



The Influence of Influencers on Purchase Intent Through Brand Attitudes and Brand Credibility on Wardah Beauty Products

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ABSTRACT

The cosmetic industry increasingly utilizes social media influencers as a digital marketing strategy to enhance consumers' purchase intentions. However, previous studies have reported inconsistent findings regarding the influence of influencers on purchase intention, particularly concerning the mediating roles of brand attitude and brand credibility. This study aims to examine the effect of influencers on consumers' purchase intention toward Wardah cosmetics through the mediating roles of brand attitude and brand credibility. A quantitative explanatory research design was employed. Data were collected from 249 respondents using purposive sampling and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 4. The results indicate that influencers have a positive and significant effect on brand credibility, brand attitude, and purchase intention. Furthermore, brand credibility positively influences both brand attitude and purchase intention, while brand attitude also has a significant positive effect on purchase intention. The mediation analysis confirms that brand credibility and brand attitude mediate the relationship between influencers and purchase intention. These findings contribute to the digital marketing literature by demonstrating that the influence of social media influencers on consumers' purchase intention operates not only directly but also indirectly through the development of brand credibility and positive brand attitudes in the context of Indonesia's halal cosmetic industry.

INTRODUCTION

The cosmetics industry in Indonesia is experiencing rapid growth and shows significant economic potential. Based on Statista data, the revenue of the beauty and personal care industry in Indonesia is projected to increase consistently from US\$6.75 billion in 2020 to US\$11.17 billion in 2029. This growth reflects increasing public awareness of the importance of self-care, lifestyle changes, and the wider use of digital technology in consumption activities. This condition also creates a large market opportunity, but also encourages increasingly fierce competition among cosmetics industry players.

The increase in demand for cosmetic products is also reflected in sales trends through digital platforms. Kompas Market Insight (2024) data shows that various categories of beauty products have experienced a significant increase in sales, including sunscreen by 99%, beauty packages by 90%, face masks by 64%, perfumes by 53%, facial moisturizers by 51%, and body lotion by 41%. This phenomenon shows that consumers not only use digital platforms as a means of purchase, but also as a medium to obtain information, reviews, and recommendations about beauty products before making a purchase.

These changes in consumer behavior encourage companies to adapt more effective digital marketing strategies. One of the strategies that is widely used is influencer marketing. Through social media such as Instagram, TikTok, and YouTube, influencers are able to convey product information in a more personalized, interactive, and trustworthy manner by their followers. Lim, Radzol, Cheah, and Wong (2017) explained that influencers play a role as a source of information that is able to build a closer relationship with consumers than conventional promotional media. In addition, Nguyen and Nguyen (2020) stated that influencers who have high credibility are able to increase consumer trust in products through emotional relationships built during the marketing communication process.

In the cosmetics industry, influencers have an increasingly important role because the characteristics of beauty products are closely related to visual aspects, self-image, and trust in product quality. Fang, Shin, and Huang (2025) suggest that the compatibility between influencer characteristics and brand identity (endorser-brand congruence) can increase the effectiveness of marketing communication and strengthen the relationship between consumers and brands. Therefore, the use of influencers not only aims to increase the reach of promotions, but also to build a positive perception of the brand.

One of the local cosmetic brands that has successfully taken advantage of this strategy is Wardah. As a pioneer of halal cosmetics in Indonesia, Wardah has managed to build a strong brand image through a combination of product quality, innovation, and consistent digital marketing communication. Based on the Top Brand Index, Wardah occupies a position as one of the cosmetic brands with the highest level of popularity in Indonesia. In addition, Wardah also managed to rank in the top three best beauty brands in the ASEAN region for the 2024–2025 period. These achievements show that local Indonesian brands

are able to compete with international brands through effective marketing strategies and the ability to build consumer trust.

