International Journal of Education, Vocational and Social Science
https://e-journal.citakonsulindo.or.id/index.php/IJEVSS
E-ISSN : 2963 4954
IJEVSS

Influencer Credibility and Attractiveness: Consumer Trust Driving Purchase Intention

Budi Setyanta
Universitas Janabadra Yogyakarta, Indonesia
Eni Andari
Universitas Janabadra Yogyakarta, Indonesia

Corresponding Author: *budi@janabadra.ac.id*

Abstract

Social media influencer marketing has become an important digital marketing strategy; however, existing studies provide inconsistent findings regarding whether influencer characteristics directly influence consumer purchase intention. This study aims to examine the effects of influencer credibility and influencer attractiveness on purchase intention by investigating consumer trust as a mediating mechanism in the Indonesian market context. Using a quantitative approach, this study collected data from 577 respondents aged 18–60 years who actively engage with influencer content on social media. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that influencer credibility does not significantly influence consumer trust or purchase intention, while influencer attractiveness significantly affects consumer trust and purchase intention. Furthermore, consumer trust has a strong positive effect on purchase intention and functions as an important mechanism in explaining consumer responses toward influencer marketing. This study contributes to influencer marketing literature by demonstrating that influencer characteristics do not automatically generate consumer behavior but operate through trust-based psychological processes. The findings provide new insights for brands in developing influencer selection and digital marketing strategies in emerging markets such as Indonesia.

Keywords: influencer credibility; influencer attractiveness; consumer trust; purchase intention; influencer marketing.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

INTRODUCTION

The rapid growth of social media has transformed the way consumers obtain information, evaluate products, and make purchasing decisions. In the digital marketplace, consumers are no longer dependent only on traditional advertising because they increasingly rely on recommendations, reviews, and experiences shared by social media influencers. Influencer marketing has therefore become an important promotional strategy because influencers can combine product information with personal narratives, interaction, and perceived authenticity (Lou & Yuan, 2019; Leung et al., 2022). Unlike conventional endorsers, influencers build continuous relationships with followers, which allows them to act as opinion leaders who shape consumer perceptions and behavioral intentions (Casaló et al., 2020).

In Indonesia, influencer marketing continues to expand along with the increasing use of social media platforms such as Instagram, TikTok, and YouTube. Consumers often perceive influencers as closer and more relatable compared with traditional advertising figures because influencers share personal experiences and daily activities. Previous studies indicate that influencer-generated content can influence consumer attitudes and purchase intentions when followers perceive the information as valuable, credible, and relevant (Lou & Yuan, 2019; Sokolova & Kefi, 2020). However, the growing commercialization of influencer activities has also created more critical consumers who evaluate not only the message but also the intention behind promotional content (Boerman et al., 2017; Evans et al., 2017).

Influencer credibility is one of the most important characteristics discussed in influencer marketing literature. Based on source credibility theory, consumers tend to accept information from sources perceived as knowledgeable, trustworthy, and reliable because credible sources reduce uncertainty during decision-making (Ohanian, 1990). Previous studies demonstrate that influencer credibility contributes to consumer trust and purchase intention because followers are more likely to rely on recommendations from influencers who possess expertise and honesty (Lou & Yuan, 2019; Weismueller et al., 2020). Nevertheless, recent studies indicate that credibility effects may vary depending on platform characteristics, product category, and consumer interpretation of sponsored content (Leung et al., 2022; Vrontis et al., 2024).

Influencer attractiveness is another factor that may influence consumer responses. Attractiveness includes physical appearance, personality, lifestyle, similarity, and the ability to create emotional connections with followers. Source attractiveness theory explains that attractive communicators can generate persuasion because audiences tend to identify with individuals they perceive positively (McGuire, 1985). Research has shown that attractiveness can enhance

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

consumer evaluation of influencers and endorsed products (Djafarova & Rushworth, 2017; Schouten et al., 2020). However, attractiveness may not always create favorable responses. Excessive commercialization and idealized influencer images may generate skepticism when consumers perceive that recommendations are driven primarily by promotional motives rather than genuine experiences (Hudders et al., 2021; Kim & Kim, 2021).

