

The Effect of TikTok Social Media Influencer Credibility on Consumer Trust and Its Impact on Product Purchase Intention

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ABSTRACT

This study aims to understand how TikTok users perceive influencer credibility and to what extent it influences their intention to purchase the promoted product. This study also highlights which credibility dimensions are better at influencing product purchase intentions. This study applies a quantitative method with a simple random sampling technique to determine the sample of respondents, who are active TikTok social media users in Indonesia. Overall, 729 responses were collected through online questionnaire distribution. The data obtained were then analysed using the PLS-SEM technique. The result of this study indicates that all proposed hypotheses are accepted. Influencers' credibility dimensions of attractiveness, trustworthiness, and expertise have a positive and significant influence on purchase intention. The three dimensions of credibility influence the purchase intention variable by 29,8% and the rest is influenced by other variables outside this study. The attractiveness variable in this study is the variable that most influences the purchase intention variable by consumers. These findings indicate that consumers are more likely to purchase the product when they perceive an influencer as credible.

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1. INTRODUCTION

Currently, social media is widely used, so in everyday life, humans cannot separate interactive activities on social media platforms that are diverse in type and function. Popular social media include Facebook, Instagram, Twitter, WhatsApp, TikTok, and YouTube, with various social media having different functions, features, types, and uses. Social media is increasingly used by more people worldwide (Ardianto & Zulfiningrum, 2022). Along with the massive development in the digital era marked by the emergence of applications that provide video support that can attract social media

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users, the growth of social media content that prioritizes the video sharing menu is very fast (Susilowati, 2018).

One of the digital platforms used to share videos, especially on smartphones, and can attract users is TikTok. TikTok provides a different, namely that its users can express themselves through short video content, where the content can be in the form of modern dance, gaming, mini vlogs, tutorials, singing and much more, with the variety of video content on TikTok, this is what adds to quality of the TikTok themselves (Buana & Maharani, 2020). Users who consistently share their content will influence other users who are interested in following them. Users who have many followers are usually called influencers.

Influencers are defined as someone with many followers and who actively interact with their followers through social media or other online platforms (Anjani & Irwansyah, 2020). An influencer is someone who has the power influence to influence the behaviour or opinions of others in a particular context, such as in purchasing decisions, lifestyle, or political views. Influencers usually upload customized ads as they give their opinions about products or services that they have personally experienced and are then supported by the product or service owner (Kadekova & Holienčinova, 2018). Choosing the right influencer can be effective in positioning a newly launched product and can also change the perception of the product if placed in the wrong way. Therefore, for product owners or marketing managers, understanding consumer perception of influencers may provide a lot of efficiency (Hariyanti & Wirapraja, 2018).

Consumers consider content produced by influencers more credible than content provided by sellers (Floyd et al., 2014). With this consumer perception, consumers can have increased purchase intentions with influencer content. According to a survey conducted by Annur (2022), 61,2% of Indonesians buy products via internet. In addition, Yayli and Bayram (2012) found that purchasing decisions occur during online searches, especially when products are recommended and get good reviews. So, exploring influencer credibility perceived by TikTok users is relevant for marketers and marketing managers.

Consumers purchase more of a company's products when influencers develop credibility in their relationship with the product and show that they will use a particular product (Yuan & Lou, 2020). Remember that consumers obtain and share information about products and services through digital platforms (Cheung & Lee, 2012), and to increase purchase intention, organizations need to meet consumers' goals and demands (Rivaldo et al., 2022). To achieve this, it is essential to investigate the impact of consumers' deeply perceived credibility from influencers as a determinant of

purchase intention and which credibility dimensions influence purchase intention more.

A study that analyses the credibility of influencers on consumer purchase intentions has been conducted several times. Rebelo (2017) in his research conducted in Portugal, revealed that the credibility of Instagram influencers influences product purchase intentions. Then, based on gender, influencers influence female users more than male users. Furthermore, Weismueller et al. (2020) in their research conducted in Germany and researching Instagram influencers there, revealed that the dimensions of credibility, trustworthiness, and expertise significantly influence purchase intentions.

