

The Role Of Influencer Credibility And Content Authenticity On Consumer Purchase Intention For Skintific Product

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Abstract: *In the digital era, social media has become a key platform influencing consumer purchase decisions, particularly through influencer marketing. However, the effectiveness of influencer credibility and content authenticity in shaping purchase intention remains a critical issue. This study aims to evaluate the role of influencer credibility and content authenticity on consumer purchase intention for Skintific products in the Cirebon area. The research employs a quantitative approach using Structural Equation Modeling (SEM). Data were collected through an online survey using a Likert scale, involving 240 respondents selected through purposive sampling. The findings indicate that both influencer credibility and content authenticity significantly influence purchase intention, with content authenticity showing a stronger effect. Additionally, the interaction between these variables significantly contributes to shaping consumer purchase behavior. This study provides insights into digital marketing strategies by emphasizing the importance of influencer trustworthiness and authentic content in influencing consumer decisions.*

INTRODUCTION

In today's technological era, social media is primarily used as a means to gather information, share personal stories, and make purchasing decisions (J. Wang et al., 2025). As it has evolved into a simple means of communication, this platform facilitates interaction between brands and a wider audience, often in collaboration with influencers. The influence of influencers on consumer purchasing decisions is increasing, as consumers are more likely to buy products recommended by them (Y. Wang et al., 2025). However, the ability of influencers to influence purchasing decisions does not only depend on how famous they are, but also on two important aspects, specifically the trustworthiness of influencers and the genuineness of the content they provide.

The authenticity of the content and the level of trust in influencers are key factors that attract consumers and encourage them to buy Skintific products. Data from the Kompas Market Insight Dashboard shows that this brand's skincare products were the most popular in Indonesia in the first quarter of 2024, exceeding a total amount of 70 billion rupiah. One of the secrets to its

success is how social media influences product perception, with consumers increasingly paying attention to the authenticity of influencers' statements promoting the product. The greater the trust in an influencer, the more effective the advertisement, which ultimately increases consumer trust and desire to buy (Chetioui et al., 2020; Lili et al., 2022). Additional research indicates that influencers may establish strong emotional connections with the businesses they endorse (Hossain et al., 2025). In fact, trust in influencers has been shown to have a greater impact on driving purchases than other factors such as entertainment or personal appeal (Ao et al., 2023). Moreover, the veracity of the content is crucial for enhancing customer confidence and eliciting favorable product assessments (Ünalmiş et al., 2024). Credible information from various sources is more successful in attracting the audience's interest while increasing their trust (Rahman et al., 2025). However, other studies show that even less authentic influencers can still influence consumer decisions if they can inspire people through their messages (Andonopoulos et al., 2023).

This study aims to directly explore, through an empirical approach, how consumer trust in influencers and the authenticity of their content can influence their purchasing decisions regarding the Skintific brand, particularly in the city of Cirebon. We hope these findings can assist companies and marketers in selecting the right influencers for their campaigns, while also adding to the limited literature on how trust in influencers functions in the current local digital environment (Rizomyliotis et al., 2024).

The importance of this research stems from our simultaneous evaluation of the relationship between trust in influencers and the authenticity of content within the context of social networking sites and the skincare industry in Indonesia is a significant area of study, particularly in the city of Cirebon. We also aim to explore the influential person's parasocial connection with their audience. While previous studies have largely focused on developed countries or major urban centers (Ao et al., 2023; Garg & Bakshi, 2024), few have actually examined this phenomenon in smaller local contexts. It has been found that trust in influencers, particularly related to their attractiveness and reliability, can significantly impact customer purchasing intentions (Hani et al., 2024). In addition, prior research have shown strong correlation between consumer engagement and willingness to buy and trustworthiness, entertainment value, and content relevancy (Ao et al., 2023).

Prior research has predominantly established a connection between the influence of trust in influencers and consumer purchasing decisions, but few have truly considered content authenticity as the most important factor in consumer choice (Garg & Bakshi, 2024; Nazer Mohamed & Gadiman, 2024; Nugroho et al., 2022). Similarly, although the value of authenticity in enhancing trust is widely recognized, studies that directly link it to trust in influencers are still rare (Shoenberger & Kim, 2023; Ünalmiş et al., 2024). Acknowledging the lack of literature on this topic, our study combines two important factors, namely the influence of influencer credibility and content authenticity, which allows us to investigate how these factors affect the purchase intention of Skintific products in Cirebon City. We aim to expand the boundaries of digital marketing by offering a new perspective on a more honest and relevant marketing approach within the skincare sector. The primary objective of this study is to examine the impact of influencer trustworthiness and content authenticity on customer's purchasing intentions about Skintific goods in Cirebon City. Furthermore, we emphasize its theoretical and practical importance in advancing the comprehension of digital marketing concepts at a local level.