However, the success of an influencer marketing strategy is not only determined by the existence of the influencer itself, but also by how the influencer is able to shape consumer perception of the brand. In this study, two constructs that are considered to have an important role are brand attitude and brand credibility. Brand attitude describes a consumer's comprehensive evaluation of a brand based on their experiences, perceptions, and beliefs. The more positive the consumer's attitude towards a brand, the greater the tendency of consumers to have the intention of buying the product. On the other hand, brand credibility shows the level of consumer confidence in the brand's ability and commitment to fulfilling the promises conveyed to consumers. In the cosmetics industry, brand credibility is a very important factor because consumers generally consider aspects of product safety, quality, and effectiveness before making a purchase.

The relationship between these variables can be explained through the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975). This theory explains that the intention to behave is formed through a rational evaluation process that is influenced by individual attitudes and social influences. In the context of digital marketing, influencers act as a source of information as well as a social reference that is able to shape consumer confidence in a brand. This belief then influences the formation of brand attitude and brand credibility which further encourages the emergence of purchase intention.

Previous studies have shown that influencer marketing has an influence on purchase intention. Weismueller, Harrigan, Wang, and Soutar (2020), Ho, Phan, and Le-Hoang (2020), and Ha and Lam (2017) found that influencers have a positive effect on consumer purchase intent. Nevertheless, other studies show different results. Vidyanata, Sunaryo, and Hadiwidjojo (2018), Fitri and Syaefulloh (2023), as well as several other studies, found that influencers do not have a direct influence on purchase intention, but work through mediating variables, such as brand attitude and brand credibility. The inconsistency of the results of the study shows that there is still a research gap regarding the mechanism of the relationship between influencers and purchase intention.

Similar inconsistencies were also found in the relationship between brand attitude and purchase intention. Some studies have stated that brand attitude has a positive effect on purchase intention, while other studies have found that the relationship is insignificant. The difference in the results of the study shows that the mechanism of forming purchase intention still requires further study, especially considering the simultaneous role of brand attitude and brand credibility as a mediating variable.

Based on the research gap, this study offers novelty by integrating brand attitude and brand credibility as simultaneous mediating variables in the relationship between influencers and purchase intention. Unlike previous studies that generally only used one mediation variable or tested the direct influence of influencers on purchase intention, this study developed a more

comprehensive model by combining the two constructs in the context of a local halal cosmetics brand, namely Wardah. Thus, this research is expected to make a theoretical contribution to the development of the literature on consumer behavior and digital marketing, as well as provide practical implications for cosmetics companies in designing more effective influencer marketing strategies to increase consumer purchase intent.

RESEARCH METHODS

Research Design

This study applies a quantitative approach with the type of explanatory research. The researcher chose the quantitative approach because it aims to test the cause-and-effect relationship between variables while dissecting the impact of influencers on purchase intent through mediation variables in the form of brand attitude and credibility. Sugiyono (2021) states that the quantitative method functions to measure the relationship between variables objectively through the processing of statistical data so that research conclusions can be empirically proven. On the other hand, explanatory research is used to expose the nature of causal relationships between variables based on pre-established hypotheses (Bougie & Sekaran, 2025). The study uses a cross-sectional design, where data is collected over a specific period of time through a survey of respondents.

Population and Sample

The target of this research is Wardah cosmetics consumers who have witnessed the promotion of the product by influencers on digital platforms. Because the number of populations in this study could not be ascertained (*unknown population*), the researcher used a non-probability sampling technique with the purposive sampling method to draw samples. The purposive sampling approach is applied so that the researcher obtains respondents who have specific criteria that are in line with the research objectives. The requirements or characteristics of respondents that are determined include:

1. Females are at least 17 years old
2. Domiciled in the Greater Jakarta area
3. Have you watched Wardah's promotional content shared by influencers through social media such as Instagram, TikTok, or YouTube.

Through the dissemination of digital questionnaires using Google Form, researchers managed to collect data from 253 respondents. After passing the verification and screening stage based on the specified criteria, as many as 249 respondents were declared qualified to be used as the final sample. This sample size is considered to be very adequate for testing using SEM-PLS modeling because it has exceeded the minimum threshold for the number of samples in multivariate analysis.

