

BAB V

PENUTUP

5.1 Kesimpulan

Berdasarkan hasil penelitian mengenai pengaruh karakteristik influencer terhadap niat pembelian produk *skincare* Finally Found You pada pengguna TikTok Gen Z, maka dapat diambil beberapa kesimpulan sebagai berikut:

1. Daya tarik (*attractiveness*) *influencer* berpengaruh positif dan signifikan terhadap niat pembelian produk *skincare* Finally Found You pada pengguna TikTok Generasi Z. Hasil ini menunjukkan bahwa semakin menarik penampilan, gaya komunikasi, kepribadian, serta karisma yang dimiliki *influencer*, semakin tinggi pula kecenderungan konsumen untuk memiliki ketertarikan, mempertimbangkan, dan berniat membeli produk *skincare* Finally Found You. Dengan demikian, daya tarik *influencer* menjadi salah satu faktor yang mampu meningkatkan minat konsumen terhadap produk yang dipromosikan melalui TikTok.
2. Keahlian (*expertise*) *influencer* berpengaruh positif dan signifikan terhadap niat pembelian produk *skincare* Finally Found You pada pengguna TikTok Generasi Z. Hasil ini menunjukkan bahwa semakin tinggi pengetahuan, pengalaman, serta kemampuan *influencer* dalam menjelaskan informasi mengenai produk *skincare*, maka semakin tinggi pula kepercayaan dan keyakinan konsumen terhadap produk yang dipromosikan. Dengan demikian, kemampuan *influencer* dalam menyampaikan informasi produk secara jelas, akurat, dan meyakinkan mampu meningkatkan niat pembelian konsumen terhadap produk *skincare* Finally Found You.
3. Kepercayaan (*trustworthiness*) *influencer* berpengaruh positif dan signifikan terhadap niat pembelian produk *skincare* Finally Found You pada pengguna TikTok Generasi Z. Hasil ini menunjukkan bahwa semakin tinggi tingkat kejujuran, kredibilitas, dan integritas *influencer* yang dirasakan oleh konsumen, maka semakin tinggi pula kepercayaan konsumen terhadap informasi yang disampaikan. Kondisi tersebut mendorong meningkatnya

keyakinan konsumen untuk mempertimbangkan hingga melakukan pembelian produk skincare Finally Found You.

4. Interaktivitas (*interactivity*) influencer berpengaruh positif dan signifikan terhadap niat pembelian produk skincare Finally Found You pada pengguna TikTok Generasi Z. Hal ini menunjukkan bahwa semakin aktif influencer berkomunikasi, merespons komentar, menjawab pertanyaan, serta membangun interaksi dua arah dengan pengikutnya, maka semakin besar keterlibatan konsumen terhadap konten yang disampaikan. Interaksi tersebut mampu menciptakan hubungan yang lebih dekat antara influencer dan audiens sehingga meningkatkan niat pembelian produk skincare Finally Found You.
5. Karakteristik *influencer* yang terdiri atas daya tarik, keahlian, kepercayaan, dan interaktivitas secara simultan berpengaruh signifikan terhadap niat pembelian produk skincare Finally Found You pada pengguna TikTok Generasi Z. Hasil ini menunjukkan bahwa karakteristik influencer secara keseluruhan memiliki peran dalam memengaruhi niat pembelian konsumen. Meskipun secara parsial keahlian tidak menunjukkan pengaruh yang signifikan, kombinasi seluruh karakteristik influencer tetap memberikan kontribusi dalam membentuk persepsi konsumen dan mendorong munculnya niat pembelian terhadap produk skincare Finally Found You.

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian, terdapat beberapa implikasi manajerial yang dapat menjadi pertimbangan bagi perusahaan *skincare* Finally Found You dalam menjalankan strategi pemasaran melalui influencer di TikTok.

1. Karena daya tarik influencer terbukti memberikan pengaruh positif dan signifikan terhadap niat pembelian, Finally Found You disarankan untuk memilih influencer yang memiliki penampilan menarik, gaya komunikasi yang sesuai dengan karakteristik Generasi Z, serta mampu menyampaikan konten secara kreatif dan autentik. Pemilihan influencer yang memiliki

karakter tersebut diharapkan dapat meningkatkan ketertarikan konsumen terhadap produk yang dipromosikan.

2. Mengingat kepercayaan influencer merupakan faktor yang berpengaruh signifikan terhadap niat pembelian, Finally Found You perlu bekerja sama dengan influencer yang memiliki reputasi baik, kredibilitas tinggi, dan mampu memberikan ulasan produk secara jujur berdasarkan pengalaman penggunaan. Strategi ini dapat meningkatkan kepercayaan konsumen terhadap informasi produk sehingga mendorong niat pembelian.
3. Karena interaktivitas influencer juga terbukti meningkatkan niat pembelian, Finally Found You disarankan untuk memilih influencer yang aktif berinteraksi dengan audiens, seperti membalas komentar, menjawab pertanyaan, melakukan sesi *live streaming*, maupun membangun komunikasi dua arah melalui fitur-fitur TikTok. Interaksi yang intensif dapat memperkuat hubungan antara influencer dan pengikut sehingga meningkatkan minat konsumen terhadap produk.
4. Karena keahlian influencer terbukti berpengaruh positif dan signifikan terhadap niat pembelian, Finally Found You disarankan untuk bekerja sama dengan influencer yang memiliki pengetahuan, pengalaman, serta pemahaman yang baik mengenai produk skincare. Influencer juga perlu dibekali informasi yang lengkap mengenai kandungan, manfaat, cara penggunaan, serta keunggulan produk sehingga dapat menyampaikan informasi secara akurat, edukatif, dan meyakinkan kepada konsumen. Strategi tersebut diharapkan mampu meningkatkan kepercayaan konsumen sekaligus mendorong niat pembelian terhadap produk Finally Found You.
5. Hasil penelitian juga menunjukkan bahwa karakteristik influencer secara simultan berpengaruh terhadap niat pembelian, sehingga Finally Found You sebaiknya tidak hanya mempertimbangkan satu karakteristik dalam memilih influencer. Perusahaan perlu menerapkan strategi seleksi influencer secara komprehensif dengan mengutamakan influencer yang memiliki daya tarik, kredibilitas, dan kemampuan membangun interaksi yang baik dengan audiens. Selain itu, mengingat penelitian ini dilakukan

pada pengguna TikTok Generasi Z, Finally Found You perlu terus mengoptimalkan TikTok sebagai media pemasaran utama melalui konten kreatif yang relevan dengan preferensi target konsumennya.

5.3 Keterbatasan Penelitian

Penelitian ini masih mempunyai beberapa keterbatasan, antara lain sebagai berikut:

1. Penelitian ini tidak berfokus pada satu influencer tertentu, melainkan mengukur persepsi responden terhadap influencer secara umum dalam konteks promosi produk di media sosial TikTok. Oleh karena itu, hasil penelitian tidak dapat menggambarkan pengaruh karakteristik dari influencer tertentu yang mungkin memiliki tingkat popularitas, kredibilitas, ataupun gaya komunikasi yang berbeda.
2. Penelitian ini hanya dilakukan pada pengguna TikTok Generasi Z. Pemilihan platform TikTok didasarkan pada tingginya jumlah pengguna TikTok di Indonesia yang didominasi oleh Generasi Z serta karena TikTok merupakan salah satu media sosial utama yang digunakan Finally Found You dalam menjalankan strategi pemasaran melalui influencer. Namun demikian, karakteristik pengguna, algoritma, serta pola interaksi pada setiap platform media sosial berbeda-beda, sehingga hasil penelitian ini belum tentu dapat diterapkan pada pengguna platform lain, seperti Instagram, YouTube, maupun Facebook.
3. Pengumpulan data dilakukan menggunakan kuesioner online melalui Google Form sehingga jawaban responden sangat bergantung pada persepsi dan pemahaman masing-masing responden

5.4 Saran untuk Peneliti Selanjutnya

Berdasarkan keterbatasan penelitian yang telah dijelaskan, maka terdapat beberapa saran yang dapat diberikan untuk penelitian selanjutnya, yakni sebagai berikut:

1. Peneliti selanjutnya disarankan untuk meneliti pengaruh influencer tertentu sehingga dapat menganalisis secara lebih mendalam karakteristik

influencer, seperti tingkat popularitas, kredibilitas, maupun bentuk penyampaian konten terhadap niat pembelian konsumen.

2. Peneliti selanjutnya disarankan untuk memperluas cakupan penelitian dengan melibatkan pengguna dari berbagai kelompok usia serta pengguna platform media sosial lainnya, seperti Instagram, YouTube, atau Facebook. Dengan demikian, hasil penelitian dapat memberikan gambaran yang lebih menyeluruh mengenai pengaruh influencer marketing pada berbagai platform media sosial.
3. Peneliti selanjutnya disarankan untuk menggunakan metode pengumpulan data yang lebih beragam, seperti wawancara, observasi, atau metode campuran, sehingga data yang diperoleh tidak hanya bergantung pada persepsi responden melalui kuisioner, tetapi juga mampu memberikan pemahaman yang lebih mendalam mengenai perilaku konsumen terhadap influencer marketing.

DAFTAR PUSTAKA

- Adi, A., & Qastharin, A. (2024). *Influence of Beauty Micro-Influencer Towards Indonesian Purchase Intention of Skincare Products*. 3(1). <https://journal.institutemandalika.com/index.php/mjbm>
- Aw, E. C. X., Tan, G. W. H., Chuah, S. H. W., Ooi, K. B., & Hajli, N. (2023). Be my friend! Cultivating parasocial relationships with social media influencers: findings from PLS-SEM and fsQCA. *Information Technology and People*, 36(1), 66–94. <https://doi.org/10.1108/ITP-07-2021-0548>
- Azouri, M. (2025). Enterprising social media communities: how Instagram influencers shape Gen Z purchasing intentions in Middle-Eastern universities. *Journal of Enterprising Communities*, 1–19. <https://doi.org/10.1108/JEC-09-2025-0320>
- Faizi, L. (2026, February 23). *Finally Found You punya siapa? Ini profil foundernya*. IDN Times. <https://www.idntimes.com/business/economy/finally-found-you-punya-siapa-q9t03-00-g9v5v-qvc6sy>
- Field, A. (2018). *Discovering Statistics Using IBM SPSS Statistics (5th ed.)*. SAGE Publications.
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate dengan Program IBM SPSS*. Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis Eighth Edition (8th Ed.)*. Cengage Learning. [Www.Cengage.Com/Highered](http://www.Cengage.Com/Highered)
- Kurniawan, I. (2025, October 6). *Ultah ke-3 Finally Found You gandeng Tasya Farasya hingga Luna Maya, luncurkan The Ultimate Concentrates*. Tabloid Bintang. <https://www.tabloidbintang.com/amp/gaya-hidup/209410-ultah-ke-3-finally-found-you-gandeng-tasya-farasya-hingga-luna-maya-luncurkan-the-ultimate-concentrates>
- Liana, D., Devianti, R., Masriani, M., Mardiah, M., Munawaroh, F., Napratilora, M., & Lisa, H. (2022). Pelatihan Pengolahan Data Statistik Menggunakan SPSS untuk Meningkatkan Kualitas Karya Ilmiah Mahasiswa. *ABDIMASY:*

- Jurnal Pengabdian Dan Pemberdayaan Masyarakat*, 3(2), 81–87.
<https://doi.org/10.46963/ams.v3i2.656>
- Liem, C. J. E., & Firdausy, C. M. (2024). Pengaruh Attractiveness, Trustworthiness dan Expertise Social Media Influencer terhadap Purchase Intention. *Jurnal Manajerial Dan Kewirausahaan*, 6(4), 883–890.
<https://doi.org/10.24912/jmk.v6i4.32732>
- Lutfia, N., & Wulandari, N. (2025). Analisis Dampak Dari Social Presence, Interactivity, Attractiveness Dan Expertise Pada Flow Terhadap Purchase Intention Dan Continous Watching Intention Live Streaming Tiktok Shop. *Journal Of Accounting, Management And Islamic Economics*, 3(1), 377–394.
<https://Doi.Org/10.35384/Jamie.V3i1.772>
- Nafiza & Khasanah. (2024). Analisis Pengaruh Attractiveness, Trustworthiness, Dan Expertise Influencer Terhadap Purchase Intention Melalui Brand Image Pada Produk Wardah. *Diponegoro Journal Of Management*, 13(3), 2337–3792. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Sinaga, D. (2022). *Metodologi Penelitian (Penelitian Kuantitatif)* (Aliwar, Ed.). Uki Press.
<http://repository.uki.ac.id/11275/1/BukuAjarMetodologiPenelitianKuantitatif.pdf>
- Singh, S. (2026). *How many people use TikTok 2026 [Active users data]*. DemandSage. <https://www.demandsage.com/tiktok-user-statistics/>
- Subhaktiyasa, P. G. (2024). Menentukan Populasi dan Sampel: Pendekatan Metodologi Penelitian Kuantitatif dan Kualitatif. *Jurnal Ilmiah Profesi Pendidikan*, 9(4), 2721–2731. <https://doi.org/10.29303/jipp.v9i4.2657>
- Sudariana, N., & Yoedani, M. M. (2022). Analisis statistik regresi linier berganda. *Seniman Transactions on Management and Business*, 2(2), 1–11.
<https://nusaputra.ac.id>
- Sugiyono. (2021a). *Metode Penelitian Kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2021b). *Metode Penelitian Kuantitatif, Kualitatif dan R&D (4th ed.)*. Alfabeta.