Another fact shows that there has not been much research on the influence of TikTok social media influencers on consumer purchase intentions in Indonesia. Previous research conducted by Farida et al. (2022) found that influencer credibility influences 14.5% on the purchase intention variable of subscribers to the automotive YouTube channel Ridwan Hanif. Another study by Lumbantoruan and Marwansyah (2023) found that credibility is formed from expertise and experience, as well as the ability of influencers to provide product reviews.

The basis for this study is that there has not been any research on the influence of TikTok's social media influencer credibility on consumer purchase intentions in Indonesia. Therefore, this study aims to examine whether the credibility of TikTok social media influencers influences consumer purchase intentions in Indonesia and which credibility dimensions have a higher influence on purchase intentions.

2. RESEARCH FRAMEWORK

2.1 Influencer Marketing

Influencer marketing is a marketing strategy in which brands work with individuals or groups who have significant influence in a community or market, called "influencers", to promote their products or services to their audience (Bakker, 2018). Influencers typically have a large following and fans on social media, blogs, or other platforms (Kim et al., 2017). Influencer marketing generally involves working with brands to create creative content that features the brand's products or services, such as photos, videos, reviews, or stories. This content is then shared by influencers with their audiences through social media platforms or other channels, and is expected to spark interest and purchase intentions from their audiences (Childers et al., 2019; Woods, 2016; Zietek, 2016). The advantages of influencer marketing include reaching a larger and more segmented audience, building brand trust and credibility, and creating long-term relationships with followers and potential consumers (Femenia-Serra & Gretzel, 2020; Hermawan, 2020).

2.2 Conceptual Development

2.2.1 Credibility

The perceived credibility of an influencer refers to whether a person perceives the influencer's recommendation as impartial, trustworthy, accurate, or factual (Hass, 1981). The perceived credibility of an influencer explains that the effectiveness of a message depends on an influencer's perceived level of expertise and trustworthiness (Jin et al., 2019; Ladhari et al., 2020; Martínez-López et al., 2020). Information from a credible source can influence beliefs, opinions, attitudes, and/or behaviours through a process called "internalization", which occurs when recipients accept the influence in terms of their personal attitudes and value structures (Erdogan, 1999). Ohanian (1991) stated that credibility is often used to attract attention, and positive influencer characteristics will affect consumer acceptance of a message. Because influencers are the primary source of information, the credibility they generate is an essential aspect for advertisers (Hudders et al., 2021).

The interpretation of credibility is very broad. For example, according to Sharma and Aggarwal (2020), credibility consists of two components, expertise and trustworthiness. Trustworthiness is a relevant element in several studies (Levy & Gvili, 2015; Lim & Van Der Heide, 2014; Willemsen et al., 2012), in addition to trustworthiness, expertise is also an important factor in the perception of an influencer's credibility (Luo et al., 2015; Xiaoping & Jiaqi, 2012). In conclusion, Ohanian (1990) developed 3 (three) constructs to measure influencer effectiveness by looking at the perceived expertise, trustworthiness, and attractiveness of influencers, especially in the case of advertising. Furthermore, 15 (fifteen) items of perceived credibility of an influencer have been widely accepted and used by several researchers (Pornpitakpan, 2004; Rebelo, 2017; Saima & Khan, 2021; Till & Busler, 1998; Weismueller et al., 2020). Therefore, in this study, the perceived credibility of an influencer is measured in three dimensions, namely attractiveness, trustworthiness, and expertise perceived by consumers, as proposed by (Ohanian, 1990), which are further described as follows.

2.2.2 Attractiveness

Attractiveness is considered an important factor in developing effective messages (Sertoglu et al., 2014). Attractiveness influencers usually have more influence over consumers than less attractive ones (Weismueller et al., 2020). While advertisers regularly select influencers based on their physical attractiveness to influence consumer attitudes, many researchers acknowledge that influencer attractiveness may only increase users' attractiveness but not their product attractiveness (Lin et al., 2021; Rebelo, 2017; Sokolova & Kefi, 2020). In short, an influencer's attractiveness is

considered when TikTok users perceive them as elegant, classy, attractive, beautiful, or sexy (Rebelo, 2017). Thus, the hypothesis is proposed:

H1. Attractiveness positively influences purchase intention.