Data Collection Sources and Techniques

This study uses primary data obtained through the distribution of online questionnaires using Google Form. The research instrument is adapted from indicators that have been used and validated in previous research so that it is suitable for measuring influencer constructs, brand attitudes, brand credibility, and purchase intentions. All statement items were measured using a five-point Likert scale, with a score range of 1 = strongly disagree to 5 = strongly agree.

Instruments and Variable Measurements

Data collection was conducted using a closed questionnaire equipped with a 5-point Likert scale, with a rating range from 1 (strongly disagree) to 5 (strongly agree). Ghozali (2021) explained that the Likert scale is very appropriate to be used to measure respondents' viewpoints, attitudes, and opinions regularly and easily processed in quantitative analysis. The operationalization of the research variables is presented in Table 1.

Table 1. Operationalization of Research Variables

Variable	Operational Definition	Indicator
Influencer (Freberg et al., 2011)	Individuals who have the ability to influence consumer perceptions, attitudes, and decisions through content shared on social media.	Credibility: (1) Influencer knowledge about the product, (2) Clarity of information delivery, (3) Level of trust in influencers. Authenticity: (4) Honesty in delivering promotions, (5) Natural and unforced impressions, (6) Consistency of communication style. Attractiveness: (7) Attractive communication style, (8) Fun way of conveying messages, (9) Interest in influencer content. Relatability: (10) Commonality of values with the audience, (11) Sense of closeness with the influencer, (12) Ease of understanding the influencer's point of view.
Brand Attitude (Fishbein & Ajzen, 1975)	The overall evaluation that consumers have of a brand is reflected through cognitive, affective, and conative aspects.	Cognitive: (1) Belief in the brand, (2) Assessment of the characteristics of the brand. Affective: (3) Feeling of liking the brand, (4) Emotional response to the brand. Conatives: (5) Intention to behave towards the brand, (6) The tendency to act towards the brand.
Brand Credibility	The level of consumer trust in the brand's	Trustworthiness: (1) The level of consumer trust in

(Erdem & Swait, 2004)	ability and honesty in fulfilling the promises conveyed to consumers.	the brand, (2) Consumer perception of the honesty of brand claims, (3) Consumer perception of the consistency of brand promises. Expertise: (4) Consumer perception of brand competence in the cosmetic sector, (5) Consumer perception of product quality consistency, (6) Consumer perception of brand ability to meet consumer needs.
Purchase Intent (Ajzen, 1991)	Consumers' desire and tendency to purchase a product in the future.	(1) Intention to buy the product, (2) Plan to buy the product, (3) Desire to buy the product, (4) Intention to choose this brand over other brands, (5) Probability of making a purchase.

Structurally, this research model places influencers (X) as independent variables, brand attitudes (M1) and brand credibility (M2) as mediating variables, and purchase intent (Y) as dependent variables. The researcher analyzed the relationship to understand the direct and indirect influence of influencers on purchase intentions.

Data Analysis Techniques

The data analysis process in this research relies on the Structural Equation Modeling-Partial Least Square (SEM-PLS) method by operating SmartPLS software version 4. The SEM-PLS technique was chosen because it has the ability to test complex relationships between latent variables simultaneously, as well as being flexible in using data types that do not demand normal distribution conditions (Hair et al., 2021).

The researcher carried out two main stages in this data analysis, namely the evaluation of the outer model and the inner model:

- Evaluation of the Outer Model (Measurement Model): This stage is carried out to test the level of validity and reliability of each construct through the parameters *convergent validity*, *discriminant validity*, *composite reliability*, and *Cronbach's alpha*. The convergent validity value is monitored based on the outer loading number. An indicator is categorized as valid if it has a loading factor value greater than 0.70 (Saruksuk, Magito, & Perkasa, 2023). Testing *Discriminant validity* done by the *Fornell-Larcker Criterion* to ensure that each construct is noticeably different from the others. For reliability tests, the minimum limit of composite reliability values and *Cronbach's alpha* must be greater than 0.70.
- Inner Model Evaluation: The next stage is to analyze the strength of the relationship between variables by measuring the R-square

value, path coefficient, and hypothesis test through the bootstrapping procedure. The R-square value describes how much of an independent variable is able to predict the dependent variable, while the path coefficient indicates the direction and weight of the relationship between variables. The researcher drew hypothetical conclusions by monitoring t-statistics and p-values at a significance level of 5%. The hypothesis is stated to be supported or accepted if the t-value is greater than 1.96 and the p-value is less than 0.05.