- Ta, H. H., Trinh, V. H., & Le, T. M. (2025). Exploring the impact of influencers' characteristics on the cosmetics purchase intentions of TikTok users. *Innovative Marketing*, 21(2), 27–39. [https://doi.org/10.21511/im.21\(2\).2025.03](https://doi.org/10.21511/im.21(2).2025.03)
- Tajik, O., Golzar, J., & Noor, S. (2024). | P a g e Purposive Sampling. *IJELS*, 2(2), 1–9.
- Tan, L. L. (2025). Skincare influencers' impact on purchase intention – brand image as mediator. *Journal of Contemporary Marketing Science*, 8(1), 20–36. <https://doi.org/10.1108/jcmars-01-2024-0001>
- Tseng, W. K., & Ou, C. C. (2025). Can Virtual Influencers Drive Online Consumer Behavior? An Applied Examination of ELM Model Investigating the Marketing Effects of Virtual Influencers. *Sustainability (Switzerland)*, 17(23). <https://doi.org/10.3390/su172310721>
- Vedhitya, M. (2025, October 3). *Finally Found You! Tonjolkkan product values untuk Gen Z*. Marketeers. <https://www.marketeers.com/finally-found-you-tonjolkkan-product-values-untuk-gen-z/>
- Zhou, R., & Baskaran, A. (2025). Influencing mechanisms of live streaming influencer characteristics on purchase intention: The mediating role of emotional trust. *PLoS ONE*, 20(4 April). <https://doi.org/10.1371/journal.pone.0322294>

LAMPIRAN

Lampiran 1. Kuesioner Google Formulir

Perkenalkan, saya Angellina Francisca, mahasiswa Universitas Atma Jaya Yogyakarta, Fakultas Bisnis dan Ekonomika, dengan NPM 220326868 yang saat ini sedang menempuh pendidikan di program studi Manajemen.

Kuesioner ini bertujuan untuk memperoleh data penelitian mengenai pengaruh karakteristik influencer terhadap niat pembelian produk skincare Finally Found You pada pengguna TikTok Generasi Z. Oleh karena itu, saya mengharapkan kesediaan Saudara/Saudari untuk mengisi kuesioner ini dengan jujur dan sesuai dengan pengalaman maupun pendapat pribadi. Seluruh informasi dan jawaban yang diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan akademik penelitian ini. Partisipasi Saudara/Saudari dalam mengisi kuesioner ini sangat berarti dan membantu kelancaran penelitian ini. Atas waktu dan kesediaannya dalam mengisi kuesioner ini, saya mengucapkan terima kasih.

Pertanyaan Filter

1. Apakah kamu termasuk dalam generasi Z (lahir tahun 1997–2012)?
 - ☐ Ya
 - ☐ Tidak
2. Apakah kamu pernah melihat konten influencer yang mempromosikan di bidang *skincare* Finally Found You di TikTok minimal 2 kali dalam 6 bulan terakhir?
 - ☐ Pernah
 - ☐ Tidak Pernah

Daya Tarik Influencer

Pilih salah satu jawaban yang paling sesuai dengan pendapat Saudara/Saudari.

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

No	Pertanyaan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1.	Saya tertarik pada rekomendasi produk skincare Finally Found You dari influencer TikTok yang berpenampilan menarik					
2.	Saya tertarik pada produk skincare Finally Found You yang direkomendasikan oleh influencer TikTok yang berpenampilan elegan					
3.	Saya tertarik pada produk skincare Finally Found You yang direkomendasikan oleh influencer TikTok dengan gaya yang berkelas					
4.	Saya tertarik pada produk skincare Finally Found You yang direkomendasikan oleh influencer TikTok dengan gaya yang menarik					
5.	Saya merasa influencer skincare Finally Found You di TikTok mempunyai karisma					

Keahlian Influencer

Pilih salah satu jawaban yang paling sesuai dengan pendapat Saudara/Saudari.

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

No	Pertanyaan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1.	Influencer TikTok mempunyai pengetahuan yang baik tentang produk skincare Finally Found You					
2.	Influencer TikTok mempunyai latar belakang yang relevan dengan produk skincare Finally Found You					
3.	Influencer TikTok mempunyai pengalaman dalam menggunakan berbagai produk skincare Finally Found You					
4.	Influencer TikTok mempunyai keterampilan dalam menggunakan produk skincare Finally Found You dengan baik, dengan cara yang tepat					
5.	Saya merasa influencer mempunyai pemahaman yang baik tentang skincare Finally Found You					

Kepercayaan Influencer

Pilih salah satu jawaban yang paling sesuai dengan pendapat Saudara/Saudari.

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

No	Pertanyaan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1.	Influencer TikTok favorit saya dapat dipercaya dalam merekomendasikan produk skincare Finally Found You					
2.	Influencer TikTok favorit saya dapat diandalkan dalam memberikan informasi mengenai produk skincare Finally Found You					
3.	Saya percaya influencer TikTok memberikan ulasan jujur tentang skincare Finally Found You					
4.	Saya merasa influencer skincare di TikTok tulus dalam memberikan rekomendasi skincare Finally Found You					

Interaktivitas Influencer

Pilih salah satu jawaban yang paling sesuai dengan pendapat Saudara/Saudari.

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

No	Pertanyaan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1.	Influencer TikTok Finally Found You aktif berinteraksi dengan audiens melalui konten yang dibuatnya					
2.	Influencer TikTok Finally Found You mau menanggapi komentar atau pertanyaan dari audiens					
3.	Influencer TikTok Finally Found You memperhatikan pendapat atau masukan dari audiens					
4.	Influencer TikTok Finally Found You sering membangun komunikasi dua arah dengan audiens					
5.	Influencer TikTok Finally Found You tanggap terhadap kebutuhan informasi audiens tentang produk					

Niat Pembelian

Pilih salah satu jawaban yang paling sesuai dengan pendapat Saudara/Saudari.

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

No	Pertanyaan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1.	Saya tertarik untuk membeli produk skincare Finally Found You					
2.	Saya mempunyai keinginan untuk membeli produk skincare Finally Found You					
3.	Saya mempertimbangkan untuk membeli produk skincare Finally Found You					
4.	Saya bersedia mencoba produk skincare Finally Found You					
5.	Saya mempertimbangkan membeli produk skincare Finally Found You tersebut di masa depan					

Pertanyaan Demografi

Bagian ini berisi pertanyaan mengenai data diri responden yang digunakan untuk keperluan penelitian. Seluruh data yang diberikan akan dijaga kerahasiaannya.

1. Usia

- ☐ 14-17 tahun
- ☐ 18-21 tahun
- ☐ 22-25 tahun
- ☐ 26-29 tahun

2. Jenis Kelamin

- ☐ Perempuan

- Laki-laki
3. Pekerjaan
- Pelajar/Siswa
 - Mahasiswa
 - Karyawan Swasta
 - PNS
 - Wirausaha
 - Ibu Rumah Tangga
 - Belum/Tidak Bekerja
4. Pendapatan Perbulan
- $\leq$ Rp1.000.000
 - Rp1.000.001 – Rp3.000.000
 - Rp3.000.001 – Rp5.000.000
 - $>$ Rp5.000.000
5. Frekuensi Akses TikTok Dalam 1 Hari
- $<$ 1 jam
 - 1–3 jam
 - 4–6 jam
 - $>$ 7 jam

Lampiran 2. Data Responden dan Jawabannya

Timestamp	Apakah kamu termasuk dalam generasi Z (lahir tahun 1997–2012)?	Apakah kamu pernah melihat konten influencer yang mempromosikan di bidang skincare Finally Found You di TikTok minimal 2 kali dalam 6 bulan terakhir?
5/8/2026 19:54:02	Ya	Pernah
5/8/2026 20:04:21	Ya	Pernah
5/8/2026 20:05:23	Ya	Pernah
5/8/2026 21:45:14	Ya	Pernah
5/8/2026 22:59:49	Ya	Pernah
5/9/2026 10:46:51	Ya	Pernah
5/9/2026 12:28:54	Ya	Pernah
5/9/2026 20:32:25	Ya	Pernah
5/9/2026 22:04:58	Ya	Pernah
5/9/2026 22:06:54	Ya	Pernah
5/9/2026 22:07:50	Ya	Pernah
5/9/2026 22:11:03	Ya	Pernah
5/10/2026 16:05:41	Ya	Pernah
5/10/2026 16:07:58	Ya	Pernah
5/10/2026 16:09:23	Ya	Pernah
5/10/2026 16:10:55	Ya	Pernah
5/10/2026 16:12:09	Ya	Pernah
5/10/2026 16:13:55	Ya	Pernah
5/10/2026 16:15:45	Ya	Pernah

5/10/2026 16:17:16	Ya	Pernah
5/10/2026 16:18:32	Ya	Pernah
5/10/2026 16:19:33	Ya	Pernah
5/10/2026 16:20:32	Ya	Pernah
5/10/2026 16:21:39	Ya	Pernah
5/10/2026 16:22:37	Ya	Pernah
5/10/2026 23:15:52	Ya	Pernah
5/11/2026 1:59:04	Ya	Pernah
5/11/2026 9:20:53	Ya	Pernah
5/11/2026 14:06:36	Ya	Pernah
5/11/2026 14:08:15	Ya	Pernah
5/11/2026 14:09:23	Ya	Pernah
5/11/2026 14:11:15	Ya	Pernah
5/11/2026 15:28:12	Ya	Pernah
5/11/2026 15:29:21	Ya	Pernah
5/11/2026 15:31:07	Ya	Pernah
5/11/2026 15:34:54	Ya	Pernah
5/11/2026 15:42:49	Ya	Pernah
5/11/2026 15:45:20	Ya	Pernah
5/11/2026 16:37:04	Ya	Pernah
5/11/2026 16:51:07	Ya	Pernah
5/11/2026 16:54:13	Ya	Pernah
5/11/2026 17:09:00	Ya	Pernah
5/11/2026 20:40:47	Ya	Pernah

5/11/2026 20:50:54	Ya	Pernah
5/11/2026 20:52:18	Ya	Pernah
5/11/2026 20:54:34	Ya	Pernah
5/11/2026 22:59:50	Ya	Pernah
5/11/2026 23:01:05	Ya	Pernah
5/11/2026 23:02:38	Ya	Pernah
5/11/2026 23:05:46	Ya	Pernah
5/11/2026 23:08:40	Ya	Pernah
5/11/2026 23:15:48	Ya	Pernah
5/11/2026 23:18:25	Ya	Pernah
5/11/2026 23:36:33	Ya	Pernah
5/12/2026 0:19:39	Ya	Pernah
5/12/2026 0:42:01	Ya	Pernah
5/12/2026 0:44:19	Ya	Pernah
5/12/2026 14:08:23	Ya	Pernah
5/12/2026 14:27:06	Ya	Pernah
5/12/2026 14:30:31	Ya	Pernah
5/12/2026 14:39:14	Ya	Pernah
5/12/2026 14:41:57	Ya	Pernah
5/12/2026 14:43:13	Ya	Pernah
5/12/2026 14:52:15	Ya	Pernah
5/12/2026 14:54:29	Ya	Pernah
5/12/2026 15:07:06	Ya	Pernah
5/12/2026 15:08:19	Ya	Pernah

5/12/2026 15:09:26	Ya	Pernah
5/12/2026 15:10:28	Ya	Pernah
5/12/2026 15:11:37	Ya	Pernah
5/12/2026 15:12:32	Ya	Pernah
5/12/2026 15:12:39	Ya	Pernah
5/12/2026 15:13:40	Ya	Pernah
5/12/2026 15:14:41	Ya	Pernah
5/12/2026 15:22:26	Ya	Pernah
5/13/2026 17:58:05	Ya	Pernah
5/13/2026 18:20:40	Ya	Pernah
5/13/2026 18:56:44	Ya	Pernah
5/13/2026 19:36:18	Ya	Pernah
5/13/2026 20:13:18	Ya	Pernah
5/13/2026 21:24:29	Ya	Pernah
5/13/2026 21:39:15	Ya	Pernah
5/13/2026 21:47:33	Ya	Pernah
5/13/2026 21:59:49	Ya	Pernah
5/13/2026 22:33:42	Ya	Pernah
5/13/2026 22:51:09	Ya	Pernah
5/14/2026 0:22:02	Ya	Pernah
5/14/2026 1:45:52	Ya	Pernah
5/14/2026 2:31:56	Ya	Pernah
5/14/2026 2:33:59	Ya	Pernah
5/14/2026 7:31:19	Ya	Pernah

5/14/2026 7:49:26	Ya	Pernah
5/14/2026 7:52:11	Ya	Pernah
5/14/2026 9:52:25	Ya	Pernah
5/14/2026 10:43:26	Ya	Pernah
5/14/2026 13:33:44	Ya	Pernah
5/14/2026 13:40:56	Ya	Pernah
5/14/2026 13:49:53	Ya	Pernah
5/14/2026 13:51:58	Ya	Pernah
5/14/2026 13:53:10	Ya	Pernah
5/14/2026 14:02:45	Ya	Pernah
5/14/2026 14:22:30	Ya	Pernah
5/14/2026 14:37:32	Ya	Pernah
5/14/2026 16:09:17	Ya	Pernah
5/14/2026 16:11:02	Ya	Pernah
5/14/2026 16:14:59	Ya	Pernah
5/14/2026 16:19:36	Ya	Pernah
5/14/2026 16:24:00	Ya	Pernah
5/14/2026 16:28:23	Ya	Pernah
5/14/2026 16:32:08	Ya	Pernah
5/14/2026 16:34:29	Ya	Pernah
5/14/2026 17:07:33	Ya	Pernah
5/14/2026 17:11:44	Ya	Pernah
5/14/2026 17:23:29	Ya	Pernah
5/14/2026 17:25:07	Ya	Pernah

5/14/2026 17:26:49	Ya	Pernah
5/14/2026 17:37:06	Ya	Pernah
5/14/2026 17:38:38	Ya	Pernah
5/14/2026 17:40:16	Ya	Pernah
5/14/2026 17:48:11	Ya	Pernah
5/14/2026 17:50:05	Ya	Pernah
5/14/2026 17:55:09	Ya	Pernah
5/14/2026 17:59:11	Ya	Pernah
5/14/2026 18:04:35	Ya	Pernah
5/14/2026 18:05:42	Ya	Pernah
5/14/2026 18:07:50	Ya	Pernah
5/14/2026 18:27:58	Ya	Pernah
5/14/2026 18:29:21	Ya	Pernah
5/14/2026 18:32:09	Ya	Pernah
5/14/2026 18:34:45	Ya	Pernah
5/14/2026 18:36:14	Ya	Pernah
5/14/2026 18:37:49	Ya	Pernah

