Influencing The Influenced: How Trustworthiness, Expertise, And Attractiveness Shape Consumer Behavior In The Cosmetic Industry

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Abstract

Social media has reshaped brand-consumer interactions, with influencer marketing emerging as a dominant promotional strategy in the cosmetic industry. This study examines the influence of influencer credibility (trustworthiness, expertise, and attractiveness) on consumer purchase behavior, with purchase intention acting as a mediating variable. A quantitative survey was conducted with 327 Indonesian respondents who had been exposed to beauty-related content from popular social media influencers. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that trustworthiness, expertise, and attractiveness significantly influence purchase intention, which in turn significantly affects purchase behavior. Furthermore, purchase intention was found to mediate the relationship between trustworthiness and expertise with consumer behavior. These findings highlight the critical role of influencer credibility in shaping consumer decision-making and provide practical insights for cosmetic brands to enhance engagement and conversion through authentic and strategic influencer partnerships.

Keywords: *trustworthiness, expertise, attractiveness, purchase behavior, cosmetics*

1. INTRODUCTION

The rapid advancement of digital technology has significantly changed marketing practices around the world. One of the most transformative developments is the emergence of influencer marketing, particularly through social media platforms such as Instagram and TikTok, which allow influencers to deliver personalized and engaging promotional content to a wide audience [1], [2]. In Indonesia, where internet penetration exceeds 80% by [3] social media has become an important channel for product discovery, especially among young consumers. Influencer marketing has proven to be very effective in the beauty industry. Research shows that more than 68% of Indonesian consumers have purchased products based on influencer recommendations [4]. Influencers who are considered credible as measured by trust, expertise, and attractiveness tend to foster consumer trust, increase purchase intent, and drive actual purchases[5], [6]. Although influencer marketing is widely applied, there is still a significant gap in understanding how each dimension of influencer credibility contributes to purchasing behavior in the Indonesian beauty market. In addition, previous research has often focused only on direct effects, ignoring the role of mediating variables such as purchase intent in explaining consumer behavior [7].

This study seeks to fill this gap by examining the influence of credibility of social media influencers consisting of trust, expertise, and attractiveness on consumer purchasing behavior, with purchase intention as a mediating variable. This case study involves Indonesian consumers who are exposed to the promotion of cosmetic production by beauty influencers. This research contributes to the literature by contextualizing influencer marketing in the emerging digital economy and offers practical implications for brands looking to optimize influencer partnerships to improve marketing effectiveness.

2. LITERATURE REVIEW

Consumer purchasing behavior refers to the process by which individuals make decisions about the acquisition of goods or services. It involves cognitive and emotional factors and is influenced by internal motivations as well as external stimuli such as marketing messages[8]. In the digital environment, particularly in the beauty industry, this behavior is increasingly shaped by influencer-driven content. Effective marketing communication is essential for business sustainability and profitability. It facilitates the offering of value to customers, drives business processes, and ensures the entity functions optimally.

An effective communication strategy allows companies to reach their target audience, increasing brand awareness and consumer engagement. Social media marketing is a way to interact with customers. Influencers have significantly influenced purchasing decisions, especially in the cosmetics industry. A study by [9], shows that the influence of social media influencer marketing has affected consumer loyalty in the e-commerce industry. Influencer credibility consisting of trust, expertise, and attraction, significantly influences consumer purchase intent and behavior. As noted by [5], credibility and expertise positively influence consumer purchase intentions, especially when the image of an influencer aligns with product values. Trust, expertise, and attractiveness are the basic dimensions of influencer credibility. These dimensions significantly shape consumer purchasing behavior for most product categories, including beauty. Studies have shown that influencers with high trust and expertise are more likely to influence consumer behavior. This is further supported by[10], who in a meta-analysis confirmed that influencer credibility positively correlates with engagement and purchase intention across diverse digital platforms.