LITERATURE REVIEW

Influencer Credibility

Influencer credibility refers to the degree of customer confidence in an influencer who is seen as honest, competent, and charismatic in the promotion pertaining to service or good. The credibility hypothesis of sources advocated by Hovland, Janis, and Kelley (1953) in (Elbanna et al., 2023) Trustworthiness, competency, and charisma are three pillars upon which influencer credibility rests. Research findings indicate that the more credible an influencer is in these three aspects, the greater their influence on consumers (Sesar et al., 2022).

Consumers are usually more influenced by influencers on social media because they believe that influencers are more personal. Recommendations from influencers have a more significant effect in shaping consumer's final purchasing decisions (Añaña & Barbosa, 2023). Additionally, trust in influencers can reduce the risks perceived by consumers and increase their trust in the promoted goods, all of these lead to stronger buying intentions (Nazer Mohamed & Gadiman, 2024). However, the benefits of this credibility depend on the culture and type of social media platform used. The influence of influencers may be more significant on certain platforms or cultures than others (Weismueller et al., 2020).

Content Authenticity

Content authenticity is the level of consumer trust in content as something that is genuine, legitimate, and appropriate. Content authenticity is considered very important when influencers convey messages that are in line with their personal beliefs, while also trying to make a profit (Audrezet et al., 2020). Content that is considered authentic, either because it is not exaggerated or because of its sincerity, can increase consumer interest in purchasing products. Content authenticity is more important than influencer authenticity, so advertising needs to focus on the quality and authenticity of the message (Utami & Praswati, 2024). Influencers who share content that reflects their personality and values are considered more authentic (Shoenberger & Kim, 2023).

The authenticity of content enhances consumer trust in the brand being advertised. Audiences perceive recommendations from influencers as more genuine, which subsequently affects their purchasing choices (Kapitan et al., 2022). However, some studies show that less authentic influencers can still influence product purchases, especially products that involve emotional appeal (Andonopoulos et al., 2023).

Purchase Intention

This variable drives from Ajzen's (1991) Theory of Planned Behavior, according to which belief about one's own behavioral control, subjective standards, and attitude all play a role in shaping one's intention to buy (Zhang et al., 2025). The desire pertaining to a customer to purchase a certain service or product down the road is known as purchase intention, and it is impacted by several variables, comprising social media and influencers, as well as beliefs, attitudes, and wants. In general, purchase intention is considered a pre-decision phase, which shows how consumers plan to buy an item (Nabil Almunawar et al., 2021). The inclination to purchase is often affected by external elements, including endorsements from influencers and product evaluations disseminated on social media. Individuals have a greater propensity to acquire a product when they have confidence in the advice and the product satisfies their particular requirements.

In digital marketing, interactions between consumers and brands through influencer content, reviews, and recommendations have a considerable influence on the formation of purchasing intent. Engaging and credible content can increase brand popularity and encourage

consumers to make purchasing decisions (C. Wang et al., 2023). Confidence in influencers is considered crucial for perceptions of authenticity and credibility, both of which influence purchase intent. Research indicates that the credibility and authenticity pertaining to social media material strongly influences customer perceptions and purchase choice (Fahmida Akand, 2024).

The Correlation Between Influencer Credibility and Purchase Intentions

The influencers' are very important in determining consumer purchasing decisions. Research suggests that people are greater predisposed to purchase things endorsed by influencers they see as credible. Credible influencers reduce consumer doubts about new products (Mittal, 2025). If an influencer is considered credible, consumers believe that the products they promote are appropriate and better.

Trust in influencers also strengthens the relationship between the audience and the influencer. Trusted influencers can build more personal and deeper relationships with their followers, all of which contribute to purchases. The dimensions and indicators include trust (honesty and integrity), expertise (knowledge and experience), and attractiveness (physical appearance and good looks) (Sesar et al., 2022). These metrics help increase the credibility and effectiveness of influencers in influencing purchasing decisions.