Consumer trust provides an important mechanism explaining how influencer characteristics influence purchase intention. Trust reduces perceived risk and increases consumers' willingness to rely on information provided by others (Morgan & Hunt, 1994). In influencer marketing, trust determines whether consumers perceive recommendations as authentic and persuasive. Previous research confirms that trust plays a central role in connecting influencer characteristics with purchase intention (Garg & Bakshi, 2024; Liu & Zheng, 2024). Studies using structural equation modeling also demonstrate that trust frequently functions as a mediating mechanism between influencer attributes and consumer behavioral outcomes (Foroughi et al., 2026).

Although influencer marketing research has developed rapidly, several gaps remain. First, previous studies have frequently examined the direct relationship between influencer characteristics and purchase intention, while the psychological process explaining how these characteristics influence consumer decisions requires deeper investigation. Second, findings regarding influencer credibility and attractiveness remain inconsistent. Some studies report positive effects, while others suggest that consumers may become skeptical when influencer messages are perceived as commercial or lacking authenticity (Tafesse & Wood, 2021; Belanche et al., 2021).'

Third, research evidence from emerging markets such as Indonesia remains limited compared with developed markets. Indonesia represents an important context because consumers actively engage with influencers while simultaneously becoming more aware of sponsored content. Therefore, understanding whether influencer credibility and attractiveness can effectively build trust and purchase intention requires further empirical investigation. Recent studies in social commerce and TikTok environments also highlight the importance of examining influencer characteristics through consumer trust mechanisms (Prasetyo & Sobari, 2024; Chen et al., 2024).

This study addresses these gaps by examining the influence of influencer credibility and influencer attractiveness on purchase intention through consumer trust as a mediating variable. The novelty of this research lies in challenging the assumption that positive influencer

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

characteristics automatically generate favorable consumer responses. Instead, this study proposes that consumer trust represents a key psychological mechanism determining whether influencer characteristics can be translated into purchase intention. By focusing on Indonesian consumers, this research contributes to influencer marketing literature and provides practical implications for brands in developing more effective influencer strategies.

THE EFFECT OF INFLUENCER CREDIBILITY ON CONSUMER TRUST

Influencer credibility reflects consumers' perceptions of an influencer's expertise, reliability, honesty, and ability to provide valuable product information. Based on source credibility theory, credible sources are more likely to be trusted because they reduce uncertainty and increase confidence in received information (Ohanian, 1990). In influencer marketing, credibility becomes an important factor because consumers evaluate whether recommendations are authentic and reliable before forming trust.

Previous studies show that influencer credibility contributes to consumer trust. Lou and Yuan (2019) found that credible influencers strengthen trust toward branded content, while Weismueller et al. (2020) demonstrated that source credibility affects consumer responses to influencer endorsements. Leung et al. (2022) further emphasized that credibility, authenticity, and relational value are key mechanisms explaining influencer marketing effectiveness. Supporting this view, Sokolova and Kefi (2020), Casaló et al. (2020), and Schouten et al. (2020) highlighted that credibility and perceived connection with influencers influence consumers' evaluations and behavioral responses. A meta-analytic review by Vrontis et al. (2024) also confirmed that influencer characteristics, including credibility, are important determinants of consumer reactions. Therefore, this study proposes:

H1: Influencer credibility has a positive effect on consumer trust.

THE EFFECT OF INFLUENCER ATTRACTIVENESS ON CONSUMER TRUST

Influencer attractiveness refers to the extent to which consumers perceive influencers as appealing, relatable, familiar, and capable of creating emotional connections. Based on source attractiveness theory, attractive communicators tend to generate stronger persuasion effects because audiences are more likely to identify with and trust individuals they perceive positively (McGuire, 1985). In influencer marketing, attractiveness includes not only physical appeal but also personality, lifestyle similarity, authenticity, and relational connection with followers.