D	D	D	D	D	K	K	K	K	K	K	K	K	K	I	I	I	I	I	N	N	N	N	N
T	T	T	T	T	E	E	E	E	E	P	P	P	P	N	N	N	N	N	P	P	P	P	P
1	2	3	4	5	1	2	3	4	5	1	2	3	4	1	2	3	4	5	1	2	3	4	5
5	5	5	5	5	5	5	5	5	5	5	4	4	5	4	4	5	5	5	5	4	4	5	5
4	4	5	5	5	4	4	4	5	5	4	4	4	4	4	4	5	5	5	4	4	5	5	5
4	4	5	4	4	4	4	5	4	4	5	5	4	4	5	2	3	3	4	5	4	4	5	5
2	2	3	2	4	2	3	1	3	4	2	2	4	2	2	3	3	2	2	2	3	1	4	2
5	5	5	5	5	4	4	4	4	4	5	5	5	5	4	4	4	4	4	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	5	4	5	5	5	5	5	4	4	4	4	4

4	5	5	5	5	4	4	5	5	5	5	5	5	5	4	4	5	5	5	5	4	5	5	4
5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	4	5	5	4	5	5	4	5	5	5	5	4	5	5	4	5	5	5	4	5	5	5
5	5	4	5	5	4	5	4	5	5	5	5	4	5	4	5	5	5	4	5	5	5	4	4
5	5	5	5	5	4	5	5	5	4	5	5	4	5	5	5	5	5	5	5	4	5	5	5
5	4	5	4	5	4	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5	4	5
5	5	5	4	5	5	5	4	4	5	5	5	5	4	5	5	4	5	4	5	4	5	5	5
5	5	4	5	5	4	5	4	5	5	4	5	5	5	5	4	5	4	5	4	5	4	5	5
5	5	4	5	5	5	4	4	5	5	5	4	5	4	5	5	5	5	4	5	5	4	4	5
5	5	5	4	5	5	4	4	5	5	5	5	4	5	5	5	4	5	5	4	4	5	5	5
4	4	5	5	5	4	5	5	5	5	5	5	4	5	5	5	4	4	5	5	5	5	4	5
5	5	5	5	4	5	5	5	4	4	5	5	4	5	5	4	5	5	4	4	5	5	4	5
5	4	5	5	5	4	4	5	5	5	4	5	5	5	4	4	5	5	5	5	5	5	5	4
5	5	5	4	5	5	5	5	4	4	5	5	4	5	5	5	4	5	5	5	4	4	5	5
4	5	5	5	5	4	4	5	5	5	5	4	5	5	5	4	4	5	5	5	5	4	5	5
5	5	4	5	5	5	5	4	4	5	5	5	5	4	5	5	4	5	4	4	5	5	5	5
4	4	5	5	5	4	5	5	5	5	5	5	4	5	5	5	4	5	5	5	5	5	4	5
5	4	5	5	5	5	4	4	5	5	5	5	5	4	5	5	5	4	4	5	5	4	5	5
4	5	5	5	5	4	4	5	5	5	5	5	4	5	5	5	5	4	4	5	5	5	5	4
5	5	5	4	5	4	4	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5
5	5	5	5	5	4	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	4	4	5	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5
5	5	5	4	5	4	5	5	5	5	5	5	4	5	5	4	5	5	5	5	5	5	5	5
5	5	5	4	4	5	5	5	5	5	5	5	4	4	4	5	5	5	5	4	4	4	4	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5
5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5
5	5	5	5	4	5	5	4	5	5	5	5	5	5	5	5	4	5	5	4	5	5	5	5

5	5	4	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	5	5	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5
5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	4	5	5	5	5	5	5	5
5	5	5	5	5	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	4	5	5	5
5	5	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5
4	5	3	4	5	3	4	5	3	4	3	4	5	3	3	4	3	5	5	4	5	5	4	5	5	4	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5	5	4	5	5	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	4	5	4	4	5	5	5	5	5	5
5	5	5	5	5	4	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5
5	5	5	5	4	5	5	5	5	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	4	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	4	5	5	5	5	4	5	5	5	4	5	5	5	5	5	5	4	5	5	5	5	5	5	5
5	5	5	4	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	4	5	5	4	5	5	5	4	4	5	5	5	5	5	5	5	4	5	4	4
5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5	4	5	5	5	5	5	5	5	5	5	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
2	2	2	2	2	3	2	2	2	2	3	3	3	3	2	3	2	3	2	2	2	2	4	2	2	2	2	2
5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5
5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	4

5	5	5	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5
5	5	5	4	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	4	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	4	4	4	4
4	5	4	5	5	5	4	5	4	5	5	5	4	5	5	5	4	4	5	5	5	5	5	4	4	4
5	5	5	5	4	5	5	5	4	4	5	5	4	5	5	4	4	5	5	5	5	5	4	5	5	5
5	5	4	5	5	4	4	5	5	5	5	4	5	5	4	5	5	5	5	5	5	5	5	4	5	5
5	5	4	5	5	4	5	5	5	5	4	5	4	5	5	5	5	5	5	4	5	5	5	4	5	5
5	4	5	5	5	4	4	5	5	5	4	5	5	5	5	5	4	4	5	4	5	5	5	5	5	5
5	5	4	5	5	4	5	5	5	5	4	4	5	5	5	4	5	5	5	5	5	5	5	4	5	5
5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5
5	5	4	5	5	5	4	5	5	5	4	4	5	5	5	5	4	5	4	5	5	5	5	4	5	5
5	5	4	5	5	4	4	5	5	5	5	5	5	4	5	4	5	4	5	5	5	5	5	4	4	4
5	5	5	5	5	4	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5
3	4	3	4	3	5	4	3	3	4	4	5	3	3	3	4	5	3	4	4	4	3	5	5	5	5
3	4	4	5	3	4	3	4	5	5	3	4	3	5	3	4	4	2	5	4	4	5	5	4	4	4
4	5	4	3	3	4	3	5	4	5	5	4	3	2	3	4	4	3	5	3	3	4	4	4	5	5
3	5	4	3	3	4	3	5	4	3	3	4	5	4	5	3	3	4	4	3	3	4	4	4	4	4
4	3	4	3	4	5	4	4	4	4	4	3	5	4	4	3	3	4	4	5	4	4	3	4	5	5
5	4	4	5	5	4	4	4	4	4	4	4	4	4	4	5	4	4	5	4	4	4	4	4	4	4
4	3	4	3	3	5	4	4	3	5	3	3	2	2	3	4	4	3	4	3	3	3	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5
2	3	4	4	3	4	3	4	3	4	3	3	4	4	4	3	4	4	3	3	4	4	4	4	4	4
4	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	5	4	3	4	4	4	3	4	5	4	4	3	4	3	2	3	3	4	3	3	3	4	4	4	4
4	4	5	5	5	4	4	5	5	4	4	4	5	3	3	3	4	4	5	5	5	4	5	4	4	4

4	4	3	4	4	3	5	3	3	4	2	3	3	4	4	3	4	4	4	4	4	3	4	4
4	5	3	3	3	2	3	3	4	3	3	4	3	1	3	2	3	3	4	2	4	5	4	3
4	5	3	4	3	3	4	4	3	4	3	3	4	3	4	4	3	5	4	3	4	3	4	4
4	5	3	4	5	4	4	3	3	4	3	3	4	4	4	4	5	4	4	4	3	2	4	4
4	5	4	3	3	4	4	4	3	4	4	4	3	3	3	2	3	4	5	4	3	3	4	5
3	4	5	4	4	3	4	4	3	4	3	5	3	4	4	4	4	3	4	4	4	3	4	5
4	4	4	4	4	5	4	5	5	5	4	4	3	3	4	4	4	4	4	4	4	4	4	4
5	4	3	4	4	5	4	4	3	4	5	5	4	4	4	5	4	5	4	5	3	3	4	5
4	4	3	4	4	4	3	5	3	4	4	5	4	4	3	4	3	4	5	4	4	3	4	5
3	3	4	4	5	4	4	3	5	3	3	4	3	3	4	3	4	4	5	3	3	4	4	5
4	4	5	4	4	3	4	4	5	3	2	3	4	3	3	2	3	4	4	4	4	3	4	5
4	5	3	3	5	4	4	5	5	4	5	3	3	4	5	5	4	4	4	3	3	4	4	4
4	4	4	4	4	5	5	4	5	4	5	3	3	3	5	5	4	4	3	3	3	5	5	4
4	4	4	4	5	3	4	4	5	4	2	3	3	4	4	4	3	4	4	4	4	3	4	5
4	5	4	5	3	4	4	5	3	3	3	4	5	3	3	4	4	4	5	3	4	3	4	5
4	4	4	4	4	3	3	4	4	3	3	3	3	3	4	3	3	3	3	4	4	4	4	4
4	5	3	4	5	4	3	4	5	5	3	4	5	4	3	4	5	4	5	3	4	5	4	5
4	3	5	3	5	4	4	3	4	5	2	3	3	3	3	2	3	4	5	3	4	4	4	4
3	4	5	3	4	3	4	5	4	5	3	4	5	5	3	4	5	4	5	3	4	5	5	5
4	5	3	4	5	4	5	3	4	4	4	5	4	4	4	5	4	3	5	4	5	3	5	5
5	3	4	5	3	5	3	4	5	4	5	3	4	5	5	3	4	4	5	5	4	4	5	5
3	4	4	5	5	3	4	4	5	5	3	4	4	5	3	4	4	5	4	3	4	4	5	3
3	5	5	3	4	3	5	5	3	4	3	5	5	4	3	5	5	4	4	3	5	5	3	5
4	3	4	3	4	3	3	4	4	5	3	4	3	2	3	2	3	4	4	3	3	4	4	4
3	4	5	4	4	4	4	4	5	3	2	3	4	3	3	3	3	4	5	4	4	3	4	4
5	4	5	4	3	4	3	3	3	4	3	4	4	5	3	2	4	4	5	4	4	3	4	5
4	5	4	5	4	3	4	5	5	4	3	4	3	3	4	3	4	5	5	4	4	5	4	5

4	3	4	4	3	4	4	4	3	4	3	3	4	4	3	3	3	4	4	4	4	4	3
3	4	5	3	4	3	4	4	4	4	4	4	4	5	3	4	4	4	4	4	4	3	4
4	5	5	4	5	3	4	5	4	5	4	3	3	3	3	4	3	3	5	3	4	4	5
4	3	4	4	3	4	5	4	4	5	3	4	4	4	3	4	3	3	4	3	4	4	5
3	3	4	4	3	2	4	4	4	4	3	3	3	2	3	2	4	4	4	3	3	3	3
4	5	4	5	5	4	5	5	4	5	4	5	5	5	3	3	3	4	4	3	3	3	4
4	3	4	3	5	3	4	4	4	4	4	4	3	3	3	3	3	3	3	4	4	3	4
3	4	5	3	4	3	4	5	4	4	3	4	5	5	3	4	4	4	5	3	4	5	5
4	5	3	4	5	4	5	3	4	4	5	3	4	3	4	5	3	5	5	4	5	3	4
4	4	5	3	3	3	3	4	4	4	3	4	3	3	2	3	4	4	4	3	3	4	4
4	4	3	4	3	3	4	4	4	4	3	4	4	4	4	4	3	4	3	3	4	4	4
3	4	3	4	5	3	4	4	3	5	3	4	5	4	3	4	4	4	4	3	4	4	5
4	4	4	5	3	4	3	4	4	4	3	4	3	3	4	4	5	5	5	3	4	4	4
3	4	5	5	4	3	4	4	4	3	3	3	3	2	3	2	3	3	4	3	3	3	4
4	4	5	4	5	3	3	4	5	4	3	3	2	2	3	4	4	5	5	3	4	4	5
5	4	3	3	3	4	4	4	4	5	3	3	3	4	4	2	4	4	4	4	3	3	4
4	4	4	3	4	3	4	3	4	4	4	3	3	3	3	3	4	4	4	3	4	3	5
2	1	1	2	3	3	3	3	4	4	3	3	3	4	3	2	3	4	4	3	4	4	4

Lampiran 3. Hasil Olah Data

1. Hasil Olah Frekuensi Responden

		Usia			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	18–21 tahun	16	12.1	12.1	12.1
	22–25 tahun	83	62.9	62.9	75.0
	26–29 tahun	33	25.0	25.0	100.0
	Total	132	100.0	100.0	

		Jenis Kelamin			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Laki-Laki	9	6.8	6.8	6.8
	Perempuan	123	93.2	93.2	100.0
	Total	132	100.0	100.0	

		Pekerjaan			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Pelajar/Siswa	4	3.0	3.0	3.0
	Mahasiswa	40	30.3	30.3	33.3
	Karyawan Swasta	70	53.0	53.0	86.4
	PNS	1	.8	.8	87.1
	Ibu Rumah Tangga	11	8.3	8.3	95.5
	Belum/Tidak Bekerja	6	4.5	4.5	100.0
	Total	132	100.0	100.0	

		Pendapatan			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	≤ Rp1.000.000	7	5.3	5.3	5.3
	Rp1.000.001 – Rp3.000.000	19	14.4	14.4	19.7
	Rp3.000.001 – Rp5.000.000	91	68.9	68.9	88.6
	> Rp5.000.000	15	11.4	11.4	100.0
	Total	132	100.0	100.0	

		Frekuensi Penggunaan Tiktok			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	< 1 jam	3	2.3	2.3	2.3
	1–3 jam	37	28.0	28.0	30.3
	4–6 jam	53	40.2	40.2	70.5
	> 7 jam	39	29.5	29.5	100.0
	Total	132	100.0	100.0	