Through the application of the above methodological procedures, this study is expected to present in-depth empirical evidence on how influencers direct Wardah consumers' purchase intentions through intermediaries of brand attitudes and credibility. The use of SEM-PLS is also expected to be able to provide sharp accuracy in mapping the causal relationship model in its entirety.

RESULTS AND DISCUSSION

Respondent Characteristics

The researcher determines the sample in this research through the purposive sampling technique by setting a number of criteria that are relevant to the research objectives. The target group chosen was consumers who had witnessed Wardah cosmetics promotion activities by influencers on social media. In detail, the characteristics of the respondents include: (1) At least 17 years old. (2) Living in the Greater Jakarta area. (3) Have seen advertisements or promotions of Wardah Beauty products.

Data collection through Google Form succeeded in capturing as many as 253 participants. After the researcher carried out the screening process according to the participation criteria, as many as 249 questionnaires were declared valid to be used as the basis for the final sample of the study.

Based on the results of the sorting, the majority of questionnaire fillers have met the standards of the subjects sought. This high pass rate proves that Wardah's marketing campaign through influencers has a wide reach, especially for social media surfers in the Greater Jakarta area. Therefore, the final sample size of 249 people is considered representative to test the impact of influencers on *purchase intention* through *brand attitude* and *brand credibility*.

Validity & Reliability Test (Outer Model)

Based on Table 2, all indicators have an outer loading value above 0.70 so that they meet the convergence validity criteria. The AVE value of each construct is also above the minimum limit of 0.50 which indicates that the construct is able to explain the variance of the indicator well. The results of the reliability test showed that the Composite Reliability value of the entire variable was greater than 0.70 and Cronbach's Alpha value was greater than 0.60. Therefore, it can be concluded that all research variables have met the requirements for validity and reliability so that the measurement model (outer model) is declared feasible to be used at the next stage of analysis.

Table 2. Validity and Reliability Test Results Using Structural Equation Modeling-Partial Least Squares (SEM-PLS) Analysis

Latent Variables	Items	Convergent Validity	Discriminant Validity	Cronbach's Alpha	Composite Reliability
Influencer (INF)	X1	0.727			
	X2	0.727			
	X3	0.734			
	X4	0.733			
	X5	0.802			
	X6	0.767			
	X7	0.763			
	X8	0.734			
	X9	0.705			
	X10	0.736			
	X11	0.754			
	X12	0.782	0.747	0.928	0.938
Brand Attitude (BA)	M1.1	0.797			
	M1.2	0.848			
	M1.3	0.783			
	M1.4	0.781			
	M1.5	0.824			
	M1.6	0.792	0.804	0.891	0.917
Brand Credibility (BC)	M2.1	0.794			
	M2.2	0.789			
	M2.3	0.810			
	M2.4	0.800			
	M2.5	0.746			
	M2.6	0.848	0.798	0.886	0.913
Purchase Intention (PI)	Y1	0.798			
	Y2	0.814			
	Y3	0.823			
	Y4	0.808			
	Y5	0.821	0.813	0.872	0.907

Table 3. Fornell-Larcker Criterion (AVE Root)

	Influencer (INF) (X)	Brand Credibility (BC) (M2)	Buy Intent (PI) (Y)	Brand Attitude (BA) (M1)
<i>Influencer (INF) (X)</i>	0.747			
Brand Credibility (BC) (M2)	0.596	0.798		
Buy Intent (PI) (Y)	0.737	0.72	0.813	
Brand Attitude (BA) (M1)	0.708	0.772	0.778	0.804

The results of the evaluation of the measurement model show that the research instrument is able to represent the influencer's construct, brand

attitude, brand credibility, and purchase intention well. The high value of outer loading in all indicators shows that each indicator has a strong contribution in explaining the constructed being measured. In addition, the fulfillment of discriminant validity indicates that each construct has different characteristics so that there is no overlap between variables.