Previous studies indicate that influencer attractiveness contributes to consumer trust

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

formation. Lou and Yuan (2019) and Weismueller et al. (2020) found that influencer characteristics, including attractiveness, influence consumer evaluations and responses toward branded content. Schouten et al. (2020) and Casaló et al. (2020) further showed that identification and perceived opinion leadership strengthen consumer connections with influencers. Moreover, Sokolova and Kefi (2020), Ki and Kim (2019), and Tafesse and Wood (2021) emphasized that emotional connection, imitation desire, and follower engagement enhance the persuasive effect of influencers. Vrontis et al. (2024) confirmed that influencer attractiveness remains an important determinant of consumer responses.

However, attractiveness may not always create trust because consumers increasingly evaluate influencer authenticity and commercial motives (Hudders et al., 2021). Therefore, this study proposes:

H2: Influencer attractiveness has a positive effect on consumer trust

THE EFFECT OF CONSUMER TRUST ON PURCHASE INTENTION

Consumer trust plays an essential role in online purchasing decisions because digital transactions involve uncertainty regarding product quality, information reliability, and potential risks. Trust reduces perceived risk and encourages consumers to rely on information sources before making purchase decisions (Morgan & Hunt, 1994). In influencer marketing contexts, trust becomes particularly important because consumers must evaluate whether influencer recommendations represent genuine experiences or persuasive commercial messages.

Previous studies consistently show that trust influences purchase intention. Lou and Yuan (2019) demonstrated that consumer trust toward influencer-generated branded content positively affects purchase intention because trusted influencers are perceived as more reliable sources of product information. Leung et al. (2022) emphasized that trust represents a central mechanism connecting influencer activities with consumer behavioral responses. Similarly, Sokolova and Kefi (2020) found that trust developed through influencer credibility and parasocial relationships increases consumers' willingness to follow recommendations. Garg and Bakshi (2024) further confirmed that trust plays an important role in explaining purchase intention in influencer marketing environments.

Recent research also indicates that trust reduces consumer uncertainty and strengthens confidence in online recommendations. Liu and Zheng (2024) highlighted that influencer-generated trust contributes to stronger consumer responses toward endorsed products, while Foroughi et al. (2026) showed that trust is an important determinant of followers' purchase

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

intentions toward influencer-endorsed brands. Therefore, consumer trust represents a key factor that transforms influencer communication into actual purchase motivation. Based on these arguments, this study proposes:

H3: Consumer trust has a positive effect on purchase intention.

THE MEDIATING ROLE OF CONSUMER TRUST BETWEEN INFLUENCER CREDIBILITY AND PURCHASE INTENTION

Although influencer credibility has been widely examined as a determinant of purchase intention, consumers do not always directly translate credibility perceptions into purchasing decisions. Instead, credibility may influence purchase intention through psychological mechanisms, particularly consumer trust. A credible influencer can reduce uncertainty and increase confidence, but these perceptions need to develop into trust before influencing purchasing behavior.

Previous studies suggest that influencer credibility affects behavioral outcomes through trust formation rather than direct influence alone (Lou & Yuan, 2019; Leung et al., 2022). Sokolova and Kefi (2020) found that credibility combined with parasocial relationships strengthens trust and encourages consumers to follow influencer recommendations. Garg and Bakshi (2024) further confirmed that trust acts as an important mechanism connecting influencer attributes with purchase intention. Liu and Zheng (2024) also highlighted that influencer credibility contributes to consumer responses through perceived trust and persuasive processes. In addition, Foroughi et al. (2026) demonstrated that trust plays a significant role in explaining followers' purchase intentions toward influencer-endorsed brands.