2. Deskripsi Variabel Daya Tarik

		Statistics				
		DT1	DT2	DT3	DT4	DT5
N	Valid	132	132	132	132	132
	Missing	0	0	0	0	0
Mean		4.34	4.46	4.37	4.30	4.41
Std. Error of Mean		.069	.068	.069	.069	.067
Median		5.00	5.00	5.00	4.00	5.00

Mode	5	5	5	5	5
Std. Deviation	.790	.776	.795	.789	.771
Variance	.623	.602	.632	.622	.595
Range	3	4	4	3	3
Minimum	2	1	1	2	2
Maximum	5	5	5	5	5
Sum	573	589	577	567	582

DT1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	3.0	3.0	3.0
	N	14	10.6	10.6	13.6
	S	47	35.6	35.6	49.2
	SS	67	50.8	50.8	100.0
	Total	132	100.0	100.0	

DT2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.8	.8	.8
	TS	2	1.5	1.5	2.3
	N	11	8.3	8.3	10.6
	S	39	29.5	29.5	40.2
	SS	79	59.8	59.8	100.0
	Total	132	100.0	100.0	

DT3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.8	.8	.8
	TS	1	.8	.8	1.5
	N	17	12.9	12.9	14.4
	S	42	31.8	31.8	46.2

	SS	71	53.8	53.8	100.0
	Total	132	100.0	100.0	

DT4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2.3	2.3	2.3
	N	18	13.6	13.6	15.9
	S	48	36.4	36.4	52.3
	SS	63	47.7	47.7	100.0
	Total	132	100.0	100.0	

DT5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	.8	.8	.8
	N	20	15.2	15.2	15.9
	S	35	26.5	26.5	42.4
	SS	76	57.6	57.6	100.0
	Total	132	100.0	100.0	

3. Deskripsi Variabel Keahlian

Statistics

		KE1	KE2	KE3	KE4	KE5
N	Valid	132	132	132	132	132
	Missing	0	0	0	0	0

Frequency Table

KE1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2.3	2.3	2.3

N	25	18.9	18.9	21.2
S	54	40.9	40.9	62.1
SS	50	37.9	37.9	100.0
Total	132	100.0	100.0	

		KE2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	.8	.8	.8
	N	16	12.1	12.1	12.9
	S	56	42.4	42.4	55.3
	SS	59	44.7	44.7	100.0
	Total	132	100.0	100.0	

		KE3			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.8	.8	.8
	TS	1	.8	.8	1.5
	N	12	9.1	9.1	10.6
	S	50	37.9	37.9	48.5
	SS	68	51.5	51.5	100.0
	Total	132	100.0	100.0	

		KE4			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	.8	.8	.8
	N	17	12.9	12.9	13.6
	S	41	31.1	31.1	44.7
	SS	73	55.3	55.3	100.0
	Total	132	100.0	100.0	

		KE5			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	.8	.8	.8
	N	8	6.1	6.1	6.8
	S	52	39.4	39.4	46.2
	SS	71	53.8	53.8	100.0
	Total	132	100.0	100.0	

4. Deskripsi Variabel Kepercayaan

		Statistics			
		KP1	KP2	KP3	KP4
N	Valid	132	132	132	132
	Missing	0	0	0	0

		KP1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	4.5	4.5	4.5
	N	33	25.0	25.0	29.5
	S	30	22.7	22.7	52.3
	SS	63	47.7	47.7	100.0
	Total	132	100.0	100.0	

		KP2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	.8	.8	.8
	N	23	17.4	17.4	18.2
	S	46	34.8	34.8	53.0
	SS	62	47.0	47.0	100.0
	Total	132	100.0	100.0	

		KP3			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.5	1.5	1.5
	N	27	20.5	20.5	22.0
	S	35	26.5	26.5	48.5
	SS	68	51.5	51.5	100.0
	Total	132	100.0	100.0	

		KP4			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.8	.8	.8
	TS	7	5.3	5.3	6.1
	N	21	15.9	15.9	22.0
	S	35	26.5	26.5	48.5
	SS	68	51.5	51.5	100.0
	Total	132	100.0	100.0	

5. Deskripsi Variabel Interaktivitas

		Statistics				
		IN1	IN2	IN3	IN4	IN5
N	Valid	132	132	132	132	132
	Missing	0	0	0	0	0

		IN1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2.3	2.3	2.3
	N	34	25.8	25.8	28.0
	S	31	23.5	23.5	51.5
	SS	64	48.5	48.5	100.0

Total	132	100.0	100.0
-------	-----	-------	-------

IN2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	12	9.1	9.1	9.1
	N	17	12.9	12.9	22.0
	S	45	34.1	34.1	56.1
	SS	58	43.9	43.9	100.0
	Total	132	100.0	100.0	

IN3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	.8	.8	.8
	N	24	18.2	18.2	18.9
	S	47	35.6	35.6	54.5
	SS	60	45.5	45.5	100.0
	Total	132	100.0	100.0	

IN4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.5	1.5	1.5
	N	14	10.6	10.6	12.1
	S	49	37.1	37.1	49.2
	SS	67	50.8	50.8	100.0
	Total	132	100.0	100.0	

IN5

		Frequency	Percent	Valid Percent	Cumulative Percent
--	--	-----------	---------	---------------	--------------------

Valid	TS	2	1.5	1.5	1.5
	N	5	3.8	3.8	5.3
	S	45	34.1	34.1	39.4
	SS	80	60.6	60.6	100.0
	Total	132	100.0	100.0	

5. Deskripsi Variabel Niat Beli

		Statistics				
		NP1	NP2	NP3	NP4	NP5
N	Valid	132	132	132	132	132
	Missing	0	0	0	0	0

		NP1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2.3	2.3	2.3
	N	29	22.0	22.0	24.2
	S	40	30.3	30.3	54.5
	SS	60	45.5	45.5	100.0
	Total	132	100.0	100.0	

		NP2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	.8	.8	.8
	N	16	12.1	12.1	12.9
	S	52	39.4	39.4	52.3
	SS	63	47.7	47.7	100.0
	Total	132	100.0	100.0	

NP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.8	.8	.8
	TS	1	.8	.8	1.5
	N	23	17.4	17.4	18.9
	S	42	31.8	31.8	50.8
	SS	65	49.2	49.2	100.0
	Total	132	100.0	100.0	

NP4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	.8	.8	.8
	N	6	4.5	4.5	5.3
	S	56	42.4	42.4	47.7
	SS	69	52.3	52.3	100.0
	Total	132	100.0	100.0	

NP5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.5	1.5	1.5
	N	4	3.0	3.0	4.5
	S	39	29.5	29.5	34.1
	SS	87	65.9	65.9	100.0
	Total	132	100.0	100.0	

6. Uji Validitas dan Uji reliabilitas Daya Tarik

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.832	.832	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
DT1	17.54	5.869	.706	.522	.777
DT2	17.42	6.062	.662	.469	.790
DT3	17.51	6.389	.540	.293	.824
DT4	17.58	6.031	.655	.436	.791
DT5	17.47	6.297	.594	.356	.808

7. Uji Validitas dan Uji reliabilitas Keahlian

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.797	.798	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KE1	17.57	4.705	.584	.364	.757
KE2	17.40	4.960	.605	.381	.750

KE3	17.33	4.924	.572	.332	.760
KE4	17.30	4.930	.578	.345	.758
KE5	17.25	5.303	.557	.315	.766

8. Uji Validitas dan Uji reliabilitas Kepercayaan

Reliability Statistics					
	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items		
	.852	.855	4		

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KP1	12.79	4.978	.650	.449	.832
KP2	12.64	5.452	.710	.509	.808
KP3	12.64	5.239	.695	.523	.811
KP4	12.70	4.686	.732	.562	.794

9. Uji Validitas dan Uji reliabilitas Interaktivitas

Reliability Statistics		
	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
		N of Items
	.844	.846
		5

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IN1	17.30	6.210	.699	.519	.800
IN2	17.35	5.985	.689	.525	.805
IN3	17.22	6.661	.717	.523	.795
IN4	17.11	6.935	.689	.486	.804
IN5	16.94	7.935	.491	.291	.850

10. Uji Validitas dan Uji reliabilitas Niat Pemberlian

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.839	.843	5

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
NP1	17.68	4.921	.690	.543	.794
NP2	17.53	5.289	.749	.589	.776
NP3	17.59	5.297	.599	.401	.821
NP4	17.41	5.892	.662	.440	.804
NP5	17.27	6.169	.550	.316	.830

11. Uji Asumsi Klasik

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.905 ^a	.820	.814	.248

a. Predictors: (Constant), Interaktivitas, Daya Tarik, Kepercayaan, Keahlian

b. Dependent Variable: Niat Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.562	4	8.891	144.204	.000 ^b
	Residual	7.830	127	.062		
	Total	43.392	131			

a. Dependent Variable: Niat Pembelian

b. Predictors: (Constant), Interaktivitas, Daya Tarik, Kepercayaan, Keahlian

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.606	.179		3.386	.001
	Daya Tarik	.228	.071	.240	3.222	.002
	Keahlian	.158	.083	.149	1.893	.061
	Kepercayaan	.275	.056	.351	4.910	.000
	Interaktivitas	.214	.073	.237	2.946	.004

a. Dependent Variable: Niat Pembelian

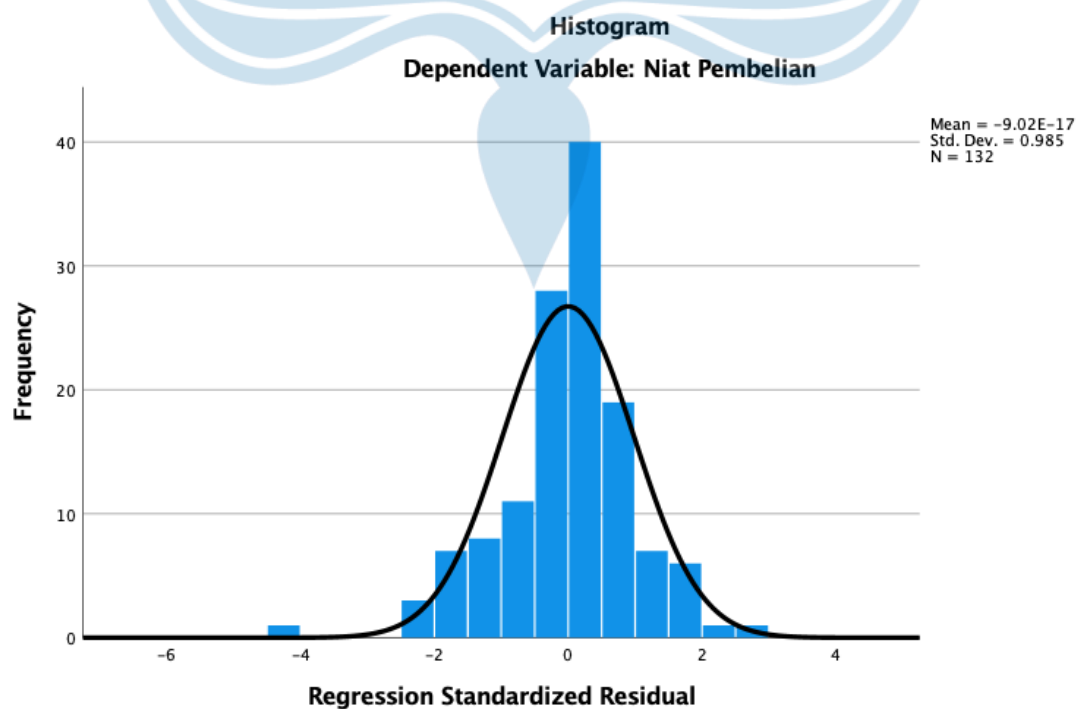
Residuals Statistics^a

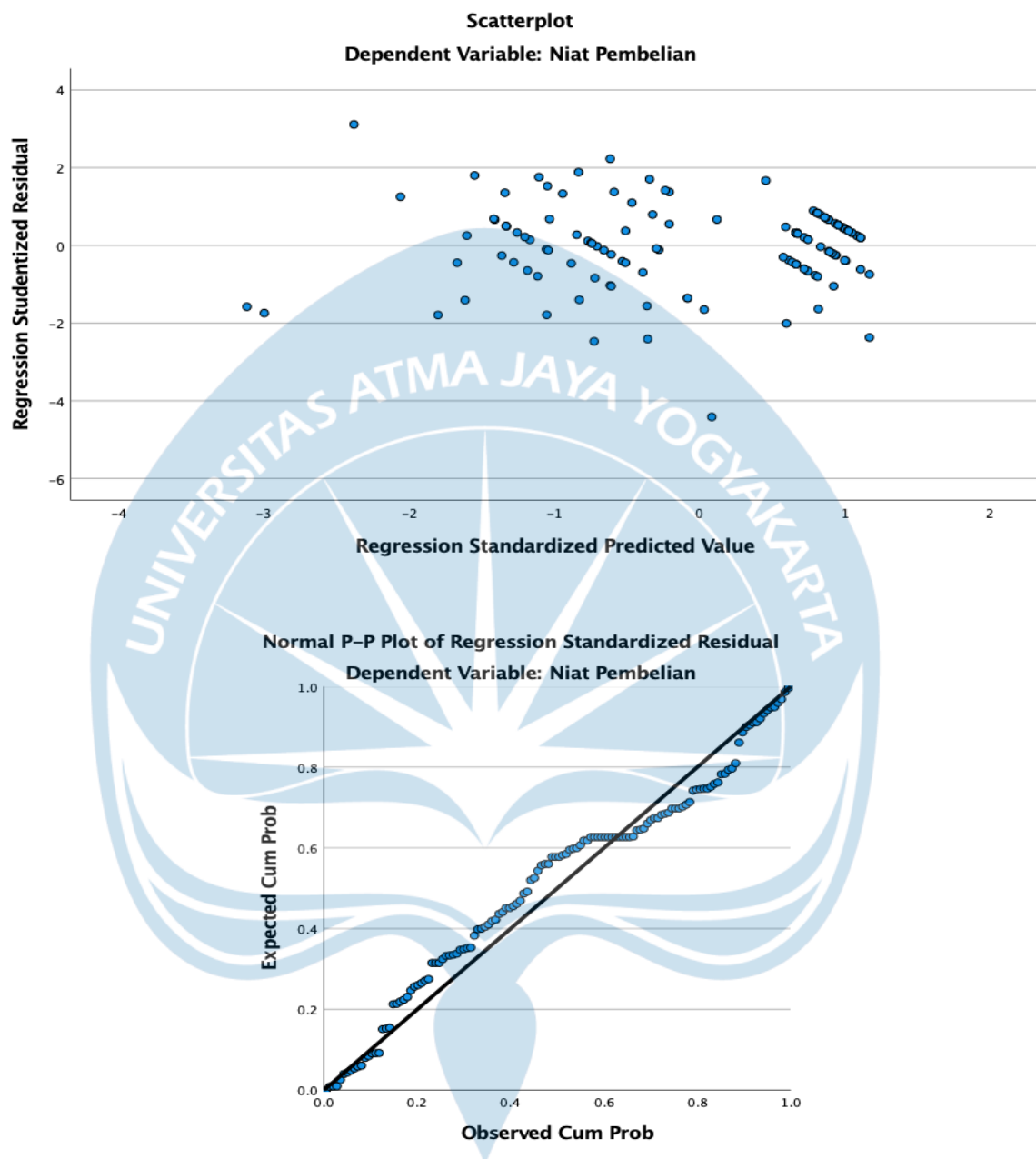
Minimum	Maximum	Mean	Std. Deviation	N
---------	---------	------	----------------	---