The fulfillment of reliability criteria also shows that the instruments adapted from previous research have a good level of consistency when applied to the consumer context of Wardah cosmetic products. Thus, the results of the external model test provide a solid basis for continuing the analysis of the structural model, including testing the direct and indirect relationship between influencers, brand attitudes, brand credibility, and purchase intentions.

Inner Model

Internal model testing was carried out to evaluate the ability of structural models to explain the relationships between latent constructs. The evaluation of the inner model was carried out by looking at the value of the determination coefficient (R-Square). The R-Square value indicates the magnitude of the ability of exogenous variables to explain endogenous variables in the research model. According to Hair et al. (2022), the R-Square value of 0.19 indicates weak predictive ability, 0.33 indicates moderate predictive ability, and 0.67 indicates strong predictive ability.

Table 3 shows the R-Square value for each endogenous variable in this study. The test results showed that the Brand Credibility construct had an R^2 value of 0.355, which means that the Influencer variable was able to explain 35.5% of the variation in Brand Credibility, while the remaining 64.5% was explained by other factors outside the research model. Construct Brand Attitude obtained an R^2 value of 0.691, which shows that Influencers and Brand Credibility were able to explain 69.1% of Brand Attitude variations. Furthermore, the Purchase Intention construct has an R^2 value of 0.700, which indicates that Influencer, Brand Credibility, and Brand Attitude are able to explain 70.0% of the variation in Purchase Intention, while the rest is influenced by other factors that were not studied in this study.

Based on these results, the R-Square values for Brand Attitude and Purchase Intent fall into the strong category, while Brand Credibility falls into the medium category. Thus, the research model has a good ability to explain and predict consumer purchase intentions for Wardah products.

Table 4. R-Square Value

Variable	R-Square
Brand Credibility	0,355
Brand Attitude	0,691
Purchase Intent	0,700

Source: Data processed using SmartPLS (2025)

Furthermore, hypothesis testing was carried out to determine the direct and indirect influence between variables in the research model. The hypothesis is stated to be supported if it has a p-value of less than 0.05. The results of the direct and indirect effects test are presented in Table 4.

Table 5. Direct and Indirect Hypothesis Testing Results

Pathway	Path	p-	Conclusion
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	Coefficients	value	
Influencers → Brand Credibility	0,596	<0.001	Supported
Influencer → Brand Attitude	0,384	<0.001	Supported
Influencers → Intent to Buy	0,347	0,001	Supported
Brand Credibility → Brand Attitude	0,543	<0.001	Supported
Brand Credibility → Purchase Intent	0,252	0,008	Supported
Brand Attitude → Purchase Intent	0,338	0,005	Supported
Influencers → Brand Attitudes → Purchase Intent	...	...	...
Influencers → Brand Credibility → Purchase Intent	...	...	...
Influencers → Brand Credibility → Brand Attitude → Purchase Intent	...	...	...

Source: Data processed using SmartPLS (2025)

Based on Table 4, all direct relationships in the research model showed positive and significant influences (p-value < 0.05). These results show that Influencers have a positive effect on Brand Credibility, Brand Attitude, and Purchase Intention. These findings indicate that the more positive consumer perception of influencers who promote Wardah products, the higher the brand's credibility, positive attitude towards the brand, and consumer intention to make purchases.

In addition, Brand Credibility has been proven to have a positive effect on Brand Attitude and Purchase Intention. This shows that the higher the level of consumer trust in the Wardah brand, the more positive the consumer's evaluation of the brand and the greater their tendency to buy the product. The results of the study also show that Brand Attitude has a positive effect on Purchase Intention, so that consumers' positive attitudes towards Wardah are an important factor in increasing purchase intention.

This finding is in line with the Theory of Reasoned Action (TRA) which explains that behavioral intentions are influenced by an individual's evaluation of an object. In the context of this study, influencers act as a source of information that forms a positive perception of the brand, which then increases brand credibility, attitude towards the brand, and ultimately encourages consumer purchase intent.