Building on this foundation, this study emphasizes the role of influencer credibility, trustworthiness, expertise, and attractiveness in shaping the effectiveness of marketing messages on social media [5], [6]. These dimensions directly influence consumers' intentions and purchasing actions [11]. However, their relative impact can vary across contexts. For example, while trustworthiness tends to strongly affect buying decisions, the roles of expertise and attractiveness may depend on the product type, audience characteristics, and platform used [12], [13]. [14]also noted that although all three dimensions are important, trustworthiness and expertise often play a more dominant role in driving consumer action, while attractiveness may be contextually dependent. Hence, empirical validation is essential to assess their effects in specific sectors such as beauty. The dimension of source credibility, namely trustworthiness, expertise, and attractiveness contribute to shaping consumer perception of a product or brand. Consumer trust in influencers increases a sense of security in decision-making. Expertise shows that the source of information has adequate knowledge or experience. Meanwhile, visual or emotional appeal can increase consumer interest and engagement. When these three elements are met, the influencer's overall credibility increase, which ultimately shapes the brand image and influences consumer purchasing decision.

Purchase intention is a psychological state that precedes actual buying behavior. It is shaped by the credibility of the influencer, especially when there is alignment between the influencer's persona and the consumer's values[11]. Although purchase intention is a strong predictor, it does not always lead to actual purchases [8], as various factors such as perceived value, urgency, and product satisfaction also come into play. Studies by [11], emphasize that purchase intention serves as a mediating mechanism between influencer credibility and consumer behavior. In a local context, [7], demonstrated that influencer marketing strategies effectively increased consumer decisions to purchase beauty products such as beauty product, affirming the importance of credibility-driven intention. Therefore, understanding how each credibility dimension contributes to intention and behavior is crucial in evaluating influencer marketing effectiveness.

3. MATERIALS AND METHODS

This research is quantitative in this study was to test the impact of social media influencers' credibility on consumer purchasing behavior, with purchase intent acting as a mediating variable. The research model combines three independent variables of trust, expertise, and attractiveness, adapted from the theory of source credibility [5]one mediating variable of purchase intent, and one dependent variable of purchasing behavior.

3.1 Population and Sampling

The population in this study is Indonesian social media users who have previously been exposed to the promotion of cosmetic products through influencers. Sampling was conducted using non-probability convenience sampling and a total of 327 usable responses were collected through an online questionnaire. The convenience sampling technique was employed by selecting respondents who were active social media users aged 18 to 40 years and had seen beauty product promotions by influencers. The questionnaire was distributed online through social media platforms. This sampling method is appropriate because of the accessibility and requirements for respondents to be exposed to influencer campaigns.

3.3 Instrumentation

The tool for data collection in this study is a structured web-based questionnaire with a 5-point Liktert scale item based on previously proven [6], [11]. The questionnaire was used to measure various key research variables, including purchasing behavior, purchase intention, and influencer credibility. The instrument undergoes validity testing prior to SEM analysis to confirm the adequacy and clarity of the measurement item. PLS-SEM is used in analyzing data. It was utilized due to the fact it excels in validating complex models with mediating affect its suitability for exploratory research with moderate sample size [15]. This step ensures that each item accurately reflects the construct in question before further statistical analysis. Figure 1 displays the research framework:
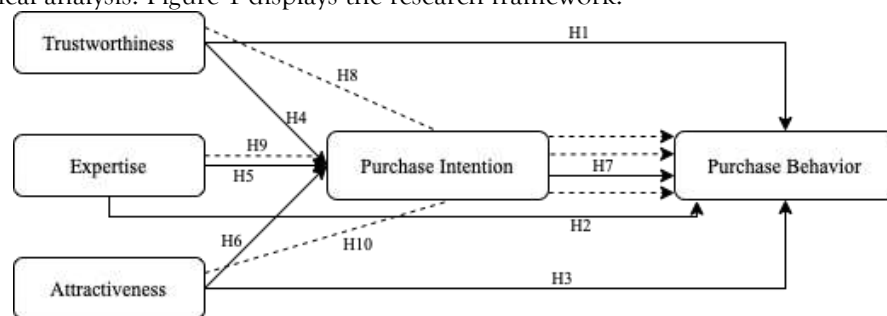

Figure 1. Proposed Conceptual Framework

4. RESULTS

4.1 Validity and Reliability Test
4.1.1 Validity Test

In this research, validity testing was carried out using analytical techniques. Structural Equation Modeling (SEM) with the help of Smart PLS version 4.1.0.9. In this analysis technique there are types of validity tests, namely validity convergent, the following is a validity test in this research:

a. Test Convergent Validity

Validity test convergent conducted to determine the validity of each relationship between indicators and their variables. This validity test has the principle that the measurer of a construct must have a high correlation relationship [16] Parameter from validity test convergent can be seen from loading factor each construct indicator has a value > 0.7 and an AVE value > 0.5. The following are the results of the validity test convergent in this research.