Predicted Value	2.75	4.98	4.37	.521	132
Std. Predicted Value	-3.119	1.168	.000	1.000	132
Standard Error of Predicted Value	.023	.126	.045	.018	132
Adjusted Predicted Value	2.84	4.99	4.37	.524	132
Residual	-1.017	.667	.000	.244	132
Std. Residual	-4.098	2.685	.000	.985	132
Stud. Residual	-4.414	3.114	.000	1.026	132
Deleted Residual	-1.180	.897	.000	.266	132
Stud. Deleted Residual	-4.778	3.227	-.003	1.047	132
Mahal. Distance	.176	32.603	3.970	4.720	132
Cook's Distance	.000	.669	.019	.081	132
Centered Leverage Value	.001	.249	.030	.036	132

a. Dependent Variable: Niat Pembelian

Charts





NPAR TESTS

/K-S(NORMAL)=RES_1

/MISSING ANALYSIS

/KS_SIM CIN(99) SAMPLES(10000).

12 Uji Normalitas One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			132
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		.24448019
Most Extreme Differences	Absolute		.096
	Positive		.083
	Negative		-.096
Test Statistic			.096
Asymp. Sig. (2-tailed) ^c			.005
Monte Carlo Sig. (2-tailed) ^d	Sig.		.005
	99% Confidence Interval	Lower Bound	.003
		Upper Bound	.007

Lampiran 4. Jurnal Acuan

“Exploring the impact of influencers’ characteristics on the cosmetics purchase intentions of TikTok users”

AUTHORS	Ta Huy Hung 
	Van Huy Trinh 
	Thi Mai Le 
ARTICLE INFO	Ta Huy Hung, Van Huy Trinh and Thi Mai Le (2025). Exploring the impact of influencers’ characteristics on the cosmetics purchase intentions of TikTok users. <i>Innovative Marketing</i> , 21(2), 27-39. doi: 10.21511/im.21(2).2025.03
DOI	http://dx.doi.org/10.21511/im.21(2).2025.03
RELEASED ON	Friday, 04 April 2025
RECEIVED ON	Wednesday, 07 August 2024
ACCEPTED ON	Monday, 17 March 2025
LICENSE	 This work is licensed under a Creative Commons Attribution 4.0 International License
JOURNAL	"Innovative Marketing "
ISSN PRINT	1814-2427
ISSN ONLINE	1816-6326
PUBLISHER	LLC “Consulting Publishing Company “Business Perspectives”
FOUNDER	LLC “Consulting Publishing Company “Business Perspectives”
NUMBER OF REFERENCES	51
NUMBER OF FIGURES	1
NUMBER OF TABLES	9

© The author(s) 2025. This publication is an open access article.



BUSINESS PERSPECTIVES



LLC "CPC "Business Perspectives"
Hryhorii Skovoroda lane, 10,
Sumy, 40022, Ukraine
www.businessperspectives.org

Received on: 7th of August, 2024

Accepted on: 17th of March, 2025

Published on: 4th of April, 2025

© Huy Hung Ta, Van Huy Trinh, Thi
Mai Le, 2025

Huy Hung Ta, Ph.D., Lecturer,
International School, Vietnam National
University, Vietnam.

Van Huy Trinh, Master Student,
International School, Vietnam National
University, Vietnam.

Thi Mai Le, Ph.D., Lecturer, Faculty
of Economics and Management,
International School, Vietnam National
University, Vietnam. (Corresponding
author)



This is an Open Access article,
distributed under the terms of the
Creative Commons Attribution 4.0
International license, which permits
unrestricted re-use, distribution, and
reproduction in any medium, provided
the original work is properly cited.

Conflict of interest statement:

Author(s) reported no conflict of interest

Huy Hung Ta (Vietnam), Van Huy Trinh (Vietnam), Thi Mai Le (Vietnam)

EXPLORING THE IMPACT OF INFLUENCERS' CHARACTERISTICS ON THE COSMETICS PURCHASE INTENTIONS OF TIKTOK USERS

Abstract

The rapid expansion of social media has transformed marketing strategies, with influencer marketing emerging as a powerful tool for consumer engagement. Particularly in the cosmetics business, TikTok has become well-known as a major platform where influencers influence buying habits. Given the increasing reliance on influencer recommendations, understanding the key characteristics that drive purchase intentions is crucial for businesses aiming to optimize their marketing strategies. This study investigates the impact of TikTok influencers' characteristics, such as physical attractiveness, trustworthiness, expertise, and interactivity, on Vietnamese consumers' cosmetics purchase intentions. Grounded in social learning theory, the research explores how users observe and emulate influencers' behaviors in their decision-making process. A mixed-method approach was adopted, beginning with qualitative interviews with 20 TikTok users to identify key influencer attributes affecting purchase decisions. This was followed by a quantitative survey of 312 Vietnamese TikTok users with prior experience purchasing cosmetics. The study employed statistical analyses, including correlation and regression tests, to determine the significance of influencer characteristics on purchase intention. The study revealed notable gender differences in cosmetics purchasing motivations, with women showing a higher propensity to purchase due to their greater engagement with these products. The attractiveness of influencers is the strongest predictor of purchase intention, followed by trustworthiness, and interactivity, whereas expertise does not play a critical role. These insights provide valuable implications for cosmetic brands, emphasizing the importance of selecting visually appealing influencers while maintaining credibility and audience engagement.

Keywords

TikTok, social media influencers, influencers characteristics, physical attractiveness, trustworthiness, expertise, interactivity, purchase intention, cosmetics industry

JEL Classification

M31, M37, D12

INTRODUCTION

The Fourth Industrial Revolution has ushered in a new era of technology integration, driven primarily by the Internet's advancement. This digital transformation is reshaping all aspects of social life, from business operations to problem-solving approaches. Currently, more than 53% of the global population actively uses social networking platforms (Kemp, 2022). Vietnam has emerged as a significant player in this digital landscape, ranking 12th worldwide for projected social media user growth between 2021 and 2026 (Ngoc Nguyen, 2022).

The Internet's rapid growth has transformed social media into a new digital realm where people gather and connect. These platforms serve as powerful tools for businesses to engage with customers while increasing brand visibility and reducing advertising costs (Irbo & Mohammed, 2020). Major platforms like Twitter, LinkedIn, Facebook offer significant opportunities for companies, especially since their target customers spend substantial time on these platforms.

Companies increasingly turn to influencers marketing for its accessibility, broad reach, quick communication, and cost advantage over traditional celebrity endorsement (Jarrar et al., 2020). As TikTok grows, businesses are partnering with influencers for visual product endorsements, achieving positive results in both revenue and brand perception. Research shows that influencers significantly affect brand image, self-concept, and purchase intention (Quian & Park, 2021). Studies also indicate that balanced positive and negative product reviews tend to generate more favorable consumer attitudes (Johansen & Guldvik, 2017).

Influencer impact can be both positive and negative, especially for vulnerable groups like adolescents and young adults. Curtis et al.'s (2018) research on alcohol-related influencer content found a clear connection between viewer engagement and increased alcohol consumption. The choice of influencers for partnerships greatly affects a company's success, making it essential for marketers to select individuals who can authentically communicate brand messages.

Cosmetics play a daily role in enhancing natural beauty and maintaining skin health. Since these products have direct skin contact, quality is paramount. Regular use of low quality and counterfeit products can harm the skin and worsen existing conditions. While consumers frequently turn to influencer endorsements and social media reviews for product guidance (Le et al., 2024), not all reviews are reliable. Some promote counterfeit products deceptively, misleading consumers with serious consequence. Given cosmetics' direct health impact, evaluating influencer credibility is crucial for making informed product choices.

Despite influencers considerable impact on customers, particularly in cosmetics, and TikTok's emergence as a leading platform, effective strategies for optimizing TikTok influencer marketing remains unclear. Additionally, since most research focuses on international contexts, findings may not reflect domestic consumer behaviors. This study therefore aims to explore the impact of influencers' characteristics on the cosmetics purchase intentions of TikTok users.

1. LITERATURE REVIEW AND HYPOTHESES

Social learning theory posits that individuals learn and shape their behavior through observation, modeling, and imitation of others within their social environment (Bandura & Walters, 1977). In the context of TikTok, this theory suggests that users, especially younger individuals, observe the behaviors, preferences, and consumption patterns of influencers they follow. Applying this theory, users may adopt certain purchasing behaviors, preferences for specific cosmetic products, or even attitudes toward brands, based on what they observe from influencers they follow on TikTok. The influencers' demonstrations of using or endorsing certain cosmetics can influence users' perceptions of those products and their intentions to purchase them.

Social learning theory also underscores the role of identification and vicarious learning. People tend to imitate influencers whom they perceive as simi-

lar to themselves. When followers see their own demographics, lifestyle, or values reflected in an influencer, they are more likely to adopt that influencer's recommendations and choices. Social learning theory thus helps explain how TikTok influencers shape consumption patterns and purchasing decisions.

Recent marketing and consumer behavior research has increasingly focused on influencers' role in shaping purchase intentions (Flecha-Ortiz et al., 2023; Kurdi et al., 2022; Nofela & Saputri, 2022). Particularly on TikTok, influencers have become crucial drivers of consumer decision-making.

Fakhreddin and Foroudi (2022) established that influencers serve as opinion leaders who can shape their audience's preferences and behaviors. Their recommendations, endorsements, and content significantly influence consumers' purchase intentions for promoted products and services (Barta et al., 2023).

Research demonstrates that influencer characteristics are vital in shaping purchase intentions (Kurdi et al., 2022; Le et al., 2024; Nguyen et al., 2024). Key factors like communication style, reliability, credibility, respect, and attractiveness directly affect how consumers perceive and respond to promoted products. When consumers view influencers as credible and trustworthy, they are more inclined to value their recommendations and consider purchases. The characteristics and perceived personas of digital influencers enhance both credibility and shopping experience, which in turn affects consumer purchase decisions (Pereira et al., 2023). Social learning theory further explains influencer marketing's effectiveness (Liu, 2021). The theory posits that people learn by observing and imitating others. When consumers see influencers endorsing products, it validates and encourages similar purchasing behavior.

The readiness of a consumer to embrace shared information is termed attractiveness, correlating with an influencer's heightened appeal on social media. When consumers encounter a product endorsed by a well-known and likable influencer while browsing social media, it instantly influences their spending behavior positively (Li et al., 2012). This prompts consumers to consider purchasing the promoted goods as their focus shifts to the brand. Furthermore, attractive influencers possess a greater ability to influence customers' perceptions compared to less visually appealing ones (Dogra, 2019).

Due to their enduring associations with influencers, consumers may perceive expertise as the influencers' ability to generate precise and trustworthy content (Nejad et al., 2014). Kapitan and Silvera (2016) suggested that influencers' credibility grows when consumers believe they possess extensive knowledge across various product categories, such as cosmetics. Wiedmann and Mettenheim (2019) explored the effectiveness of influencers in online events for luxury fashion brands. They identified expertise as a crucial factor in determining brand satisfaction, brand image, and brand trust. These factors, in turn, help clarify the impact on consumers' purchase intentions.

Lv et al. (2015) asserted that consumers tend to follow the recommendations of influencers they trust

because the influencers' expertise adds credibility to their advice. This explains why companies are meticulous in choosing influencers to endorse their products: they aim to create the most significant impact on their target audience. Park and Lin (2020) investigated the attitudes of Chinese consumers toward live streaming shopping hosted by internet celebrities. In the digital era, streaming media platforms have gained immense popularity. The findings revealed that the perceived trustworthiness of internet celebrities positively influenced consumers' purchase intentions.

Market mavens typically possess a wealth of information across various products, engaging comfortably in intimate conversations and readily responding to market inquiries (Yoon, 2018). Xiao et al. (2018) emphasized that individuals' ability to interact with a source significantly influences their perception of online information's authenticity. In this context, interactivity denotes the extent to which social media influencers engage in two-way communication with their audiences (Xiao et al., 2018). Social media platforms offer an ideal space for seamless sharing and discussions among users. Feick and Price (1987) coined the term 'market maven' to illustrate influential figures shaping others' investment decisions, exemplifying the influencer's role in today's social media landscape.