2.2.3 Trustworthiness

The paradigm of trust in communication is the level of listener trust in and the level of acceptance of messages from influencers (Sallam & Wahid, 2012). Trustworthiness can be interpreted as "honesty and integrity" possessed by the endorser (Loggerenberg & Wehmeyer, 2011). Trustworthiness is also defined as the level of trust consumers place in the influencers' intention to convey statements they consider most valid (Ohanian, 1990). To conclude, the level of trust in an influencer is reliable, honest, sincere, or trustworthy (Ohanian, 1990).

Perception of trust in influencers can have an impact on purchase intentions. Some researchers have found a positive relationship between trust and purchase intentions, but some researchers have not, perhaps due to cultural differences in the types of advertising tools used (Rebelo, 2017; Weismueller et al., 2020). It is likely that consumers on social media sites are generally sceptical of advertising, as they may not have much information about social media influencers (Masuda et al., 2022). Furthermore, while most consumers have extensive experience with television advertising, the uptake of advertising on social media has also occurred in the last decade (Weismueller et al., 2020). Thus, the hypothesis is proposed:

H2. Trustworthiness positively influences purchase intention.

2.2.4 Expertise

Expertise can be defined as authority, competence, or qualification (Rebelo, 2017). Expertise is defined as the extent to which an influencer or person is perceived to have adequate knowledge, experience, or skills in a particular field or product. Influencer expertise is the extent to which a communicator is perceived as a source of valid statements. In short, an influencer's expertise is considered when TikTok users perceive them as expert, experienced, knowledgeable, qualified, or skilled (Ohanian, 1990).

An influencer's perceived level of expertise can influence purchase intention for two reasons. First, it matters whether an influencer can have specific experience with a product or general knowledge. Second, whether an influencer can be expected to be a valuable source of knowledge about the purchase decision-making process (Cheung et al., 2008)). As mentioned, the perceived expertise of an influencer defines the expected value of the information they provide (Ohanian, 1990). If a social media influencer can demonstrate their expertise in something like their profile or their

expertise about a product in a relevant post, this is likely to increase purchase intention (Weismueller et al., 2020), the hypothesis is suggested:

H3. Expertise positively influences purchase intention.

2.2.5 Purchase Intention

Consumers who start spending more time on social media create a new communication share on social networks (Hutter et al., 2013). In marketing communication, many brand-related interactions and publicity are increasing amidst social media sites. The development of communication has changed consumers from passive participants in marketing to active creators and influencers (Hanna et al., 2011; Hutter et al., 2013), but it also gives more power over brands directly to consumers (Constantinides & Fountain, 2008). Recent marketing communication offers new challenges and opportunities for companies because interactions on social media significantly influence purchasing decisions (Hutter et al., 2013).

Nowadays, consumers usually go to social media to find product information and feedback from influencers before deciding to buy because they rely more on content generated by other users (Rebelo, 2017; Zhou & Duan, 2015). This happens regularly because photos or videos related to products are widely found on TikTok. Purchase intention is a relevant indicator of actual purchases and is used to measure consumers' actions. In addition, purchase intention can also be considered as a consumer's goal towards a product as a conscious plan or intention to make a product purchase (Kim et al., 2008; Lee & Lee, 2015; Paul, 2003).

In conclusion, since the main goal of advertisers is to make consumers form an intention to buy the product advertised by the influencer to attract and retain their consumers, it is relevant to study the perception of influencer credibility affecting consumer purchase intention (Erdogan, 1999; Ohanian, 1991). Therefore, regarding the research conducted by Dodds et al. (1991) purchase intention occurs when TikTok users pretend to buy a product, when they are likely to buy the product, or when they are willing to buy the product promoted by the influencer on TikTok.

2.3 Conceptual Framework

The purpose of this study is to explore the perceived impact of an influencer's credibility on TikTok users' purchase intentions. Figure 1 is a schematic of the conceptual framework developed.