Numerous studies demonstrate that since influencers and their audience engage in more intensive contact on social media platforms, the influence of an individual's reputation within the realm of social media marketing about purchasing decisions is greater there. More frequent and personal interactions on social media increase closeness, which in turn increases consumer trust in influencers and their products. As a result, influencer credibility not only affects consumer perceptions of products, moreover, it fortifies relationship among influencers, customer, and companies (Nazer Mohamed & Gadiman, 2024).

Influencer credibility can also influence consumer decisions by making them feel less risk or uncertainty. When consumers believe that an influencer has the ability and integrity to recommend a product, they are more inclined to trust and acquire it. This shows that influencer credibility not only influences purchases but also the popularity of the advertised brand (Mittal, 2025).

H1: Influencer credibility has a favourable and substantial influence on customers' purchase intentions for Skintific products.

The Correlation Between Content Authenticity and Purchase Intention

The authenticity of content has a direct relationship with consumer purchasing decisions. Authentic content may enhance the connection between customers and the companies endorsed by influencers. When audiences believe that they are honest and relevant, they are more inclined to accept suggestions and contemplate the promoted items (Kapitan et al., 2022). Research result reveal clients are more predisposed to trust endorsements from influencers that they perceive as authentic, which can increase their desire to purchase the recommended products. This is because authenticity builds a stronger sense of trust, which becomes a guarantee of the quality and value of the promoted product (Shoenberger & Kim, 2023). Authentic content also encourages emotional associations between influencers and audiences, which can increase participation in marketing campaigns and consumer purchases (Kapitan et al., 2022).

The dimensions and indicators of content authenticity include: accuracy (consistency with reality), connectedness (connection to values or communities), integrity (consistency between claims), legitimacy (recognition by authorities), originality (uniqueness and novelty of content), and proficiency (content quality and content creation expertise) (Nunes et al., 2021). All these

factors contribute to the level of content authenticity perceived by the audience.

The degree of content authenticity significantly affects buy intent, albeit its effect may differ based on the particular context of the marketed product. For example, hedonistic products that prioritize emotional experiences can still be influenced by less authentic influencers, as long as they are able to build strong emotional bonds with the audience (Andonopoulos et al., 2023). However, for products such as Skintific that focus on quality and trust, content authenticity has a greater impact on purchase intent.

In other words, content authenticity is crucial in increasing consumer purchasing power, especially when the content is considered relevant, authentic, and aligned with the values of the individuals and influential people (Nunes et al., 2021). This study shows that a strong market orientation allows business owners to consume information about the market that is important for successful product development (Fatimah et al., 2024).

H2: Content authenticity has a favourable and substantial influence on customers' purchase intentions for Skintific products.

The Correlation Between Influencer Credibility and Content Authenticity on Purchase Intention

Influencer credibility and content authenticity significantly influence customer purchase intentions, particularly on online social networks. Influencer credibility comprises many facets, including honesty, knowledge, and charisma, which influence how people perceive information. More reputable influencers have a stronger impact on consumer purchase choices (Mittal, 2025). Influencers who are highly trusted by consumers can build emotional bonds with brands, thereby increasing purchase intention.

Authenticity, in another context, describes how audiences respond to messages as honest, relevant, and in line with their own values. Authentic content increases consumer confidence in themselves while influencing purchasing decisions. According to (Kapitan et al., 2022), authentic influencers are more trusted and tend to increase consumer demand, especially for products that suit consumer needs.

The dimensions and indicators of purchase intention include seeking product information (intention and need), gathering more information about the product (comparison of similar products and interest in the product), becoming interested in the product (product selection and brand choice), exploring product specifications (exploring product details and searching for product price information), wishing to purchase the goods (desiring the good and trying the good) (Salikin et al., 2023).

Previous study indicates that influencer reputation and content authenticity significantly impact consumer purchasing decisions. A high level of influencer credibility can reinforce the positive effects of authentic content, while content quality can reduce anxiety and increase consumers' willingness to purchase advertised products (Fahmida Akand, 2024). Therefore, the integration of credibility of influencer and content authenticity is essential in influencing customer purchasing behaviour regarding social media.

The affective bond between customers and brands is strengthened by their trust in influencers and content, which increases their willingness to make purchases. With regard to Skintific products, high-quality influencers and authentic content are essential for building trust and creating more reliable purchasing habits among consumers.

H3: Influencer credibility and content authenticity have a favourable and substantial influence on

customers' purchase intentions for Skintific products.