Based on the above discussion, the social learning theory explains how individuals learn and shape their behavior by observing and imitating others within their social environment. In the context of TikTok, influencers play a key role in shaping users' preferences and purchasing behaviors by endorsing certain products, especially when users identify with them. Influencer characteristics like attractiveness, expertise, trustworthiness, and interactivity significantly impact consumers' purchase intentions, as they tend to trust and mimic influencers who are credible, knowledgeable, and relatable. This highlights the growing influence of social media influencers in shaping consumer behavior.

Grounded in social learning theory, this study aims to investigate the impact of TikTok influencers' characteristics on the cosmetics purchase intentions of Vietnamese consumers.

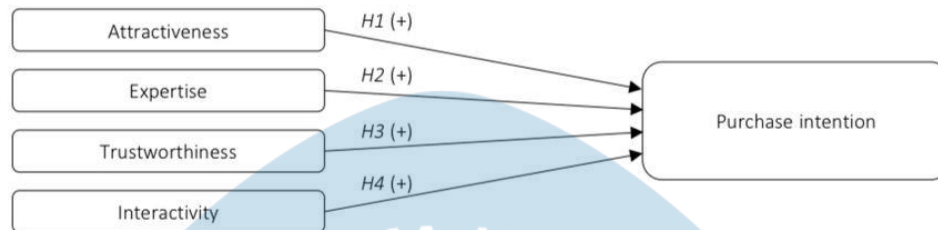


Figure 1. Research model

An extensive review of previous literature and prior empirical works support to the following hypotheses:

- H1: *The attractiveness of TikTok influencers positively influences purchase intention.*
- H2: *The expertise of TikTok influencers positively influences purchase intention.*
- H3: *The trustworthiness of TikTok influencers positively influences purchase intention.*
- H4: *The interactivity of TikTok influencers positively influences purchase intention.*

The research model is illustrated in Figure 1.

the questionnaire was divided into two sections: the first encompassed general and familiar categories such as TikTok and influencers, while the second focused on specific aspects related to cosmetic products and purchasing intentions. Before responding, interviewees were given time to view content from 4 TikTok influencers known for reviewing cosmetic products. This allowed them to gain initial insights into the interview topic. The qualitative questions were as follows:

1. What attracts audiences to watch review clips of TikTok influencers?
2. What makes audiences believe in TikTok influencers' reviews?
3. How do TikTok influencers affect audiences' intention to buy?

2. RESEARCH METHODOLOGY

This study employed a mixed-method design, starting with qualitative research in phase one, followed by quantitative research in phase two.

2.1. Qualitative method

Qualitative method can explore users' thoughts and understand their underlying motivations for online purchasing behavior. This study involved in-depth interviews with 20 Vietnamese TikTok users who showed interest in cosmetic products. These interviewees were recruited through convenience sampling, with participants voluntarily joining from among the research team's friends, colleagues, and acquaintances. In accordance with Marshall et al. (2015), the sample size of 20 participants was determined sufficient to reach data saturation. Following an introduction to the topic and the interview's objectives,

2.2. Quantitative method

Quantitative (causal) research was used to investigate the causal relationship between TikTok influencers' attributes and the purchase intentions of TikTok followers. According to Bell et al. (2022), causal research explores the cause-and-effect relationships between the variables under study. This study considered influencers' attractiveness, expertise, trustworthiness, and interactivity as independent variables, while the dependent variable was the purchase intention, measured using a 5-point Likert scale. Demographic factors such as age, gender, income, occupancy were also examined. The study collected data via online and telephonic surveys using questionnaires. Questionnaires are a popular technique for data collection in consumer behavior and social media research (Le et al., 2024).

Following the guidance of Hair (2011), the measurement approach for this study was consistent with prior research but tailored to the current focus on TikTok influencers, and used influencer characteristics from previous studies: attractiveness and expertise from Dang (2021) and trustworthiness, interactivity, and purchase intention from Botelho (2019), Singh and Banerjee (2018), and Xiao et al. (2018). Table 1 shows the measurement items and constructs.

- attractiveness (4 items);
- expertise (4 items);
- trustworthiness (3 items);
- interactivity (4 items);
- purchase intention (4 items).

According to Hair et al. (1998), a sufficient sample size typically ranges from 100 to 150 responses. This study exceeded this requirement by collecting data from Hanoi residents aged 18-30 who were TikTok users. To ensure participant eligibility, the survey included a screening question: "Do

you use TikTok?". In the absence of a suitable sampling frame, the study employed snowball sampling, where initial participants shared the online questionnaire with qualified participants in their networks.

Of the 312 usable responses, females comprised the majority with 235 (75.3%) respondents, while males accounted for 77 (24.7%). The age distribution showed 195 participants (62.5%) were 18-22 years old, with the remaining 117 (37.5%) in the 23-30 age group. Regarding monthly income, 55.1% earned under 5,000,000 VND, 22.8% earned between 10,000,000 and 20,000,000 VND, 12.8% earned between 5,000,000 and 10,000,000 VND, and 9.3% earned above 20,000,000 VND. These income patterns reflected the sample's occupational composition: students formed the largest group (58.3%), followed by full-time workers (32.1%), freelancers (6.1%), and part-time workers (3.5%). Table 2 presents a comprehensive overview of these demographic characteristics.

Table 1. Summary of constructs and measurement items

Constructs	Coding	Items	Source
Attractiveness	AT1	I like seeking out products on the recommendations of TikTok influencers with beautiful faces and smooth skins	Dang (2021)
	AT2	I like seeking products on the recommendations of an elegant TikTok influencer	
	AT3	I like seeking products on the recommendations of digital influencers with a classy style	
	AT4	I like seeking products on the recommendations of digital influencers with a sexy style	
Expertise	EX1	TikTok influencers are knowledgeable about the product	Dang (2021)
	EX2	TikTok influencers are qualified, with certificates relevant to cosmetics	
	EX3	TikTok influencers are experienced in using a variety of facial care products	
	EX4	TikTok influencers are skilled at using cosmetics properly and well; for example, makeup skills, using cosmetics for facials and skincare	
Trustworthiness	TW1	My favorite TikTok influencer is trustworthy	Botelho (2019), Singh and Banerjee (2018) and Xiao et al. (2018)
	TW2	My favorite social media influencer is reliable	
	TW3	I think a TikTok influencer is a dependable person when recommending a product	
Interactivity	IR1	It is easy to contact my favorite TikTok influencer	Botelho (2019), Singh and Banerjee (2018) and Xiao et al. (2018)
	IR2	My favorite TikTok influencer is willing to interact with me	
	IR3	My favorite TikTok influencer is influenced by me	
	IR4	My favorite TikTok influencer interacts with me frequently	
Purchase intention	PI1	Products recommended by TikTok influencers caught my attention	Botelho (2019), Singh and Banerjee (2018) and Xiao et al. (2018)
	PI2	Products recommended by TikTok influencers affect my purchase intentions	
	PI3	I bought this product because my favorite TikTok influencers recommended it	
	PI4	I bought this product because I trust the recommendations in the product reviews by TikTok influencers	

Table 2. Demographic profile of respondents (n = 12)

	Respondents	Frequency	Percent
Age	18-22	195	62.5%
	23-30	117	37.5%
Gender	Male	77	24.7%
	Female	235	75.3%
Income	Under 5,000,000 VND	172	55.1%
	5,000,000 VND - 10,000,000 VND	40	2.8%
	10,000,000 VND - 20,000,000 VND	71	22.8%
	Above 20,000,000 VND	29	9.3%
Occupation status	Student	182	58.3%
	Freelancer	19	6.1%
	Part-time	11	3.5%
	Full-time	100	32.1%
	Total	312	100%

3. RESULTS

The qualitative approach in this study involved interviewing 20 individuals aged 18 to 30 years, residing in Hanoi. Respondents' answers were transcribed to create documents for text analysis. Initially, the authors created word clouds to discern the dominant themes in the respondents' replies. The word clouds visually depicted the most frequently mentioned keywords in the research.

Overall, Blingbabi, representing attractiveness, garnered the most mentions, followed by Linh – an influencer's name – representing trustworthiness. Meanwhile, Tuan Anh (for expertise) and Ngan Hua (for interactivity) occupied smaller sections in the word cloud. This outcome aligns with expectations, as words like 'beautiful,' 'attractive,' and 'pretty' are readily identifiable, primarily associated with attractiveness. Other terms related to Interactivity, such as 'talkative,' were also used, though in fewer numbers compared to those for attractiveness. Certain words like 'ingredient,' 'features,' 'trustworthy,' 'check,' and 'verified' were

frequently mentioned. However, attributing these words specifically to trustworthiness or expertise was challenging. Consequently, the authors conducted detailed analyses of the responses to each question to ascertain the intended meanings behind these words.

To thoroughly analyze each question, the authors assigned individual keywords to specific terms. In essence, by comprehending the context of each word, the authors inferred a representative term for each. Grouping these under one term allowed the authors to identify the most frequently mentioned terms in each question or section. Table 3 presents the results of the qualitative research.

The initial findings highlighted the significance of appearance in the initial phase of communication, serving as a crucial factor in capturing the audience's attention at first glance. When recalling TikTok influencers, respondents predominantly described their initial impressions with words like 'confident,' 'gentle,' and 'elegant.' This emphasizes the influential role of attractiveness in the minds of TikTok users.

Table 3. Words mentioned by interviewees in qualitative interviews

Terms mentioned	Appearance	Trustworthy	Expertise/knowledge	Interactive content
Expertise, kind, trustworthy	–	3	3	3
Attractive, intelligent, charismatic	6	–	1	–
Attractive, confident	6	–	–	–
Attractive, confident, gentle, and elegant	12	–	–	–
Talkative	–	–	–	3
Confident, talkative	3	–	–	3
Trustworthy, expertise	–	3	3	–
Expertise, dynamic	–	–	3	3

Additionally, respondents mentioned the importance of 'trustworthiness evidence,' particularly about cosmetics. They emphasized aspects such as 'beautiful skin,' 'diverse content covering all product aspects,' and comprehensive information on origins and ingredients. These factors significantly influenced respondents' preferences. For instance, Ha Linh, representing trustworthiness among influencers, was remembered for her straightforward, detailed, and decisive reviews. These qualities were perceived as 'easy to understand,' and provided clear evidence.

In comparison to 'expertise,' trustworthiness cues, such as numerous reviews, endorsements by renowned figures, and easily verifiable information, were mentioned more frequently than expertise-related aspects, such as ingredient analysis or scientific certifications. This suggests that within the short duration of TikTok videos (under 1 minute each), users tend to favor easily understandable and logical information over detailed knowledge.

Another notable finding was that most respondents expressed a 'purchase intention' after watching influencers' TikTok videos. However, there was a lack of immediate motivation for immediate purchases. This suggests a potential area for future research, focusing on strategies to convert 'purchase intention' into actual purchase actions.

Next, a quantitative survey was conducted. Prior to hypotheses testing, a thorough examination of the internal consistency of the measurement scales was required. Table 4 presents the Cronbach's alpha values, used as the primary statistic in the reliability analysis. The Cronbach's alpha should ex-

ceed 0.70 for acceptable measures (Hair, 2011). All variables exhibited Cronbach's alpha values ranging from 0.772 to 0.928, exceeding the 0.70 threshold. Hence, all variables demonstrated internal consistency and reliability.

To determine whether there were genuine differences in purchase intention between men and women, an independent sample test was conducted. The outcomes of the independent t-test are presented in Table 5. A significant difference emerged between males ($N = 77$, $M = 2.490$, $SD = 0.639$) and females ($N = 235$, $M = 2.654$, $SD = 0.516$), $t = -0.228$, $p\text{-value} = 0.024 < 0.05$. This outcome indicated that females exhibited a higher inclination to purchase cosmetics on TikTok than did males.

Table 6 shows positive Pearson correlation values. Notably, the trustworthiness and expertise correlation was close to 1.00, indicating a strong, close, linear relationship. The significance (2-tailed) values presented in Table 6 indicate that all the p-values were below 0.05. This signifies the significance and meaningfulness of these variables for statistical purposes, confirming their linear correlation.

The appropriate measurement scale for a linear regression model is the determination coefficient, R^2 (R-squared). However, in SPSS, the adjusted R^2 is considered more accurate than R^2 as it does not necessarily change with the addition of more independent variables to the regression. Table 7 presents the findings of the model summary.

Table 7 indicates that the adjusted R^2 for the third model had the greatest value (0.345), meaning that the three independent factors of attractiveness,

Table 4. Reliability of variables

Variable	Item	Cronbach's α	Lowest item-total correlation value	Highest Cronbach's α if item deleted
Attractiveness	4	0.843	0.589	0.838
Expertise	4	0.855	0.584	0.854
Trustworthiness	3	0.928	0.792	0.895
Interactivity	4	0.905	0.693	0.901
Purchase intention	4	0.772	0.506	0.751

Table 5. Compare mean results by gender

Demographic	Characteristic	Mean	Std	t	p-value
Gender	Male	2.490	0.639	-0.228	0.024
	Female	2.654	0.516		

Table 6. Analyzing correlations between variables

Variables	AT	EX	TW	IT	PI
Attractiveness (AT)	1	–	–	–	–
Expertise (EX)	0.367*	1	–	–	–
Trustworthiness (TW)	0.324*	0.739*	1	–	–
Interactivity (IT)	0.435*	0.407*	0.412*	1	–
Purchase intention (PI)	0.507*	0.416*	0.441*	0.386*	1

Note: * $p < 0.05$.**Table 7.** Model summary (method used: stepwise)

Model	R ²	Adjusted R ²	Std	Durbin-Watson
Model 1: Attractiveness	0.257	0.255	0.477	–
Model 2: Attractiveness, trustworthiness	0.342	0.338	0.449	–
Model 3: Attractiveness, trustworthiness, interactivity	0.352	0.345	0.447	2.128

Dependent variable: purchase intention

Table 8. Coefficients in regression analysis

Model	Unstandardized coefficients		t-value	p-value	VIF
	Coefficients	Std			
(Constant)	0.954	0.134	7.134	0.000	
Attractiveness	0.310	0.043	7.134	0.000	1.273
Trustworthiness	0.212	0.039	5.370	0.000	1.243
Interactivity	0.083	0.040	2.095	0.037	1.372

Dependent variable: purchase intention

trustworthiness, and interactivity had the most influence on the dependent variable. Model 3 explained 34.5% of the change in purchase intention. In other words, these 3 variables affected 34.5% of the change in the dependent variable, while the remaining 68.6% was due to variables outside the model, and random error.

