - Square | 699.650 | 699.650 |
| NFI | 0.692 | 0.692 |

*Source: Results of data processing using SmartPLS 4*

The SRMR value is 0.083, which is below the 0.10 threshold used in this article and indicates acceptable fit according to this measure. However, the NFI value of 0.692 indicates that fit is not optimal according to the NFI measure. Model-fit indicators should therefore be interpreted together rather than relying on a single statistic.

**Hypothesis Testing**

| Connection | Path Coefficient | T-statistics | P-values | Decision |
|---|---|---|---|---|
| Influencer Endorsement → Purchase Intention | 0.365 | 3.896 | <0.001 | Positive and Significant |
| content relevance → Purchase Intention | 0.513 | 5.101 | <0.001 | Positive and signifikan |

*Source: Results of data processing using SmartPLS 4*

Influencer endorsement has a path coefficient of 0.365 and a t-statistic of 3.896. The reported p-value is 0.000 (conventionally reported as $p < 0.001$ when rounded by software). Since the t-statistic exceeds 1.96 and the p-value is below 0.05, H1 is supported. The result indicates a positive and statistically significant relationship between influencer endorsement and consumer purchase intention in this sample.

Content relevance has a path coefficient of 0.513 and a t-statistic of 5.101, with a reported p-value of 0.000 (conventionally reported as $p < 0.001$). Therefore, H2 is supported. The result indicates that content relevance is positively and significantly associated with consumer purchase intention. Its path coefficient is higher than that of influencer endorsement in this model, although this comparison is specific to the present sample and analysis.


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**Simultaneous Effect: F-test**

| source of variation | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Regression | 49.051 | 2 | 24.525 | 97.994 | |
| Residual | 24.277 | 97 | 0.250 | | |
| Total | 73.238 | 99 | | | |

*Source: Primary data processing using SPSS 2026*

The SPSS ANOVA results show an F-statistic of 97.994 with a significance value below 0.001. Because this value is below the 0.05 significance level, the null hypothesis that both regression coefficients are jointly zero is rejected. Thus, influencer endorsement and content relevance jointly have a statistically significant effect on consumer purchase intention, supporting H3.

The R-square value of 0.703 is obtained from the SmartPLS structural model, whereas the R-square value of 0.669 is obtained from the SPSS regression model. These values come from different analytical procedures and should be reported separately, not treated as interchangeable.

## CONCLUSION

The results indicate that influencer endorsement has a positive and significant relationship with consumer purchase intention for beauty products among undergraduate students at Universitas Jambi who use TikTok. Content relevance also has a positive and significant relationship with purchase intention. In the SmartPLS model, content relevance has a higher path coefficient (0.513) than influencer endorsement (0.365), indicating a comparatively stronger relationship in this sample.

The SPSS F-test also shows that the two independent variables jointly have a statistically significant effect on purchase intention ($F = 97.994$; $p < 0.001$). The SmartPLS R-square value of 0.703 indicates that the model explains 70.3% of the variance in purchase intention, while the remaining 29.7% is associated with factors outside the model. These findings suggest that marketers should pay attention both to the credibility of influencer endorsements and to the relevance of promotional content on TikTok.

## RECOMMENDATIONS

Beauty product businesses and marketers should consider working with influencers who understand the products and can explain their benefits and usage clearly. Promotional content should be informative, easy to understand, and relevant to the audience's needs and interests. Future research could include respondents from more diverse locations, examine other product categories, and add variables that may help


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explain purchase intention. The conclusions of this study are limited to the respondents and model examined.

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