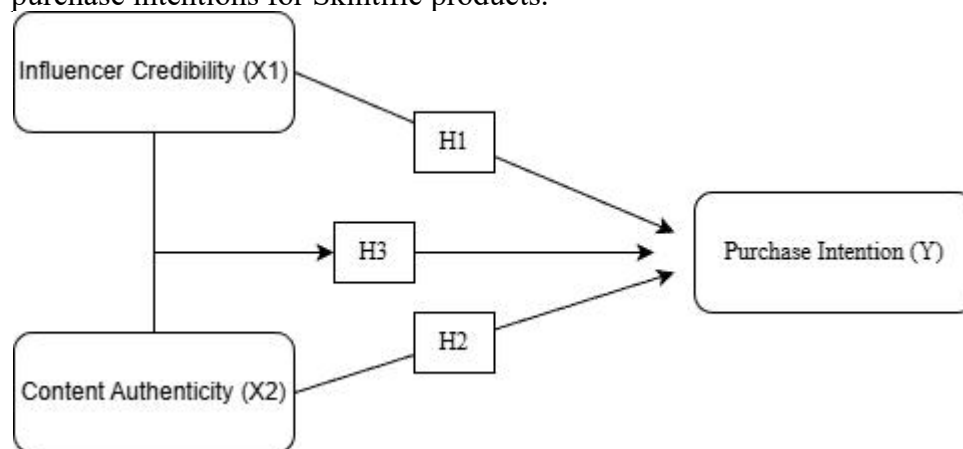


Figure 1. Conceptual framework

RESEARCH METHODS

This study utilizes a quantitative methodology to evaluate the impact of influencer credibility and content authenticity on customers' purchasing intentions for Skintific goods in the Cirebon region. This procedure was used to evaluate the hypothesis through statistical analysis and to explore the relationship between variables (Kapoor et al., 2022). Data were gathered using an online survey using the Google Form platform, which used a scale designed to measure the extent to which consumers view trust in influencers, content authenticity, and intent to purchase Skintific products.

The research sample consisted of customers who wanted to purchase Skintific products in the Cirebon region. The sample size was calculated using a 10-fold limit (Hair, 2021) with 24 indicators, meaning that 240 respondents were needed (Sarstedt et al., 2022). Sample selection used purposive sampling, which involved selecting individuals who met the research criteria (Dennis Cook & Forzani, 2024).

The statistical analysis of data is conducted through Structural Equation Modeling (SEM) to elucidate the relationships between variables, employing Partial Least Squares (PLS) with the SmartPLS4 application. This approach proves beneficial for research involving limited sample sizes (Verma & Verma, 2023). The assessment of the survey's reliability and validity was conducted through the application of composite reliability, Cronbach's alpha, Average Variance Extracted (AVE), and factor loadings. In order to ensure the accuracy and reliability of the results, each object met the validity criteria (outer loading > 0.7, AVE > 0.5) and was validated (Cronbach's Alpha > 0.7; composite reliability > 0.8) (Li & Peng, 2021; N. et al., 2024).

RESULT AND DISCUSSION

The present investigation engaged a cohort of 240 participants located in Cirebon City, all of whom expressed an intention to acquire Skintific products. The sample comprised 183 women, representing 76% of the total, and 57 men, accounting for 24%. A significant proportion of the participants expressed interest in Skintific products, with females constituting the majority of the respondents. This respondent profile offers a comprehensive examination of the demographic characteristics of the target market, which can be utilized to assess the impact of influencer credibility and content authenticity on the purchasing intentions for these products.

This Section and discussion primarily aim to enhance the validity of the measuring model used in the research. Consequently, an external evaluation of the model was performed using validity and reliability assessments. The analytical techniques used consist of Composite reliability, Cronbach's alpha, average variance extracted (AVE), and outer loading. Each technique aims to evaluate the degree to which the indicators align with desired construct and to confirm that each variable in the research model is coherent with the other variables.