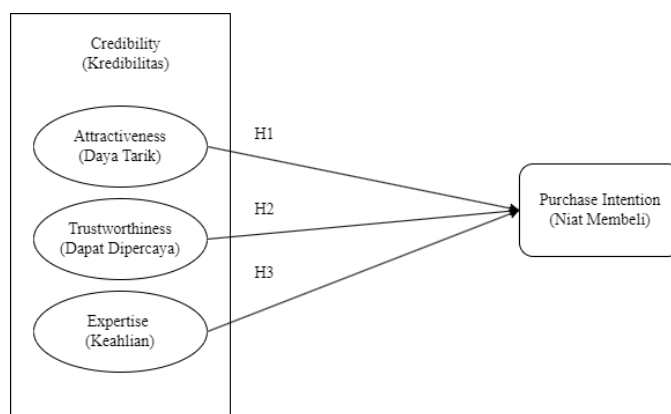


Figure 1 Conceptual Framework

3. RESEARCH METHODS

This study uses a quantitative method with the use of models proposed by Ohanian (1990) for influence credibility and Dodds et al. (1991) for purchase intention. The current study used a quantitative methodology to collect exhaustive data on the identified issue. Emzir (2013) describes a quantitative approach as grounded in positivism and collecting statistical data by implementing research strategies such as surveys and experiments. The objective is impartially ascertaining facts or causes underlying social phenomena by employing a deductive methodology that evaluates hypotheses, thereby instigating the research process (Sugiyono, 2015).

3.1 Sampling

A sample is a group of elements selected from a population to reveal important information about the population or larger group through a study of the sample (Gideon, 2012). Sampling techniques in research are methods for selecting a small portion of the population to be studied so that it can represent the entire population. This process is important because it allows researchers to collect relevant data without studying every individual in the population, which is often impractical or impossible. Simple random sampling is one of the probability sampling techniques that will be used in this study. Simple random sampling is a sample selection method in which each member of the population has an equal chance of being selected as part of the sample (West, 2016). In this study, the sample selected was active TikTok users in Indonesia.

In taking samples from several studies, the opinion of Schönbrodt and Perugini (2013) was used, stating that a minimum sample of 250 can already estimate a stable model. Therefore, from this reference, the number of research samples used is 250 respondents or more. The data collection duration spanned approximately six weeks, commencing on February 1 and concluding on March 12, 2024. Based on the conducted data collection method, 812 participants completed online questionnaires.

Subsequently, a process of data screening is conducted, resulting in the selection of 729 data points for further analysis.

3.2 Research Instrument

The data for this study was gathered through a closed questionnaire, which was disseminated over several platforms such as WhatsApp, Instagram, and TikTok. Participants were presented with a Likert scale of five points, encompassing the response option of "strongly disagree" to "strongly agree" to respond to the series of questionnaires. This scale was selected based on its simplicity and the ease with which respondents could comprehend it (Cheng & Chen, 2015; Dawes, 2012).

3.3 Data Analysis

The current study incorporates two primary components for data analysis: descriptive statistical analysis and inferential statistical analysis. The demographic profile of the respondents was analyzed using descriptive statistical analysis, which involved categorizing them according to their gender, age, study, and TikTok watching time in a day.

The inferential statistical study employed the partial least squares – structural equation modeling (PLS-SEM). PLS-SEM is a research methodology that allows for the concurrent evaluation of both the measurement model (outer model) and the structural model (inner model) (Danial, 2020). This methodology aims to examine the assessments performed, the outer model assessment to evaluate the validity and reliability of the collected data, and the inner model assessment to examine the model's capacity to elucidate the link among the variables employed in the study.

4. RESULTS AND DISCUSSION

The current study obtained a total of 729 genuine responses from the participants. Among the entire sample of respondents, 680 (93%) were female and 49 (7%) identified as male. In the last study, 490 (67%) of the participants were from high school. A significant proportion of participants, 332 (46%), identified as being between the ages of 20-22. In relation to TikTok use, 274 (38%) users use TikTok on social media in a day.