Therefore, this study proposes that consumer trust functions as a mediating mechanism that explains how influencer credibility is transformed into purchase intention.

H4: Consumer trust mediates the relationship between influencer credibility and purchase intention.

THE MEDIATING ROLE OF CONSUMER TRUST BETWEEN INFLUENCER ATTRACTIVENESS AND PURCHASE INTENTION

Influencer attractiveness may capture consumer attention and create positive impressions, but attractiveness alone may not be sufficient to generate purchase behavior. Consumers need to develop trust before positive perceptions toward influencers are converted into purchase intentions. In digital environments, attractiveness becomes more meaningful when

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

it is supported by authenticity, relatability, and emotional connections with followers.

Previous studies indicate that attractive influencers can establish emotional connections and strengthen consumer responses through trust-related mechanisms. Vrontis et al. (2024) confirmed that influencer characteristics, including attractiveness, influence consumer behavioral responses. Lou and Yuan (2019) also highlighted that influencer characteristics affect consumer trust toward branded content, which subsequently influences purchase intention. Sokolova and Kefi (2020) found that attractiveness combined with parasocial relationships enhances consumers' reliance on influencer recommendations. Schouten et al. (2020) further demonstrated that identification with influencers strengthens persuasive effects, while Ki and Kim (2019) explained that consumers' desire to imitate influencers contributes to stronger behavioral responses.

Therefore, consumer trust may explain how influencer attractiveness influences purchase intention. Trust functions as a psychological mechanism that transforms positive perceptions of influencers into stronger purchasing motivation. Based on these arguments, this study proposes: H5: Consumer trust mediates the relationship between influencer attractiveness and purchase intention.

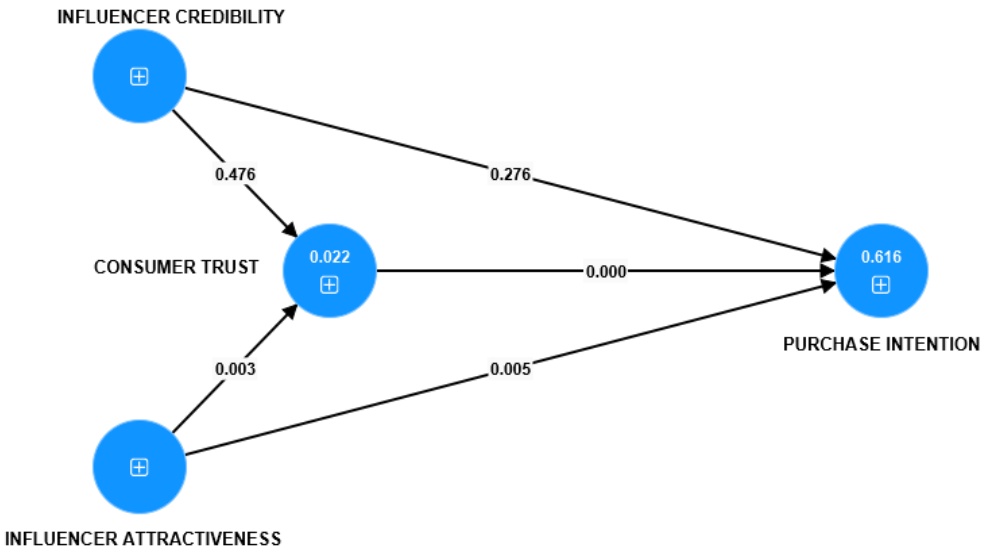


Figure Research Framework

RESEARCH METHOD

This study employs a quantitative approach using a survey method to examine the

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

relationships between influencer credibility, influencer attractiveness, consumer trust, and purchase intention in the Indonesian digital marketing context. A quantitative design is appropriate because this research aims to test the structural relationships among latent variables and evaluate the mediating role of consumer trust (Hair et al., 2022). The research model is analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) because the method is suitable for predictive research models involving multiple constructs and mediation analysis (Hair et al., 2022).