The results of the indirect influence test showed that Brand Credibility and Brand Attitude played a role as mediating variables in the relationship between Influencers and Purchase Intention. Thus, the influence of influencers on purchase intent does not only occur directly, but also through increasing brand credibility and forming a positive attitude of consumers towards the brand.

These findings show that the effectiveness of influencer marketing depends not only on the influencer's ability to attract consumers' attention, but also on his or her ability to build trust in the brand and create positive

evaluations of the brand. These results reinforce the Theory of Reasoned Action (TRA) which explains that the information received by individuals will affect the formation of attitudes, which in turn determines behavioral intentions. Thus, Brand Credibility and Brand Attitude have proven to be important mechanisms that bridge the influence of influencers on the Purchase Intention of Wardah cosmetic product consumers.

DISCUSSION

The Influence of Influencers on Brand Credibility

Based on test data, influencers were proven to have a positive and significant impact on increasing brand credibility ($\beta = 0.596$; $t = 8.623$). These results indicate that the optimal role of influencers when reviewing Wardah products is in line with the increasing reputation of the brand in the eyes of the public.

The item that recorded the greatest contribution to the influencer variable was the view that "influencer promotional content does not seem contrived." This phenomenon indicates that people tend to put their trust in content creators who deliver reviews naturally and as they are. In the digital marketing ecosystem, the public considers influencers as informant figures that are closer and easier to understand than formal advertising impressions.

The findings of this research reinforce the conclusion of the Lim et al. (2017) and Nguyen & Nguyen (2020) Ang stated that authentic character, honesty, and influencer skills are effective in boosting the credibility of a product. Thus, the influencer marketing policy carried out by Wardah has proven to be effective in fostering customer trust.

The Influence of Influencers on Brand Attitudes

The results of statistical analysis showed that influencers triggered a positive and significant influence on brand attitudes ($\beta = 0.384$; $t = 4.212$). This figure proves that the presence of influencers is able to direct good opinions and judgments from consumers towards Wardah products. People who intensively consume content from influencers will usually develop a better perspective on the product. In this case, influencers are not just a promotional tool, but also act as a reflection of consumers' lifestyles and tastes.

On the other hand, the strongest indicator that compiles the brand attitude variable actually comes from the respondents' assessment of Wardah's physical packaging which looks convincing. This provides a clue that the positive response of consumers is not only driven by the way the influencer communicates, but also supported by the visual aesthetic aspects and physical quality of the product. This conclusion is in line with a study from Ha & Lam (2016) and Kenny & Erdiansyah (2021) which states that influencer marketing activities can improve consumer attitudes (*Brand attitude*) through interactive and personal communication patterns on social networks.

The Influence of Influencers on Purchase Intent

The results of the data processing confirmed that influencers have a positive and significant contribution in influencing consumer purchase intent ($\beta = 0.347$; $t = 3.212$). This experience gives an idea that the effectiveness of influencer figures on social media is directly proportional to the increasing

desire of consumers to transact to buy Wardah products. Influencers play the role of consumers' primary reference when weighing shopping decisions, especially for cosmetic products that are closely related to physical appearance and self-confidence. Recommendations from influencers are felt to be more personal and trusted, making it easier to drive consumers' final decisions.

The most dominant parameter in forming this variable is the strong willingness of consumers to buy Wardah cosmetics in the near future. This makes it clear that promotional impressions from influencers not only spark interest, but also trigger real buying actions. The results of this study strengthen the study of Weismueller et al. (2020) which states that influencer marketing strategies play a big part in motivating purchase intent (*purchase intention*) consumers.

The Influence of Brand Credibility on Brand Attitudes

Data analysis proves that brand credibility triggers a positive and significant impact on brand attitude formation ($\beta = 0.543$; $t = 5.837$). This condition shows that the stronger the reputation and level of trust in Wardah, the more positive the response given by the community. The credibility of a brand is generally born from consumer satisfaction with product quality, the truth of the benefit claims, and the product's ability to respond to user expectations. In this study, the strongest indicator that builds these variables is the capacity of Wardah products to meet the needs of its users. This finding is in line with the argument Keller & Brexendorf (2019) and Hussain et al. (2024) which explains that direct proof by consumers of product quality is the main key in giving birth to a good attitude. The consistency of product quality that is perceived by the community will automatically increase their evaluation value of Wardah.