Table 1. Measurement Model Test

Variable	Indicator	Outer Loading	Composite Reliability	Cronbach's Alpha	AVE
Influencer Credibility	X1.1	0.749	0.896	0.868	0.520
	X1.2	0.764			
	X1.3	0.718			
	X1.4	0.714			
	X1.5	0.710			
	X1.6	0.718			
Content Authenticity	X2.1	0.732	0.872	0.824	0.532
	X2.2	0.715			
	X2.3	0.740			
	X2.4	0.700			
	X2.5	0.726			
	X2.6	0.720			
	X2.7	0.711			
	X2.8	0.723			
Purchase Intent	Y1.1	0.706	0.917	0.900	0.526
	Y1.2	0.764			
	Y1.3	0.715			
	Y1.4	0.716			
	Y1.5	0.705			
	Y1.6	0.713			
	Y1.7	0.741			
	Y1.8	0.717			
	Y1.9	0.760			
	Y1.10	0.711			

Source: SEM-PLS Data Processing, 2025

The evaluation findings according to Table 1 indicate that outer loading of each component has met the requisite threshold value of 0.7 or above, and the AVE value is above 0.5. this demonstrates that all measurements used inside this research are legitimate. The reliability assessment findings indicate that Cronbach's alpha and Composite Reliability scores demonstrate a high degree of dependability, signifying the effectiveness of the measuring instruments. This study's findings are true and noteworthy for further evaluation.

In this research, a structural model was taken into consideration to ascertain the direct link between the latent variables. Metrics like R-squared (R^2), F-squared (f^2), and Adjusted R-squared (R^2 adjusted) were used to assess the structural model. The levels of correlation between model variables and the capacity of the model clarify the range of consumer inclination to buy skintific

items are shown in Table 2, which also provides the outcome of this assessment.

Table 2. R Square and Adjusted R Square Output

Model	R Square	Adjusted R Square
X1 and X2 to Y	0.671	0.668

Source: SEM-PLS Processing Data, 2025

The values of R Square and Adjusted R Square for the model that relates X1 and X2 to Y are presented in Table 2. The R Square value of the model that correlates these variables is 0.671, while the Adjusted R Square value is 0.668, as indicated by the research findings.

The R Square value of 0.671 suggests that variables X1 and X2 explain a significant proportion of the variance observed in Y, both of which are considered influencing factors. This implies that the model used is quite successful in describing the components that influence consumers' desire to purchase Skintific products.

Conversely, the Adjusted R Square of 0.668 provides a more accurate description since it considers the factors inside the model. This value is smaller than the R-square, which indicates that although the model is quite strong, there may be additional factors that influence consumer purchasing decisions.

Overall, the findings of R-squared and Adjusted R-squared show that the paradigm for executing the investigation outlined in the current research is generally effective in describing the link between the credibility of influencers, content authenticity, and customer purchase intent for Skintific goods. Although there are still unanswered variations, both factors significantly impact purchase intention, as shown by these figures.

To determine the level of correlation between variables, we can assess the magnitude of the impact using a impact's magnitude or f-squared. The f-square rules are as follows: an impact magnitude of 0.02 is regarded as minor, 0.15 as moderate, and 0.35 as substantial. This investigation demonstrates that consumer purchase intent for skintific items is enhanced by influencer credibility and content authenticity (as illustrated in Table 3 of the f-square test)

Table 3. F-Square Output

Variable	Purchase Intention
Influencer Credibility	0.124
Content Authenticity	0.295

Source: SEM-PLS Data Processing, 2025

The data in Table 3 is based on the f-square calculation results listed in the table. Two variables were considered to influence purchase intention. The f-square value for Influencer Credibility is 0.124, which is considered significant by many experts. If the value is between 0.02 and 0.15, it is considered to have a substantial influence on customer purchasing intention. Conversely the value of f-squared for content authenticity is 0.295, it suggests that its effect on consumer purchase intention is large, as the value is greater than 0.15.

Therefore, the influence of content authenticity is more significant in relation to purchase intent, although both variables still have a substantial influence on purchasing decision-making. The Path Analysis Output is illustrated in Figure 2.

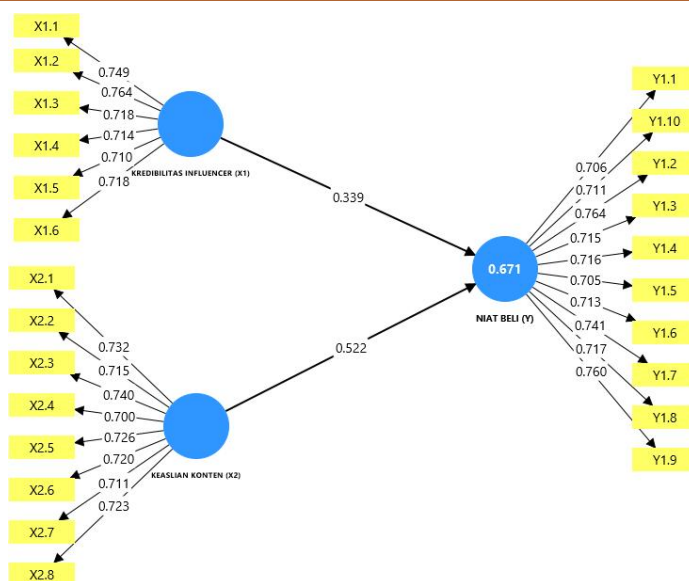


Figure 2. Path Analysis Output

Source: Primary Data Processed (2025)

Table 4 presents data on both indirect and direct testing of hypotheses in the present study.