Table 8 presents an evaluation of whether the regression coefficients of each independent variable in the model were statistically significant based on the t-test. Clearly, all p-values in the test were below 0.05, indicating that these variables significantly impacted the dependent variable. The assessment of VIF (Variance Inflation Factor) showed no violation of the multicollinearity assumption, as all VIF values were below 3. Based on the regression coefficients, regression equations could be constructed as follows:

$$\begin{aligned} \text{Purchase Intention} = & 0.954 \\ & + 0.310 \cdot \text{Attractiveness} \\ & + 0.212 \cdot \text{Trustworthiness} \\ & + 0.083 \cdot \text{Interactivity}. \end{aligned} \quad (1)$$

In these findings, firstly, the positive regression coefficient indicated that independent variables positively influenced the dependent variable. As the independent variable increased, so did the dependent variable. Secondly, based on the sequence, this study indicates that attractiveness is the most essential motivators for consumers' purchase intention compared to other variables. Approximately 31.0% of the variance in purchase intention was accounted for by attractiveness, followed by trustworthiness (21.2%) and interactivity (8.3%), respectively.

Table 9. Excluded variable

Variable	Beta	t	p-value	Partial correlation	VIF
Expertise	0.072	1.032	0.303	0.059	2.322

Dependent variable: purchase intention

It is essential to note the absence of the expertise variable, as indicated in the table below. The excluded variable was tested in three scenarios (using the stepwise method) by excluding reliable variables to determine the model with an unacceptable p-value.

In summary, the result showed that three hypotheses were accepted (*H1, H3, H4*) while *H2* was rejected.

4. DISCUSSION

The findings initially indicated a noteworthy impact of attractiveness on the purchasing intention of TikTok users. However, this outcome contradicted Ohanian's (1990) research, which suggested that attractiveness was not a significant predictor of consumer purchasing intention. Studies by Bergkvist and Zhou (2016) and Lim et al. (2017) also supported Ohanian's findings. In contrast, several researchers, including Wongweeranonchai (2016), Priyankara et al. (2017), and Khalid and Yasmeen (2019), emphasized the pivotal role of attractiveness in amplifying consumer purchasing intention. For instance, Kalu's (2019) study demonstrated that the appealing physical appearance of social media influencers notably influenced the purchasing decisions of Irish male millennials. Although these findings offer substantial evidence in the beauty and cosmetics industry and other related studies, they lack focus on specific areas, industries, or platforms. Consequently, the extent to which the attractiveness of TikTok influencers affects consumer purchases may significantly differ, representing a limitation of these studies.

This study also examined the hypothesis that the trustworthiness of TikTok influencers significantly impacts consumers' purchasing intentions. This hypothesis aligns with several past studies conducted by Kurdi et al. (2022), Abdurrahman et al. (2018), and Singh and Banerjee (2018), all asserting the substantial influence of trustworthiness on consumers. However, contradictory findings have emerged. It is possible that there might be disparities in beliefs between TikTok users and those of other

social media platforms. Considering TikTok's rapid growth during COVID-19, the platform's developers recognized the crucial need to rigorously control information to prevent the spread of negative or misleading content about COVID-19 and health-related topics. Given that cosmetic products fall under health-related topics, they may also be subject to strict scrutiny, reinforcing the importance of trustworthiness for TikTok users.

The impact of expertise on consumers' purchase intentions appears negligible. While Ohanian's (1990) study contradicts this, similar outcomes were found by Lim et al. (2017), who highlighted that users' skepticism toward social media influencers' product credibility often stems from doubts about their expertise. Interviews might shed light on why expertise is undervalued among TikTok users. TikTok's short video format restricts in-depth expertise sharing (15 seconds to under 1 minute). Additionally, Vietnamese millennials and Gen-Z can self-educate using platforms like Facebook and Google Blog. Respondents prioritized trustworthiness over expertise. This raises questions: How can we differentiate trustworthiness and expertise? Can longer TikTok videos explaining product expertise boost user confidence?

Regarding interactivity, this study suggests that observation of TikTok influencers holds minimal sway over consumers' purchasing decisions. This aligns with the findings of Kurdi et al. (2022), indicating social media interactivity's impact on advertising campaign effectiveness. Planchard (2016) highlighted that audience-influencer interaction fosters positive relationships and aids consumers in decision-making. TikTok, recognized for its interactive nature, promotes engaging content via its algorithm. This coincides with Sepp et al.'s (2011) notion that internet sharing should prioritize interactive information exchange.

These findings align with previous studies, emphasizing the impact of attractiveness on purchasing intention, in line with Weismueller et al. (2020), Yuan and Lou (2020), and Anwar and Gayathri (2020). They collectively emphasize the significance of an article's attractiveness – be it

through influencers, content, or visuals – in influencing consumer buying decisions. Similarly, the results affirm the link between trustworthiness, interactivity, and purchasing intention noted by Weismueller et al. (2020). Past studies by Priyankara et al. (2017), and Khalid and Yasmeeen (2019) also support the positive impact of attractiveness on purchase intentions. This study also reinforces the roles of trustworthiness and interactivity in explaining purchase intentions, consistent with earlier research on trustworthiness by Kok Wei and Li (2013), and interactivity by Glucksman (2017). However, the significance of expertise contradicts the findings of Rossiter and Smidts (2012). Despite these discrepancies, this study offers a diverse view of how TikTok users respond to purchasing intentions, particularly in the cosmetics industry.

This research explored demographic variations in the intention to purchase cosmetics endorsed by TikTok influencers, using an independent

samples t-test with 312 respondents. The findings indicated a noteworthy gender-based difference, with females showing a higher inclination to purchase cosmetic products. This result aligns with Manchanda et al. (2022), who characterized women beauty vlog followers as “first true digital natives”.

Future research should address several shortcomings of the study. First, the sample was primarily college students aged 18-22, which may limit the applicability of the study. Second, this technique ignores message quality and content structure, which influence content effectiveness. To better understand the relationship between expertise and purchase intention, future research should consider other determinants and mediators. This study focused on TikTok, ignoring Facebook, Instagram, and YouTube, which currently have similar capabilities to TikTok, further hindering the analysis of influencer effectiveness across platforms.

CONCLUSION

This study uses social learning theory to determine how TikTok influencers' attractiveness, trustworthiness, expertise, and interactivity impact their users' intention to purchase cosmetics products. The results confirmed that influencer attractiveness is the best predictor of purchase intention, suggesting that social media recommendations may be more about visual appeal than knowledge. This study also showed that social learning theory is suitable to explain how consumers' purchase behaviors are shaped by observing influencers on TikTok, highlighting the role of identification and imitation in the decision-making process.

The research findings offer several managerial implications. While women's greater interest in cosmetics purchases compared to men is unsurprising, our findings reveal important insights about other demographic factors. Companies should create gender-specific marketing strategies since women exhibit more desire in buying cosmetics. Promos, social media material, and ads can all be customized to appeal to women buyers.

The findings emphasize the importance of selecting attractive TikTok influencers for marketing campaigns. TikTok's short, quick video require immediate visual appeal. Influencers can attract audiences with talent or social media skills, but cosmetic brands prioritize beauty. Influencers should demonstrate visible improvements from using the products, thereby validating their effectiveness. Trustworthiness forms the foundation for how audiences evaluate influencers' information. Since cosmetics contain various medical ingredients that directly affect consumer health, consumers often research products carefully. A credible influencer simplifies this research process and speed up purchase decisions. Notably, audiences value believable opinions and logical reviews more than specific expertise. While interactivity may have a minor direct impact on purchase intentions, it remains important for maintaining competitive advantage. Interactive video content strengthens the relationship between influencers, brands, and their audiences. This engagement helps creators better understand audience needs, leading to more valuable product reviews.

AUTHOR CONTRIBUTIONS

Conceptualization: Huy Hung Ta, Thi Mai Le.
 Data curation: Huy Hung Ta, Van Huy Trinh.
 Formal analysis: Huy Hung Ta, Van Huy Trinh.
 Funding acquisition: Hung Huy Ta, Thi Mai Le.
 Investigation: Thi Mai Le.
 Methodology: Huy Hung Ta, Thi Mai Le.
 Resources: Huy Hung Ta.
 Software: Van Huy Trinh, Thi Mai Le.
 Supervision: Huy Hung Ta, Thi Mai Le.
 Validation: Huy Hung Ta, Thi Mai Le.
 Visualization: Huy Hung Ta, Van Huy Trinh.
 Writing – original draft: Van Huy Trinh, Thi Mai Le.
 Writing – review & editing: Huy Hung Ta, Thi Mai Le.

CONFLICTS OF INTEREST

The authors declare no conflict of interest.

REFERENCES

1. Abdurrahman, D., Owusu, A., Soladoye, B., & Kalimuthu, K. (2018). Celebrity-brand endorsement: A study on its impacts on generation y-ers in Nigeria. *Asian Journal of Scientific Research*, 11(3). <https://doi.org/10.3923/ajsr.2018.415.427>
2. Anwar, H., & Gayathri, A. (2020). Impact of social media influencers' reviews on consumers' purchase intention. *Our Heritage Journal*, 68(47), 315-322. Retrieved from <https://archives.ourheritagejournal.com/index.php/oh/article/view/4925/4685>
3. Bandura, A., & Walters, R. H. (1977). *Social learning theory* (Vol. 1). Prentice Hall.
4. Barta, S., Belanche, D., Fernández, A., & Flavián, M. (2023). Influencer marketing on TikTok: The effectiveness of humor and followers' hedonic experience. *Journal of Retailing and Consumer Services*, 70, 103149. <https://doi.org/10.1016/j.jretconser.2022.103149>
5. Bell, E., Bryman, A., & Harley, B. (2022). *Business research methods* (6th ed.). Oxford University Press. <https://doi.org/10.1093/hebz/9780198869443.001.0001>
6. Bergkvist, L., & Zhou, K. Q. (2016). Celebrity endorsements: A literature review and research agenda. *International Journal of Advertising*, 35(4), 642-663. <https://doi.org/10.1080/02650487.2015.1137537>
7. Botelho, M. F. M. (2019). *The impact of influencers in the consumer's purchase intention: The cosmetic industry* (Master's Thesis). University of Lisbon. Retrieved from <http://hdl.handle.net/10071/19346>
8. Curtis, B. L., Lookatch, S. J., Ramo, D. E., McKay, J. R., Feinn, R. S., & Kranzler, H. R. (2018). Meta-analysis of the association of alcohol-related social media use with alcohol consumption and alcohol-related problems in adolescents and young adults. *Alcoholism: Clinical and Experimental Research*, 42(6), 978-986. <https://doi.org/10.1111/acer.13642>
9. Dang, A. M. (2021). *Impacts of digital influencers on Vietnamese consumers' intention to buy cosmetic products* (Master's Thesis). Vietnam National University.
10. Dogra, K. (2019). *The impact of influencer marketing on brand loyalty towards luxury cosmetics brands: Comparison of Generation Z and Millennial* (Master's Thesis). Modul University. Retrieved from <https://www.scribd.com/document/559538460/Karina-Dogra-thesis>
11. Fakhreddin, F., & Foroudi, P. (2022). Instagram influencers: The role of opinion leadership in consumers' purchase behavior. *Journal of Promotion Management*, 28(6), 795-825. <https://doi.org/10.1080/10496491.2021.2015515>
12. Feick, L., & Price, L. (1987). The market maven: A diffuser of marketplace information. *Journal of Marketing*, 51(1), 83-97. <https://doi.org/10.2307/1251146>
13. Flecha-Ortiz, J. A., Feliberty-Lugo, V., Santos-Corrada, M., Lopez, E., & Dones, V. (2023). Hedonic and Utilitarian gratifications to the use of TikTok by Generation Z and the parasocial relationships with influencers as a mediating force to purchase intention. *Journal of Interactive Advertising*, 23(2). <https://doi.org/10.1080/15252019.2023.2195403>
14. Glucksman, M. (2017). The rise of social media influencer market-