4.1 Outer Model

4.1.1 Convergent Validity

Convergent validity measurement model with items with values based on the correlation between item scores and construct values. The convergent validity index is measured by Average Variance Extracted (AVE), composite reliability, R-squared, and Cronbach's alpha factors. The result be seen in Table 1.

Table 1 Result for the measurement models

Construct	Item Code	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE
Attractiveness	AT1	0.715	0.735	0.833	0.608
	AT2	0.719			
	AT3	0.619			
	AT4	0.741			
	AT5	0.687			
Trustworthiness	TW1	0.834	0.903	0.928	0.721
	TW2	0.881			
	TW3	0.843			
	TW4	0.849			
Expertise	EX1	0.818	0.783	0.874	0.699
	EX2	0.848			
	EX3	0.854			
	EX4	0.874			
	EX5	0.853			
Purchase Intention	PI1	0.737	0.874	0.914	0.726
	PI2	0.633			
	PI3	0.580			
	PI4	0.744			
	PI5	0.711			

Validity and reliability criteria can also be seen from the reliability value of a variable and the AVE value of each variable. A variable is highly reliable if the composite reliability value is above 0.7 and the AVE is above 0.5. Based on Table 1, it is stated that all variables meet composite reliability because their values are above the recommended value, which is above 0.7.

It can be seen from Table 1 that all variable values in the reliability test using both Cronbach's alpha and composite reliability have values above 0.7, and the validity test uses AVE with a value of more than 0.5. Therefore, it can be concluded that the variables tested are valid and reliable, so structural model testing can be carried out.

Figure 1 shows the results of the outer model test, which shows the outer loading value using the SmartPLS 3.2.9 analysis tool.

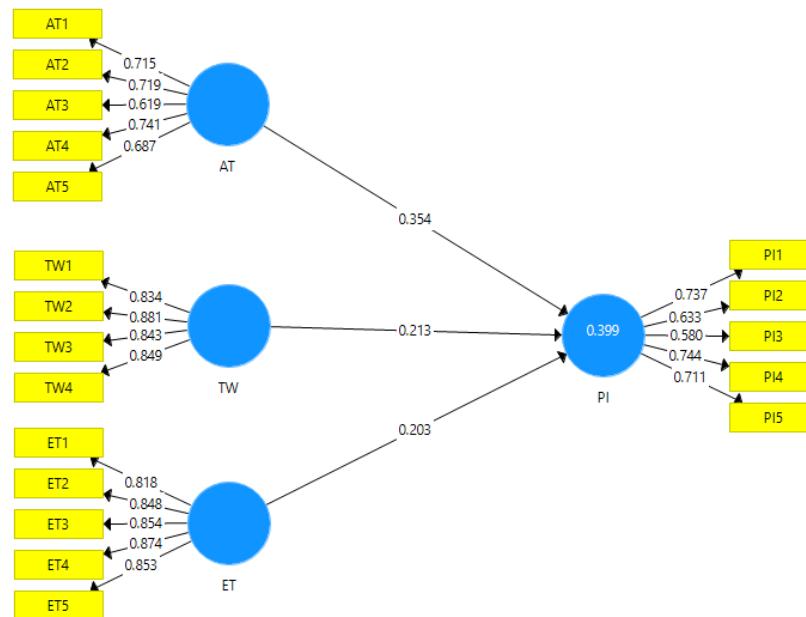


Figure 2 Outer Model Result

The analysis results shown in Figure 2 show that as many as 19 of the total variables, as many as 19 variables have values greater than 0.7. As many as four variables have values below 0.7. The loading factor attractiveness, trustworthiness, expertise, and purchase intention construct data can be seen in Table 1.

Next, re-estimation is carried out by eliminating items AT3, AT4, PI2, and PI3 so that no loading factor values are below 0.7. This is because the loading factor values of the four items do not meet the value limit used, which is more than 0.7. Based on the result of the re-estimation of the loading factors in Table 1, the item values generated by the reconstructs of attractiveness, trustworthiness, expertise, and purchase intention have met the convergent validity standards because all factors have values of more than 0.7, it can be concluded that all constructs are valid.