Table 5. Summary of Hypothesis Testing

Hypothesis	Independent Variable	Path Analysis	t value	P Value
H1	Influencer Credibility -> Purchase Intention	0.339	4.086	0
H2	Content Authenticity -> Purchase Intention	0.522	6.816	0
H3	Influencer Credibility -> Content Authenticity -> Purchase Intention	0.671	-	-

Source: SEM-PLS Data Processing, 2025

Table 5 delineates the findings of the hypothesis testing conducted in this research, which investigates the impact of influencer credibility and content authenticity on consumer's purchase intentions regarding Skintific products. The findings from the analysis indicate that the initial hypothesis (H1), which examines the correlation between the credibility of influencers and the intention to purchase, is indeed significant. The value derived from the path analysis was determined to be 0.339, accompanied by a t value of 4.086 and a p value of 0.000. The results of this study suggest that the credibility of influencers plays a crucial role in shaping consumer purchase intentions, a conclusion that is substantiated by the notably low P value observed.

The second hypothesis (H2), which explores the correlation between content authenticity and purchase intention, yields noteworthy findings. The results of the path analysis indicate a value of 0.522, accompanied by a t value of 6.816 and a P value of 0.000. The authenticity of content exerts a more profound influence on consumers' purchase intentions than the credibility attributed to influencers. An elevated t value signifies a more robust and significant effect on consumer purchasing decisions, suggesting that content characterized by authenticity exerts a more profound influence on the intention to purchase.

The third hypothesis (H3) explores the influence of the interplay between influencer credibility and content authenticity on purchase intention, revealing a path analysis value of 0.671. While the t-value and P-value are absent from this analysis, the notable path coefficient suggests that the interplay between influencer credibility and content authenticity exerts a considerable influence on purchase intention. The credibility of influencers significantly contributes to the enhancement of this model, thereby amplifying the overall impact on consumers' purchase intentions.

The results of this study reveal that the credibility of influencers, alongside the authenticity of their content, plays a crucial role in shaping consumer purchase intentions. The authenticity of content exerts a more profound influence than the credibility of the influencer. The interplay between these two elements significantly enhances consumers' propensity to acquire Skintific products.

DISCUSSION

The Influence of Influencer Credibility on Purchase Intention

The findings of the analysis reveal that the credibility of influencers exerts a positive and significant influence on consumers' intentions to purchase Skintific products. The analysis reveals a path coefficient of 0.339, accompanied by a t-value of 4.086 and a P-value of 0.000. These findings indicate that influencer credibility exerts a significant impact on consumer purchasing decisions. A t-value that surpasses 1.96, coupled with an exceedingly small P-value of 0.000, suggests that this influence is statistically significant and unlikely to be attributed to random variation. This assertion indicates a favorable correlation between the credibility of an influencer and the propensity of consumers to trust and contemplate the products they endorse.

This discovery further underscores the importance of choosing influencers who possess high credibility to enhance the influence on consumer purchasing intentions. This finding aligns with the research conducted by (Sesar et al., 2022), which demonstrates that credible influencers play a significant role in enhancing brand awareness and influencing consumer purchase intentions, attributable to the trust established by these influencers. The credibility of an influencer constitutes a vital factor that significantly impacts consumer purchasing decisions. The trust established can foster a parasocial relationship between influencers and consumers, thereby reinforcing the purchasing decisions undertaken by consumers.

This research further substantiates the conclusions drawn by (Nazer Mohamed & Gadiman, 2024), highlighting that the credibility of influencers encompassing aspects such as expertise, attractiveness, and trust exerts a considerable impact on consumer purchase intentions, particularly within the cosmetics industry. Within this framework, the credibility established by influencers possesses the capacity to foster a more profound connection between themselves and their audience. This affirms that influencers possessing elevated levels of credibility function not merely as product endorsers but also contribute significantly to the establishment of profound trust, which subsequently influences consumer purchasing intentions.