The research setting is Indonesia, where social media platforms such as TikTok, Instagram, and YouTube have become important channels for influencer marketing activities. The population of this study consists of social media users in Indonesia who have been exposed to influencer-generated promotional content. Respondents are selected using purposive sampling with the following criteria: Indonesian citizens, male and female respondents aged 18–60 years, active social media users, followers of at least one influencer, and individuals who have seen product recommendations or promotional content from influencers.

Data are collected through an online questionnaire using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire measures four latent constructs. Influencer credibility is measured based on consumers' perceptions of influencer expertise, trustworthiness, and reliability, adapted from Ohanian (1990) and Lou and Yuan (2019). Influencer attractiveness refers to the perceived appeal, similarity, and personal connection between influencers and followers, based on the source attractiveness perspective (McGuire, 1985). Consumer trust represents consumers' confidence in the reliability and authenticity of influencer recommendations, while purchase intention reflects consumers' willingness to buy products promoted by influencers (Lou & Yuan, 2019).

The minimum sample size follows the recommendation for PLS-SEM analysis, where sample adequacy depends on model complexity and the number of indicators used to measure each construct (Hair et al., 2022). This study targets a minimum of 250 respondents to obtain stable parameter estimation and sufficient statistical power for testing direct and indirect relationships.

Data analysis is conducted using SmartPLS. The analysis consists of two stages: evaluation of the measurement model (outer model) and the structural model (inner model). The outer model assessment examines indicator reliability, internal consistency reliability, convergent validity, and discriminant validity through factor loadings, Cronbach's alpha, composite reliability, Average Variance Extracted (AVE), and Heterotrait-Monotrait Ratio (HTMT) (Hair et al., 2022). The

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

inner model assessment evaluates the hypothesized relationships by examining path coefficients, coefficient of determination (R^2), effect size (f^2) (Hair et al., 2022).

RESULT AND DISCUSSION

Inner Model Assessment

The inner model assessment was conducted by examining the coefficient of determination (R^2) and effect size (f^2) to evaluate the explanatory power and contribution of each construct in the research model (Hair et al., 2022). The R^2 value indicates the extent to which exogenous variables explain the variance of endogenous constructs.

The results show that Consumer Trust has an R^2 value of 0.022 (adjusted R^2 = 0.019), indicating that influencer attractiveness and influencer credibility explain 2.2% of the variance in consumer trust. Meanwhile, Purchase Intention obtains an R^2 value of 0.616 (adjusted R^2 = 0.614), meaning that 61.6% of the variation in purchase intention can be explained by consumer trust, influencer attractiveness, and influencer credibility. This finding indicates that the model provides stronger explanatory power in predicting purchase intention compared to consumer trust.

The effect size (f^2) analysis was used to identify the contribution of each predictor variable to the endogenous constructs. The results show that Consumer Trust has a strong contribution to Purchase Intention with an f^2 value of 1.493. In contrast, Influencer Attractiveness and Influencer Credibility provide relatively small contributions to Consumer Trust, with f^2 values of 0.022 and 0.001, respectively. These findings indicate that consumer trust represents the most important factor in explaining purchase intention, while influencer characteristics have limited explanatory contribution in building consumer trust.

Respondent Demographic Characteristics

This study involved 577 respondents from Indonesia who have experience with social media and exposure to influencer marketing content. Based on gender, the respondents consisted of 289 males (50.1%) and 288 females (49.9%). The nearly balanced distribution indicates that influencer marketing is relevant for both male and female consumers, allowing this study to capture diverse perceptions regarding influencer credibility, attractiveness, trust, and purchase intention.