4.1.2 Discriminant Validity

Discriminant validity is a cross-loading factor value that is useful for determining whether a construct has adequate discriminant, namely by comparing the loading factor value on the intended construct, which must be greater than other values. A standard value for each construct must be more than 0.7. Based on Table 2, the loading value on each construct has a value of more than 0.7 and is greater than the loading factor value of other constructs. This shows that the intended variables in this study have correctly explained other variables in this study have correctly explained other variables and proven that all items are valid.

Table 2 Discriminant Validity

	AT	ET	PI	TW	Information
AT1	0.811	0.195	0.312	0.183	Valid
AT2	0.820	0.285	0.337	0.234	Valid
AT4	0.733	0.429	0.313	0.400	Valid
ET1	0.282	0.815	0.318	0.605	Valid
ET2	0.330	0.846	0.352	0.635	Valid
ET3	0.324	0.860	0.396	0.647	Valid
ET4	0.323	0.874	0.360	0.621	Valid
ET5	0.381	0.851	0.398	0.639	Valid
PI1	0.356	0.372	0.769	0.363	Valid
PI4	0.327	0.316	0.868	0.356	Valid
PI5	0.348	0.390	0.867	0.404	Valid
TW1	0.313	0.581	0.394	0.840	Valid
TW2	0.314	0.661	0.423	0.885	Valid
TW3	0.256	0.615	0.349	0.843	Valid
TW4	0.300	0.672	0.359	0.839	Valid

4.1.3 Fornell Larcker

A Construct is said to be valid by comparing the root value of AVE (Fornell Larcker Criterion) with the correlation value between latent variables. The root value of AVE must be greater than the correlation between latent variables. The result of Fornell-Larcker Criterion can be seen on Table 3, based on the result, all the Fornell-Larcker Criterion of each construct are greater than their correlation with other variables.

Table 3 Fornell Larcker Criteria

	AT	ET	PI	TW
AT	0.791			
ET	0.325	0.849		
PI	0.409	0.432	0.836	
TW	0.279	0.742	0.450	0.852

4.2 Inner Model

Structural model evaluation aims to predict the relationship between latent variables based on substantive theory. The structural model is evaluated using R-squared for the dependent construct.

4.2.1 R-squared (R²)

R-squared is used to measure the predictive power of a structural model. R-squared explains the influence of certain exogenous latent variables on endogenous variables

and whether they have a substantive influence. An R-squared value of 0.67 indicates a strong model, 0.33 indicates a moderate model, and 0.19 indicates a weak model.

Table 4 R-Squared Value

	R-squared	R-squared adjusted
PI	0.298	0.295

The R-squared results in Table 4 show that the R-squared value is 0.298. This value indicates that attractiveness, trustworthiness, and expertise influence the purchase intention variable by 29.8%. Then, the rest is influenced by other variables outside the variables in this study.

4.2.2 Bootstrapping

It can be done by considering the significance value between constructs, t-statistics, and p-values to find out whether a hypothesis is accepted or rejected. In this way, the measurement estimate, and standard error are no longer calculated with statistical assumptions but are based on empirical observations. In the bootstrap resampling method in this study, the hypothesis is accepted if the significance value of t-values is greater than 1.96 and/or p-values is less than 0.05. The model of bootstrapping can be seen in Figure 3.