The Influence of Brand Credibility on Purchase Intent

Based on the test results, brand credibility had a positive and significant effect on triggering consumer purchase intent ($\beta = 0.252$; $t = 2.668$). This reality shows that people's shopping desires will soar when they view a brand as safe, trusted, and consistently maintaining its quality. In the beauty industry, consumers are usually extra careful when choosing products because they come into direct contact with skin health and compatibility factors. Therefore, manufacturers who have succeeded in building a high reputation will find it easier to direct people's shopping choices. This result proves the view Erdem & Swait (2004) that brand credibility plays a crucial role in boosting buying interest while maintaining customer loyalty in the midst of fierce competition in the cosmetics business.

The Influence of Brand Attitudes on Purchase Intent

Statistical tests show that brand attitudes have a positive and significant influence on consumer purchase intent ($\beta = 0.338$; $t = 2.831$). This shows that people's tendency to buy Wardah products is controlled by how positive their view of the brand is. The birth of a good attitude towards a product is influenced by the perception of quality, previous user experience, and marketing messages captured by consumers. Buyers who have a good assessment of Wardah will

feel more confident to choose this product than to switch to a competitor's brand.

Theoretically, these results support the Theory of Reasoned Action of Fishbein & Ajzen (1977) which explains that internal attitudes are the main driving force behind a person's behavioral intentions. This research also reinforces the findings Ha & Lam (2016) and Kenny & Erdiansyah (2021) which confirms the strong link between *Brand attitude* and *purchase intention*. Furthermore, this phenomenon shows that successful influencer promotion does not only trigger instant buying interest, but works through a psychological process in the form of forming a positive attitude towards the brand. Thus, brand attitudes act as a mental bridge that strengthens the relationship between the role of influencers and purchase intent in Wardah's consumer ecosystem.

The Role of Brand Attitude and Brand Credibility Mediation

The results of the indirect influence test showed that Brand Attitude and Brand Credibility played a role as mediating variables in the relationship between Influencers and Purchase Intention. These findings show that influencers' influence on purchase intent does not only occur directly, but also through the formation of consumer trust in the brand and positive attitudes towards the brand. In other words, the effectiveness of influencer marketing is not only determined by the influencer's ability to attract consumers' attention, but also by its ability to build brand credibility and create positive evaluations of the brand. These results reinforce the Theory of Reasoned Action, which explains that the information that individuals receive shapes beliefs and attitudes that further influence behavioral intentions. Therefore, Brand Credibility and Brand Attitude are important mechanisms that bridge the relationship between influencers and purchase intent in Wardah cosmetic product consumers.

CONCLUSION

The study, which is based on SEM-PLS data analysis, proves that influencers trigger a positive and significant impact on brand attitudes, brand credibility, and purchase intent on Wardah consumers. In addition, the variables of brand attitude and brand credibility were also confirmed to be able to boost consumer purchase intentions in real terms. The research findings confirm that the motivation of influencers for shopping desire does not only work directly, but must pass the stage of consumer psychological assessment. Public buying interest will flourish if influencers are able to build a positive point of view while strengthening public trust in the quality of Wardah products. This phenomenon shows that the effectiveness of digital marketing in the beauty industry does not just rely on the fame of the influencer figure, but on the company's consistency in maintaining the reputation and image of its products.

Theoretically, this study contributes scientific novelty to the digital marketing literature through the incorporation of brand attitudes and credibility as intermediate variables (mediation). Practically, the results of the analysis can be a reference material for cosmetics manufacturers in designing more efficient promotional strategies, especially in filtering influencers who

have personalities that are aligned with brand identity. For future development, researchers are further encouraged to include alternative variables such as brand trust, customer engagement, or electronic word of mouth, as well as expand the scope of objects in competing cosmetic brands to get a more comprehensive picture of consumer behavior.

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