Based on age classification, respondents were grouped into Generation X, Generation Y (Millennials), and Generation Z. The majority of respondents were Generation Z with 302 respondents (52.3%), followed by Generation Y with 211 respondents (36.6%), and Generation X

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

with 64 respondents (11.1%). The dominance of Generation Z reflects their strong engagement with social media platforms and digital consumption activities, while the participation of Generation X and Y shows that influencer marketing has also reached consumers across different age groups.

Regarding occupation, respondents were categorized into students, private-sector employees, government employees, and homemakers. Students represented the largest group with 248 respondents (43.0%), followed by private-sector employees with 186 respondents (32.2%), government employees with 78 respondents (13.5%), and homemakers with 65 respondents (11.3%). This composition indicates that influencer marketing is not only relevant among younger digital users but also influences consumers with different professional backgrounds.

Measurement Model Assessment

The measurement model assessment was conducted to evaluate indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. In PLS-SEM, the quality of measurement constructs must be confirmed before structural relationship testing is performed (Hair et al., 2022).

Table 1. reliability and validity test

Construct	Cronbach's Alpha	Composite Reliability	AVE	Decision
Consumer Trust	0.832	0.922	0.856	Reliable and valid
Influencer Attractiveness	0.707	0.816	0.599	Reliable and valid
Influencer Credibility	0.823	0.880	0.788	Reliable and valid
Purchase Intention	0.905	0.933	0.778	Reliable and valid

Source: own statistics test result

The results indicate that all constructs satisfy reliability and convergent validity requirements because composite reliability values exceed 0.70 and AVE values exceed 0.50 (Hair et al., 2022).

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

Structural Model Assessment and Hypothesis Testing

Table 2. results of structural model and hypothesis testing

Hypothesis	Path	Coefficient	P Value	Decision
H1	Influencer Credibility → Consumer Trust	0.037	0.476	Not Supported
H2	Influencer Attractiveness → Consumer Trust	-0.148	0.003	Supported
H3	Consumer Trust → Purchase Intention	0.766	0.000	Supported
H4	Influencer Credibility → Purchase Intention	0.045	0.276	Not Supported
H5	Influencer Attractiveness → Purchase Intention	-0.084	0.005	Supported

Source: own statistics test result

The structural model was evaluated using path coefficients, t-statistics, and p-values obtained from bootstrapping procedures in SmartPLS. The significance level was assessed based on a p-value threshold of 0.05 (Hair et al., 2022).

Influencer Credibility and Consumer Trust

The findings indicate that influencer credibility has a positive but insignificant effect on consumer trust (β = 0.037; p = 0.476). Therefore, H1 is not supported. This result indicates that perceived expertise, reliability, and credibility of influencers do not automatically generate trust among Indonesian consumers.

This finding provides an important theoretical contribution because it differs from the general assumption of source credibility theory. Ohanian (1990) explains that credible sources tend to increase message acceptance because consumers perceive information from reliable sources as more valuable. Previous influencer marketing studies also found that credibility contributes positively to consumer trust because consumers often depend on influencers when evaluating products in digital environments (Lou & Yuan, 2019).

However, the insignificant relationship found in this study suggests that the current

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

influencer marketing environment has become more complex. Consumers are increasingly exposed to sponsored content and may recognize commercial motives behind influencer endorsements. Advertising literacy allows consumers to critically evaluate promotional messages rather than accepting recommendations based only on influencer expertise (Boerman et al., 2017).

Therefore, an influencer may be perceived as knowledgeable but not necessarily trusted as an authentic product advocate. This finding supports the argument that credibility alone may not be sufficient to establish trust without additional factors such as authenticity, perceived similarity, and personal experience with the product (Leung et al., 2022).

.

Influencer Attractiveness and Consumer Trust

The findings show that influencer attractiveness has a significant negative effect on consumer trust (β = -0.148; p = 0.003). Although attractiveness was initially expected to strengthen trust, the empirical evidence indicates the opposite direction.