- ing on lifestyle branding: A case study of Lucie Fink. *Elon Journal of Undergraduate Research in Communications*, 8(2), 77-87. Retrieved from https://eloncdn.blob.core.windows.net/eu3/sites/153/2017/12/08_Lifestyle_Branding_Glucksman.pdf
15. Hair, J. F. (2011). Multivariate data analysis: An overview. In Lovric, M. (Ed.), *International encyclopedia of statistical science* (pp. 904-907). Springer. https://doi.org/10.1007/978-3-642-04898-2_395
16. Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis* (5th ed.). Prentice Hall.
17. Irbo, M. M., & Mohammed, A. A. (2020). Social media, business capabilities and performance: A review of literature. *African Journal of Business Management*, 14(9), 271-277. <https://doi.org/10.5897/ajbm2019.8825>
18. Jarrar, Y., Awobamise, A. O., & Aderibigbe, A. A. (2020). Effectiveness of influencer marketing vs social media sponsored advertising. *Utopía y praxis latinoamericana [Utopia and Latin American practice]*, 25(12), 40-54. <https://doi.org/10.5281/zenodo.4280084>
19. Johansen, I. K., & Guldvik, C. S. (2017). *Influencer marketing and purchase intentions: how does influencer marketing affect purchase intentions?* (Master's Thesis). Norwegian School of Economics. Retrieved from <https://openaccess.nhh.no/nhh-xmlui/handle/11250/2453218>
20. Kalu, F. (2019). *The impact of social media influencer marketing on purchase intention from an Irish male Millennial's perception: A case study of Irish fashion industry* (Master's Thesis). National College of Ireland. Retrieved from <https://norma.ncirl.ie/4035/>
21. Kapitan, S., & Silvera, D. H. (2016). From digital media influencers to celebrity endorsers: attributions drive endorser effectiveness. *Marketing Letters*, 27(3), 553-567. <https://doi.org/10.1007/s11002-015-9363-0>
22. Kemp, S. (2022). *Digital 2022: The world's favourite social media platforms*. DataReportal. Retrieved from <https://datareportal.com/reports/digital-2022-favourite-social-platforms>
23. Khalid, R., & Yasmeen, T. (2019). Celebrity physical attractiveness effect on consumer buying behavior. *Jurnal Ilmiah Bidang Akuntansi dan Manajemen [Scientific Journal of Accounting and Management]*, 16(2), 173-180. <https://doi.org/10.31106/jema.v16i2.2708>
24. Kok Wei, K., & Li, W. Y. (2013). Measuring the impact of celebrity endorsement on consumer behavioural intentions: A study of Malaysian consumers. *International Journal of Sports Marketing and Sponsorship*, 14(3), 2-22. <https://doi.org/10.1108/ijms-14-03-2013-b002>
25. Kurdi, B., Alshurideh, M., Akour, I., Tariq, E., AlHamad, A., & Alzoubi, H. (2022). The effect of social media influencers' characteristics on consumer intention and attitude toward Keto products purchase intention. *International Journal of Data and Network Science*, 6(4), 1135-1146. <https://doi.org/10.5267/j.ijdns.2022.7.006>
26. Le, B. N., Vu, V. T., & Le, T. M. (2024). Source credibility of beauty vloggers and consumer purchases of vegan cosmetics: The mediating role of cognitive and affective attitude. *Innovative Marketing*, 20(3), 14-27. [https://doi.org/10.21511/im.20\(3\).2024.02](https://doi.org/10.21511/im.20(3).2024.02)
27. Li, Y.-M., Lee, Y.-L., & Lien, N.-J. (2012). Online social advertising via influential endorsers. *International Journal of Electronic Commerce*, 16(3), 119-154. <https://doi.org/10.2753/jec1086-4415160305>
28. Lim, X. J., Radzol, A., Cheah, J., & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research*, 7(2), 19-36. Retrieved from <https://mag-scholar.com/joomla/images/docs/ajbr/ajbrv7n2/ajbr170035.pdf>
29. Liu, Y. (2021). *A study on the impact of short-video product placement advertising on viewers ad adoption intention: A perspective of ELM and Social Learning Theory*. Wuhan International Conference on E-Business. Retrieved from <https://aisel.aisnet.org/whiceb2021/35>
30. Lv, H., Yu, G., & Wu, G. (2015). Celebrity endorsement problem on social media: Formulation, analysis and recommendation algorithm. *International Journal of U- And E-Service, Science And Technology*, 8(1), 357-370. <https://doi.org/10.14257/ijunesst.2015.8.1.32>
31. Manchanda, P., Arora, N., & Sethi, V. (2022). Impact of Beauty Vlogger's Credibility and Popularity on eWOM Sharing Intention: The Mediating Role of Parasocial Interaction. *Journal of Promotion Management*, 28(3), 379-412. <https://doi.org/10.1080/10496491.2021.1989542>
32. Marshall, B., Cardon, P., Poddar, A., & Fontenot, R. (2015). Does Sample Size Matter in Qualitative Research?: A Review of Qualitative Interviews in is Research. *Journal of Computer Information Systems*, 54(1), 11-22. <https://doi.org/10.1080/08874417.2013.11645667>
33. Nejad, M. G., Sherrell, D. L., & Babakus, E. (2014). Influentials and influence mechanisms in new product diffusion: an integrative review. *Journal of Marketing Theory and Practice*, 22(2), 185-208. <https://doi.org/10.2753/mtp1069-6679220212>
34. Ngoc Nguyen, M. (2022). *Social media in Vietnam - statistics and facts*. Statista. Retrieved from https://www.statista.com/topics/8182/social-media-in-vietnam/#dossierContents__outerWrapper
35. Nguyen, T. M. N., Le, B. N., Leenders, M. A. A. M., & Poolsawat, P. (2024). Food vloggers and their content: Understanding pathways to consumer impact and purchase intentions. *Journal of Trade Science*, 12(2), 117-133. <https://doi.org/10.1108/jts-01-2024-0005>
36. Nofela, N. P., & Saputri, M. E. (2022). The effect of social media marketing and influencer endorser

- on purchase intention. *Almana: Jurnal Manajemen dan Bisnis [Almana: Journal of Management and Business]*, 6(2), 258-264. <https://doi.org/10.36555/almana.v6i2.1801>
37. 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. <https://doi.org/10.1080/00913367.1990.10673191>
 38. Park, H. J., & Lin, L. M. (2020). The effects of match-ups on the consumer attitudes toward internet celebrities and their live streaming contents in the context of product endorsement. *Journal of Retailing and Consumer Services*, 52, 101934. <https://doi.org/10.1016/j.jretconser.2019.101934>
 39. Pereira, M. J. d. S., Cardoso, A., Canavarro, A., Figueiredo, J., & Garcia, J. E. (2023). Digital influencers' attributes and perceived characterizations and their impact on purchase intentions. *Sustainability*, 15(17), 12750. <https://doi.org/10.3390/su151712750>
 40. Planchard, C. (2016). *Unlocking the power of influence*. PR Week. Retrieved from <https://www.prweek.com/article/1384128/unlocking-power-influence>
 41. Priyankara, R., Weerasiri, S., Dissanayaka, R., & Jinadasa, M. (2017). Celebrity endorsement and consumer buying intention with relation to the Television advertisement for perfumes. *Management Studies*, 5(2), 128-148. <https://doi.org/10.17265/2328-2185/2017.02.005>
 42. Qian, J., & Park, J. S. (2021). Influencer-brand fit and brand dilution in China's luxury market: The moderating role of self-concept clarity. *Journal of Brand Management*, 28(2), 199-220. <https://doi.org/10.1057/s41262-020-00226-2>
 43. Rossiter, J. R., & Smidts, A. (2012). Print advertising: Celebrity presenters. *Journal of Business Research*, 65(6), 874-879. <https://doi.org/10.1016/j.jbusres.2011.01.010>
 44. Sepp, M., Liljander, V., & Gummerus, J. (2011). Private bloggers' motivations to produce content—a gratifications theory perspective. *Journal of Marketing Management*, 27(13-14), 1479-1503. <https://doi.org/10.1080/0267257x.2011.624532>
 45. Singh, R. P., & Banerjee, N. (2018). Exploring the influence of celebrity credibility on brand attitude, advertisement attitude and purchase intention. *Global Business Review*, 19(6), 1622-1639. <https://doi.org/10.1177/0972150918794974>
 46. 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. <https://doi.org/10.1016/j.ausmj.2020.03.002>
 47. Wiedmann, K.-P., & Mettenheim, W. (2019). Attractiveness, trustworthiness and expertise – social influencers' winning formula? *Journal of Product & Brand Management*, 30(5), 707-725. <https://doi.org/10.1108/JPB-06-2019-2442>
 48. Wongweeranonchai, P. (2016). *The influence of perceived celebrity endorser credibility in advertising on purchase intention of Thai consumers* (Doctoral Thesis). National Institute of Development Administration. Retrieved from <https://repository.nida.ac.th/items/2dd5ed60-25a4-4909-849c-f1d2a03b953c>
 49. Xiao, M., Wang, R., & Chan-Olmsted, S. (2018). Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model. *Journal of Media Business Studies*, 15(3), 188-213. <https://doi.org/10.1080/16522354.2018.1501146>
 50. Yoon, S. (2018). A sociocultural approach to Korea Wave marketing performance: Cross-national adoption of arguments on foreign cultural products in a social media context. *Journal of Marketing Theory and Practice*, 26(1-2), 196-209. <https://doi.org/10.1080/10696679.2017.1389237>
 51. Yuan, S., & Lou, C. (2020). How social media influencers foster relationships with followers: The roles of source credibility and fairness in parasocial relationship and product interest. *Journal of Interactive Advertising*, 20(2), 133-147. <https://doi.org/10.1080/15252019.2020.1769514>

© 2025. This work is published under
<http://creativecommons.org/licenses/by/4.0/> (the "License"). Notwithstanding
the ProQuest Terms and Conditions, you may use this content in accordance
with the terms of the License.



Table 2. Measurement model

Construct	Item	Loadings	AVE	CR	Cronbach's alpha
Attractiveness (AT)	AT1: I find social media influencers of skincare products attractive	0.834	0.686	0.916	0.886
	AT2: I find social media influencers of skincare products good-looking	0.825			
	AT3: I find social media influencers of skincare products admirable	0.799			
	AT4: I find social media influencers of skincare products charismatic	0.857			
	AT5: I find social media influencers of skincare products beautiful	0.826			
Trustworthiness (TW)	TW1: I find social media influencers of skincare products dependable	0.805	0.753	0.938	0.918
	TW2: I find social media influencers of skincare products honest	0.855			
	TW3: I find social media influencers of skincare products reliable	0.905			
	TW4: I find social media influencers of skincare products sincere	0.874			
	TW5: I find social media influencers of skincare products trustworthy	0.895			
Expertise (EX)	EX1: I find skincare social media influencers have a good understanding of skincare products	0.793	0.743	0.935	0.913
	EX2: I find social media influencers of skincare products are experts in their field	0.879			
	EX3: I find social media influencers of skincare products are knowledgeable in skincare	0.927			
	EX4: I find skincare social media influencers are qualified in sharing about skincare products	0.901			
	EX5: I find skincare social media influencers have experience in skincare products	0.801			
Perceived similarity (SI)	SI1: I have a lot in common with the social media influencer I follow	0.669	0.722	0.911	0.870
	SI2: Me and the social media influencer have the same taste in products	0.866			
	SI3: Me and the social media influencer have the same hobby/ies	0.904			
	SI4: Me and the social media influencer have the same style	0.933			
Brand image (BI)	BI1: I like the skincare brands promoted by social media influencers very much	0.943	0.885	0.939	0.870
	BI2: I find the skincare brands promoted by social media influencers to be really likable	0.938			
Purchase intention (PI)	PI1: I will be ready to buy the skincare products in the future	0.914	0.828	0.935	0.896
	PI2: I have the intention to buy the skincare products in the future	0.917			
	PI3: I plan to buy the skincare products if I can afford them	0.899			

Note(s): AVE = average variance extracted and CR = composite reliability

Source(s): Created by author

Constructs/items	Loading	CR	AVE
<i>Attractiveness</i>		0.938	0.836
I find (SMI's name)'s social media contents good-looking	0.911		
I find (SMI's name)'s social media contents attractive	0.907		
I find (SMI's name)'s social media contents visually appealing	0.924		
<i>Prestige</i>		0.928	0.811
I find that (SMI's name)'s social media contents are prestigious	0.904		
I find that (SMI's name)'s social media contents are upscale	0.919		
I find that (SMI's name)'s social media contents have high status	0.878		
<i>Expertise</i>		0.938	0.836
When looking at (SMI's name)'s social media contents, I find s/he is experienced	0.915		
When looking at (SMI's name)'s social media contents, I find s/he is an expert	0.916		
When looking at (SMI's name)'s social media contents, I find s/he is qualified	0.912		
<i>Interactivity</i>		0.905	0.657
Interacting with (SMI's name) was like having a real conversation	0.809		
I perceive (SMI's name) to be sensitive to my needs for information	0.809		
(SMI's name) would respond to me quickly and efficiently	0.854		
(SMI's name) allows me to communicate directly with her or him	0.813		
(SMI's name) will talk back to me if I post a message	0.767		
<i>Self-disclosure</i>		0.897	0.745
(SMI's name) reveals himself/herself	0.820		
(SMI's name) shares his/her personal feelings with his/her fans	0.883		
(SMI's name) is honest about his/her feelings or opinions	0.884		
<i>Parasocial relationships</i>		0.917	0.553
(SMI's name) makes me feel comfortable, as if I am with a friend	0.786		
I would like to have a friendly chat with (SMI's name)	0.627		
If (SMI's name) were not a famous person, we would have been good friends	0.685		
I think I understand (SMI's name) quite well	0.825		
When (SMI's name) behaves in a certain way, I know the reasons for his/her behavior	0.742		
I can feel (SMI's name)'s emotions in certain situations	0.795		
(SMI's name) seems to understand the kinds of things I want to know	0.764		
(SMI's name) reminds me of myself	0.687		
I can identify with (SMI's name)	0.759		
<i>Purchase intention</i>		0.956	0.878
In the future, I am likely to try one of the same services that (SMI's name) endorsed or posted on social media	0.940		
In the future, I am likely to try one of the same products that (SMI's name) endorsed or posted on social media	0.941		
In the future, I am likely to try one of the same brands that (SMI's name) endorsed or posted on social media	0.930		

Table 1.
Reflective
measurement model:
factor loadings, CR
and AVE

Lampiran 5. Hasil Turnitin

Skripsi_Angellina Francisca_220326868_			
ORIGINALITY REPORT			
20%	19%	19%	17%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
1	Submitted to UPN Veteran Yogyakarta Student Paper		2%
2	repository.stei.ac.id Internet Source		1%
3	Submitted to Universitas Putera Batam Student Paper		1%
4	core.ac.uk Internet Source		1%
5	repository.ub.ac.id Internet Source		1%
6	dspace.uii.ac.id Internet Source		1%
7	e-journal.uajy.ac.id Internet Source		1%
8	eprints.walisongo.ac.id Internet Source		1%
9	Submitted to LSPR Communication & Business Institute Student Paper		<1%