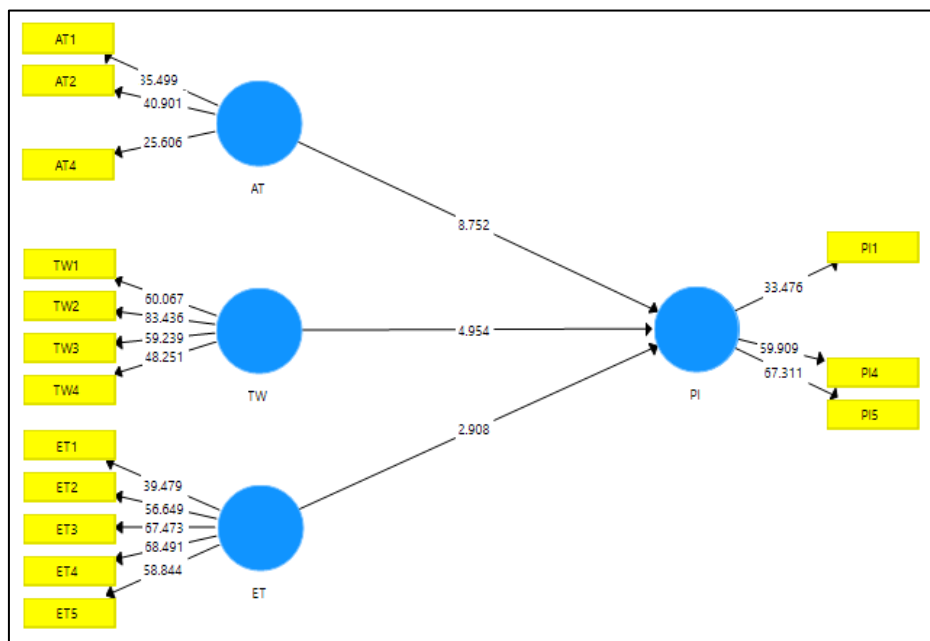


Figure 3 Bootstrapping Model

Table 5 Hypothesis testing results.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Result
AT→ PI	0.289	0.287	0.033	8.666	0.000	Supported
ET→ PI	0.143	0.146	0.048	2.955	0.003	Supported
TW→ PI	0.263	0.263	0.054	4.829	0.000	Supported

Based on Table 5, the result show that credibility dimension attractiveness is the strongest influence because it has the highest t-statistic value of 8.666, followed by trustworthiness with a t-statistic value of 4.829, and finally expertise with t-statistic value of 2.955. Because all have t-statistic values above 0 (zero), the influence of all credibility dimensions on purchase intention is very positive. So, it can be concluded that is most felt to help TikTok users to increase purchase intention towards products promoted by influencers.

4.3 Discussion

These results are completely and partially contradictory to the studies conducted by Ohanian (1991), Hakimi et al. (2011), and Wang and Scheinbaum (2018). For example, Ohanian (1991) found that attractiveness and trustworthiness did not affect purchase intention. However, Ohanian (1991) and most other studies only examined traditional media and traditional influencers. Traditional media tend to choose very attractive influencers for advertising. They pay a lot of money, so consumers may not think of attractiveness or trustworthiness as a determinant of purchase intention.

However, this study supports previous research conducted by Sertoglu et al. (2014) which found that attractiveness, trustworthiness, and expertise affect an influencer's credibility, and the perceived credibility of an influencer will ultimately affect the purchase intention of a particular brand or product. Other studies conducted by Lee and Watkins (2016), and Djafarova and Rushworth (2017) who studied social media influencers on various platforms and stated that attractiveness and trustworthiness have a positive effect on purchase intention. The reason may be that there are differences between traditional media and social media, as well as differences between conventional influencers and social media influencers. Social media influencers come from various backgrounds and can be used to advertise in multiple industries. As a result, they may be different in terms of attractiveness and trustworthiness than traditional influencers. In addition, social media provides an environment where consumers can interact with their favourite social media influencers, which can increase trust in consumer purchase intention (Labrecque, 2014). Attractive influencers have more influence than less attractive ones

(Weismueller et al., 2020). There are differences between traditional influencers and social media influencers. Social media influencers come from various backgrounds, so that they may be more different in attractiveness (Lee & Watkins, 2016). In addition, social media provides an environment where consumers can interact with their favourite social media influencers, making attractiveness more relevant to purchase intentions (Labrecque, 2014). Users or consumers assess the attractiveness of an influencer through several indicators, such as the physical appearance and popularity of the influencer itself. When consumers judge an influencer to be attractive in terms of physical appearance, appearance popularity, or content produced by the influencer, they will also be influenced in their purchase intentions for the products reviewed by the influencer. This study shows that companies or marketing managers can focus on choosing influencers who are attractive in terms of physical appearance, appearance, or content produced by an influencer so that the influencer's attractiveness can influence consumer purchase intention.