In addition to the credibility of influencers, it is imperative to consider various other elements that play a significant role in shaping consumer purchase intent. These include the inherent quality of the product, its pricing, and pertinent social factors that may influence consumer behavior. Despite the considerable credibility that influencers possess, there exists a likelihood that consumers may refrain from purchasing a product if the price presented is perceived as disproportionate to the quality promised, or if consumers believe that the product fails to satisfy their specific needs. Consequently, it is imperative for brands like Skintific to not solely prioritize the credibility of influencers, but also to dedicate themselves to upholding the

quality and attractiveness of the products they provide.

This study underscores the importance of influencer credibility in shaping consumer purchasing decisions. The results of this study offer significant insights for brands as they navigate the selection of appropriate influencers. Future research should prioritize a comprehensive examination of the interplay between various elements, including content authenticity and pricing, alongside influencer credibility, in shaping consumer purchase intentions.

The Influence of Content Authenticity on Purchase Intention

The authenticity of content has been demonstrated to exert a considerable impact on consumers' intentions to purchase Skintific products. The analysis reveals that the path coefficient attained a value of 0.522, accompanied by a t-value of 6.816 and a P-value of 0.000. The results of this study suggest that the genuineness of content plays a crucial role in shaping consumer purchasing decisions. A t-value greater than 1.96, coupled with an exceptionally low P-value of 0.000, suggests that authentic content, which resonates with the audience, plays a crucial role in motivating consumers to make purchasing decisions. The establishment of trust in a promoted product is significantly influenced by content that is perceived as genuine and resonates with the values of the audience. This, consequently, leads to a more substantial enhancement in purchasing decisions.

It is important to recognize that genuine content not only enhances the likelihood of purchase intentions but also acts as a mechanism for fostering emotional bonds between consumers and influencers. This research aligns with the findings presented by (Shoenberger & Kim, 2023) , which indicate that influencers perceived as authentic possess the capacity to cultivate elevated levels of trust within their audience. The genuineness of the content significantly influences the audience's perception, ensuring that the promoted product aligns with their core values. This not only fortifies the parasocial relationship that has been cultivated, but also amplifies the impact on purchase intention.

Moreover, the conclusions drawn from this study are substantiated by the research undertaken by (Kapitan et al., 2022), which indicates that the authenticity of content shared by influencers can significantly enhance consumer trust and sway their purchasing choices. When consumers perceive that the content they are engaging with transcends mere promotional material and instead embodies a genuine endorsement aligned with the influencer's lifestyle, their trust in the advertised product significantly increases. The creation of authentic content significantly enhances consumer perceptions regarding the credibility of both products and brands, thereby reinforcing their intention to engage in purchasing activities.

Nonetheless, while the authenticity of content plays a crucial role, it is imperative to acknowledge the importance of additional factors, including product quality, pricing, and social considerations. For instance, while genuine content has the potential to enhance purchase intent, it is important to note that if the product's price is perceived as excessive or if the product fails to align with consumer expectations regarding quality, the authenticity of the content alone may not be adequate to influence a purchasing decision. Consequently, it is essential for brands to not only focus on the creation of authentic content but also to uphold product quality and establish reasonable pricing structures. The intention behind this is to ensure that purchasing decisions remain shaped by a range of interrelated and mutually reinforcing factors.

Moreover, the impact of content authenticity may differ based on the specific consumer segment being targeted. Individuals belonging to younger demographics generally exhibit a more favorable reaction to content that is perceived as authentic. This phenomenon is particularly

pronounced on social media platforms like Instagram and TikTok, where audiences increasingly appreciate the authenticity and transparency that influencers provide. Conversely, older consumers, or individuals who possess a greater familiarity with conventional advertising methods, often hold distinct perspectives regarding the authenticity of content. Other factors, such as the quality of the product or the reputation of the brand, may exert a greater influence on their decisions.

This study conclusively demonstrates that the authenticity of content significantly enhances the intent of consumers to make purchases. Organizations seeking to harness the power of influencers must prioritize the authenticity of the content generated, ensuring it resonates with the values of the target audience. Future research should delve more deeply into the variations in content authenticity across diverse product categories or market segments. Furthermore, it is essential to investigate the ways in which the authenticity of influencers may be shaped by the platforms they utilize.