This finding extends the source attractiveness perspective. McGuire (1985) suggests that attractive communicators can increase persuasion because audiences tend to identify with appealing individuals. Previous studies have also reported that attractive influencers can increase consumer engagement and favorable evaluations (Lou & Yuan, 2019; Vrontis et al., 2024).

Nevertheless, attractiveness in highly commercialized social media environments may produce different consumer interpretations. Extremely polished appearances and lifestyle presentations may create perceptions that influencers are professional advertisers rather than authentic product users. As a result, consumers may admire influencers but remain skeptical about their recommendations.

Consumer Trust and Purchase Intention

Consumer trust demonstrates the strongest effect on purchase intention (β = 0.766; p = 0.000). This result confirms that trust is a fundamental mechanism in digital purchasing decisions.

Trust reduces uncertainty and perceived risk, allowing consumers to rely on information sources when making purchase decisions (Morgan & Hunt, 1994). In influencer marketing, trust enables consumers to interpret recommendations as useful information rather than merely promotional content (Lou & Yuan, 2019).

The high effect of consumer trust indicates that Indonesian consumers may not purchase products simply because they recognize or follow influencers. Instead, they require confidence that

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

influencer recommendations are reliable and authentic.

Influencer Credibility and Purchase Intention

Influencer credibility does not significantly affect purchase intention (β = 0.045; p = 0.276), while influencer attractiveness negatively affects purchase intention (β = -0.084; p = 0.005). These findings indicate that influencer characteristics do not directly determine purchasing behavior.

Consumers may require trust as an intermediate mechanism before translating influencer perceptions into purchase decisions. This finding strengthens the argument that influencer marketing effectiveness depends not only on influencer attributes but also on psychological processes developed between consumers, influencers, and brands (Leung et al., 2022).

The R-square value for Consumer Trust is 0.022, while Purchase Intention obtains an R-square value of 0.616. This indicates that the proposed model explains 61.6% of the variance in purchase intention, showing that trust represents an important determinant of consumer behavior.

Influencer Attractiveness and Purchase Intention

The results show that influencer attractiveness has a significant negative effect on purchase intention (β = -0.084; t = 2.785; p = 0.005). This finding indicates that attractiveness does not always encourage consumers to purchase products promoted by influencers. Although source attractiveness theory suggests that attractive communicators can increase persuasion through identification and positive evaluation (McGuire, 1985), the current finding provides a different perspective within the influencer marketing context.

A possible explanation is that highly attractive influencers may be perceived as commercial figures rather than authentic product users. Consumers who are increasingly familiar with sponsored content may become more critical of promotional messages and question the underlying motives behind influencer recommendations (Boerman et al., 2017). Therefore, attractiveness may successfully capture attention but does not necessarily create purchase motivation.

This finding suggests that Indonesian consumers may prioritize deeper relational factors, such as trust and authenticity, rather than relying solely on influencer appearance or personal appeal. Previous research emphasizes that influencer effectiveness depends not only on attractiveness but also on perceived authenticity and the quality of relationships developed with followers (Leung et al., 2022). Thus, this study demonstrates that attractiveness alone is

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

insufficient to drive purchase intention without stronger psychological mechanisms, particularly consumer trust

CONCLUSION AND FUTURE RESEARCH RECOMMENDATIONS

This study concludes that consumer trust plays a central role in explaining purchase intention within the context of influencer marketing in Indonesia. The findings show that consumer trust has a strong positive effect on purchase intention, while influencer credibility does not significantly influence trust or purchase intention directly. Interestingly, influencer attractiveness has a significant negative effect on consumer trust and purchase intention, indicating that attractive influencers do not always generate stronger consumer responses. These results suggest that consumers increasingly evaluate the authenticity and reliability of influencer recommendations rather than relying solely on visible influencer characteristics.