Good trust will affect consumer purchasing interest. Leads to a tendency to trust or believe someone. When the source of information is perceived as credible, the source can change attitudes through a psychological process called underbalance (Maskuri et al., 2019; Putra et al., 2018). Based on the findings in this study, it can be concluded that if an influencer can gain the trust of users or consumers, then consumers will feel the influence of the intention to buy the product promoted by the influencer. In addition, influencers who aim to provide product reviews make users judge the influencer as trustworthy. On the other hand, influencers who have integrity or are honest when reviewing a product will also increase the sense of trust of users towards the influencer. Therefore, when companies or marketing managers want to use the services of influencers' integrity and purpose when reviewing or promoting products, the reviews or promotions they make will optimally be received by users or consumers, thereby increasing the influence of consumer purchasing intentions.

Furthermore, Weismueller et al. (2020), revealed that if social media influencers can show their expertise in something like their profile or something specific, this tends to increase the purchase intention of consumers or their followers. Kapitan and Silvera (2015) stated that expertise is an advertising star with knowledge and skills in a particular field. Influencers experts in a particular field are expected to give the impression that potential consumers can trust the messages conveyed. Based on the findings in this study, it can be concluded that if an influencer can show their expertise well, this can influence consumers' purchase intention. In addition, if an influencer is reliable, informative, provides relevant reviews, and has sufficient knowledge of the product, it will help consumers assess the expertise of the influencer better. Therefore, companies or marketing managers need to prioritize an influencer's expertise when they want to use their service as a medium for promoting their products. This aims to

create positive information or promotions so that consumers can feel the influence of the influencer, thereby influencing their purchase intention.

This study contributes to understanding the influence of TikTok influencer credibility on the purchase intention of products these influencers promote. Exploring this is very important in increasing effective advertising and fostering personal interactions. Therefore, knowing the influence of an influencer's credibility is very important so that communication or advertising strategies can run well, increase sales, and provide satisfaction to consumers.

Given these findings, it can be ascertained that knowing the main credibility dimensions perceived from a TikTok social media influencer and the impact on purchase intentions promoted by influencers can be an advantage for marketing managers. Therefore, the findings on the relationship between influencer credibility and purchase intentions provide a better understanding of both constructs and aim to help companies, marketing managers, or advertisers understand the needs and interests of TikTok users. Then, as a result, the main goal is achieved which is to influence consumer purchase intentions.

5. CONCLUSION

This study aims to understand how TikTok users perceive influencer credibility and to what extent it influences their intention to purchase the promoted product. It was concluded that influencer credibility has a positive and significant influence on consumer purchase intention. Credibility influences consumer purchase intention by 29.8% and variables outside this study influence the rest. This finding concludes that the variables influencing purchase intention from TikTok social media influencer credibility perceived by consumers are attractiveness, trustworthiness, and expertise. When consumers feel and consider an influencer credible, they tend to intend to buy the product. The result of further analysis in this study indicates that attractiveness is the primary dimension of credibility that influences purchase intention. In other words, TikTok users consider the attractiveness of an influencer to influence their purchase intention. So, companies or marketing managers need to pay attention to the attractiveness of an influencer when they want to use influencer services in marketing their products. Based on the research findings that have been explained, here are some suggestions or recommendations that can be considered by stakeholders and future researchers. In this study, attractiveness, trustworthiness, and expertise are the dimensions used to measure their impact on purchase intention.

Thus, future researchers could consider adding other credibility dimensions that encourage users to interact with influencers on TikTok or other social media platforms. Further research can also adapt this research to other trending social media platforms, such as Instagram, YouTube, or others. Exploring this dimension of

knowledge will be a significant contribution to marketing managers. Identifying differences between TikTok users or other social media, such as gender differences or number of followers, will allow companies or marketing managers to adjust marketing strategies more efficiently regarding the targets they want to reach. This can also provide accurate and relevant information to consider the characteristics of TikTok users or other social media.

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