The Combined Influence of Influencer Credibility and Content Authenticity on Purchase Intention

The third hypothesis posits that a synergistic relationship exists between the credibility of influencers and the authenticity of content, which collectively influences consumers' intentions to purchase Skintific products. The findings of the analysis reveal a notably elevated path coefficient of 0.671. This finding remains noteworthy despite the absence of a t-value in this particular test. This discovery suggests that the interplay between the credibility of influencers and the authenticity of their content significantly impacts consumers' purchasing choices. The elevated coefficient substantiates the conclusion that both factors exert a considerable influence on the intention to purchase. The lack of t-values and P-values in this analysis suggests a potential necessity for additional testing to acquire a more thorough statistical understanding. Alternatively, it may also imply that these variables do not warrant further examination within the scope of this study.

The findings of this research suggest that the interplay between the credibility of influencers and the authenticity of content exerts a more profound impact on consumer purchase intentions than when these elements are examined in isolation. The study undertaken by (Kapitan et al., 2022) reveals that influencers regarded as authentic possess the capacity to cultivate profound parasocial relationships with their audience, thereby enhancing the likelihood of purchase intent. Research undertaken by (Fahmida Akand, 2024) indicates that the credibility and authenticity of content disseminated by influencers significantly impact consumer purchasing decisions. The genuineness of the content plays a pivotal role in enhancing consumer confidence in the provided recommendations.

Moreover, the interplay between the credibility of influencers and the authenticity of content suggests that these two components operate more effectively when integrated, rather than when examined in isolation. Consumers do not exclusively depend on the credibility of individual influencers; rather, they anticipate authentic content that fosters an impression of honesty and transparency. This indicates that the success of marketing campaigns that incorporate influencers is influenced not only by the choice of credible individuals but also by the manner in which the content is presented. Authentic content is generally more embraced and trusted by the audience.

To enhance the effectiveness of purchase intent, it is crucial for brands to select influencers who possess not only credibility but also the ability to communicate messages authentically. Genuine content fosters a more profound relationship with the audience,

strengthens the conveyed message, and enhances the probability of consumers engaging in a purchase. Consequently, the genuineness of content significantly contributes to enhancing the impact of influencer credibility on the purchasing decisions of consumers.

While the integration of these two factors has demonstrated considerable efficacy, it is imperative to acknowledge the various limitations inherent in this study that warrant careful consideration. This study is confined to an audience within the city of Cirebon, which may exhibit distinct characteristics when compared to audiences in other cities or countries. Subsequent investigations may broaden the sample range to assess the potential for generalizing these findings within a wider market context or across diverse industry sectors. Moreover, further investigation into the interplay between influencer credibility, the authenticity of content, and various factors such as pricing or product quality may yield a more profound comprehension of the components that affect consumers' intent to purchase.

CONCLUSION

This research examines the influence of influencer credibility and the authenticity of content on the purchasing intentions of consumers regarding Skintific products in Cirebon City. This study's findings reveal that the credibility of influencers and the authenticity of their content play a crucial role in shaping consumers' purchasing decisions. It is noteworthy that the authenticity of content has been demonstrated to exert a more significant influence than the credibility of the influencer in question. The results indicate that the interplay of these two factors exerts a more pronounced effect on purchase intent than when each is evaluated in isolation. This assertion highlights the importance of influencer credibility, which is assessed not merely by their popularity, but also by the congruence of their values and the authenticity of the messages they convey to their audience.

This study further demonstrates that the interplay between the credibility of influencers and the authenticity of their content may enhance the parasocial relationship established between influencers and their audiences, thereby potentially elevating the intent to purchase. To enhance the efficacy of digital marketing, it is imperative for brands like Skintific to carefully choose influencers who possess not only a significant degree of credibility but also the ability to produce genuine content that resonates with the values held by their audience. The provision of authentic content fosters a profound sense of trust, an essential element that significantly influences consumer purchasing decisions.

This research advocates for organizations to prioritize their marketing strategies by engaging with influencers who possess a profound emotional bond with their audience. Furthermore, it is essential to guarantee that the content generated is not merely informative but also embodies authenticity, thereby enhancing the connection between the brand and its consumers. Future investigations must delve deeper into the myriad factors influencing purchase intent, including aspects such as product quality and social dynamics. Moreover, it is essential to broaden the parameters of this research to encompass a wider array of markets, thereby facilitating a more profound comprehension of the efficacy of digital marketing across different contexts.

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