Future research is recommended to expand the model by incorporating other factors that may strengthen trust formation, such as perceived authenticity, influencer-product congruence, parasocial relationship, or advertising disclosure awareness. Further studies may also examine different product categories, social media platforms, or consumer segments to identify whether the influence of influencer characteristics varies across contexts. Comparative research between generations or regions in Indonesia may provide deeper insights into how consumers interpret influencer marketing messages in the evolving digital marketplace.

REFERENCES

Belanche, D., Cenjor, I., & Pérez-Rueda, A. (2021). Instagram stories versus Facebook wall: An advertising effectiveness analysis. Internet Research, 31(1), 66–84. DOI: 10.1108/INTR-08-2019-0346

Boerman, S. C., Willemsen, L. M., & Van Der Aa, E. P. (2017). This post is sponsored: Effects of sponsorship disclosure on persuasion knowledge and electronic word of mouth in the context of Facebook. Journal of Interactive Marketing, 38, 82–92. DOI: 10.1016/j.intmar.2016.12.002

Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. Journal of Business Research, 117, 510–519. DOI: 10.1016/j.jbusres.2018.07.005

Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing Instagram influencer advertising: The effects of disclosure language on advertising recognition, attitudes, and behavioral intent.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

Journal of Interactive Advertising, 17(2), 138–149. DOI: 10.1080/15252019.2017.1366885

Garg, M., & Bakshi, A. (2024). Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing. Humanities and Social Sciences Communications, 11, Article 235. DOI: 10.1057/s41599-024-02760-9

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2022). Partial least squares structural equation modeling (PLS-SEM) using R. Springer. DOI: 10.1007/978-3-030-80519-7

Hudders, L., De Jans, S., & De Veirman, M. (2021). The commercialization of social media influencers: A literature review and research agenda. Journal of Advertising, 50(3), 327–335.

Kim, D. Y., & Kim, H. Y. (2021). Influencer advertising on social media: The multiple inference model on influencer-product congruence and sponsorship disclosure. Journal of Business Research, 130, 405–415. DOI: 10.1016/j.jbusres.2020.02.020

Leung, F. F., Gu, F. F., & Palmatier, R. W. (2022). Online influencer marketing. Journal of the Academy of Marketing Science, 50, 226–251. DOI: 10.1007/s11747-022-00829-4

Liu, X., & Zheng, X. (2024). The persuasive power of social media influencers in brand credibility and purchase intention. Humanities and Social Sciences Communications, 11. DOI: 10.1057/s41599-023-02512-1

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. Journal of Interactive Advertising, 19(1), 58–73. DOI: 10.1080/15252019.2018.1533501

McGuire, W. J. (1985). Attitudes and attitude change. In G. Lindzey & E. Aronson (Eds.), The handbook of social psychology (3rd ed.). Random House.

Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. Journal of Marketing, 58(3), 20–38. DOI: 10.1177/002224299405800302

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. Journal of Advertising, 19(3), 39–52. DOI: 10.1080/00913367.1990.10673191

Prasetyo, S. D. K., & Sobari, N. (2024). Checkout or scroll down? Investigating TikTok influencer credibility effects on followers' purchase intentions. Jurnal Manajemen Teori dan Terapan, 17(3), 454–471.

Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. influencer endorsements in

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

advertising: The role of identification, credibility, and product-endorser fit. International Journal of Advertising, 39(2), 258–281. DOI: 10.1080/02650487.2019.1634898

Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. Journal of Retailing and Consumer Services, 53, Article 101742. DOI: 10.1016/j.jretconser.2019.01.011

Tafesse, W., & Wood, B. P. (2021). Followers' engagement with Instagram influencers: The role of influencers' content and engagement strategy. Journal of Retailing and Consumer Services, 58, Article 102303. DOI: 10.1016/j.jretconser.2020.102303

Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. International Journal of Consumer Studies, 45(4), 617–644. DOI: 10.1111/ijcs.12647

Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. Australasian Marketing Journal, 28(4), 160–170. DOI: 10.1016/j.ausmj.2020.03.002

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License