Table 1. Test Convergent Validity

Variables	Statement Items	Outer Loading (>0,70)	Information
Trustworthiness	TRU1	0,909	Valid
	TRU2	0,933	Valid
	TRU3	0,806	Valid
	TRU4	0,904	Valid
	TRU5	0,935	Valid

Expertise	EXP1	0,839	Valid
	EXP2	0,798	Valid
	EXP3	0,848	Valid
	EXP4	0,895	Valid
Attractiveness	ATR1	0,850	Valid
	ATR2	0,852	Valid
	ATR3	0,717	Valid
	ATR4	0,912	Valid
	ATR5	0,783	Valid
Purchase Intention	PI1	0,875	Valid
	PI2	0,726	Valid
	PI3	0,932	Valid
Purchase Behavior	PB1	0,925	Valid
	PB2	0,809	Valid
	PB3	0,901	Valid
	PB4	0,948	Valid
	PB5	0,930	Valid
	PB6	0,962	Valid
	PB7	0,954	Valid

Source: Processed Data (2025)

Based on the results of the convergent validity test, the outer loadings value on each variable indicator in this research has met the convergent validity criteria with a value of > 0.7. Variables influencer credibility consists of three dimensions, namely trustworthiness with five indicators, expertise with four indicators, and attractiveness with five indicators, all of which are valid. In addition, the variables purchase intention with three indicators and variables purchase behavior with seven indicators also declared completely valid.

b. Average Variance Extracted (AVE) Test

Next is the convergent validity test value can also be seen from the value Average Variance Extracted (AVE). Value Average Variance Extracted (AVE) is needed in conducting convergent validity tests. Mark Average Variance Extracted (AVE) recommended is at least > 0.5 to show that the validity test convergent what was done was good [16]. The following is a table of values Average Variance Extracted (AVE) on each variable.

Table 2. Values Average Variance Extracted

Variables	Average Variance Extracted (AVE)
Trustworthiness	0,808
Expertise	0,715
Attractiveness	0,682
Purchase Intention	0,721
Purchase Behavior	0,846

Source: Processed Data (2025)

Based on Table 2 related to the AVE results, the values can be seen Average Variance Extracted (AVE) on all variables in this research has met the predetermined criteria, namely the AVE value > 0.50, therefore it can be stated that each variable in this research has met the validity test criteria convergent.

4.1.2 Reliability Test

The reliability test in this research uses two methods, namely Cronbach's Alpha and Composite Reliability (CR). Cronbach's Alpha aims to assess the lower limit of construct reliability, while

Composite Reliability measures the actual reliability of the construct [16]. The parameters used to assess reliability are the Cronbach's Alpha and CR values, both of which must be more than 0.6.

Table 3 Reliability Test Results

Variables	Cronbach's Alpha (>0.6)	Composite Reliability (>0.7)	Results
Trustworthiness	0,940	0,940	Reliable
Expertise	0,867	0,875	Reliable
Attractiveness	0,881	0,885	Reliable
Purchase Intention	0,802	0,829	Reliable
Purchase Behavior	0,969	0,971	Reliable

Source: Processed Data (2025)

Based on the reliability test results in Table 3, the Cronbach's Alpha and Composite Reliability (CR) values for all research variables are above the recommended threshold, which is >0.6 for Cronbach's Alpha and >0.7 for CR, indicating good and reliable reliability. These results confirm that the indicators in each construct have high internal consistency and composite reliability, so that these variables are stable and consistent in measuring the construct and can be relied on for further analysis.
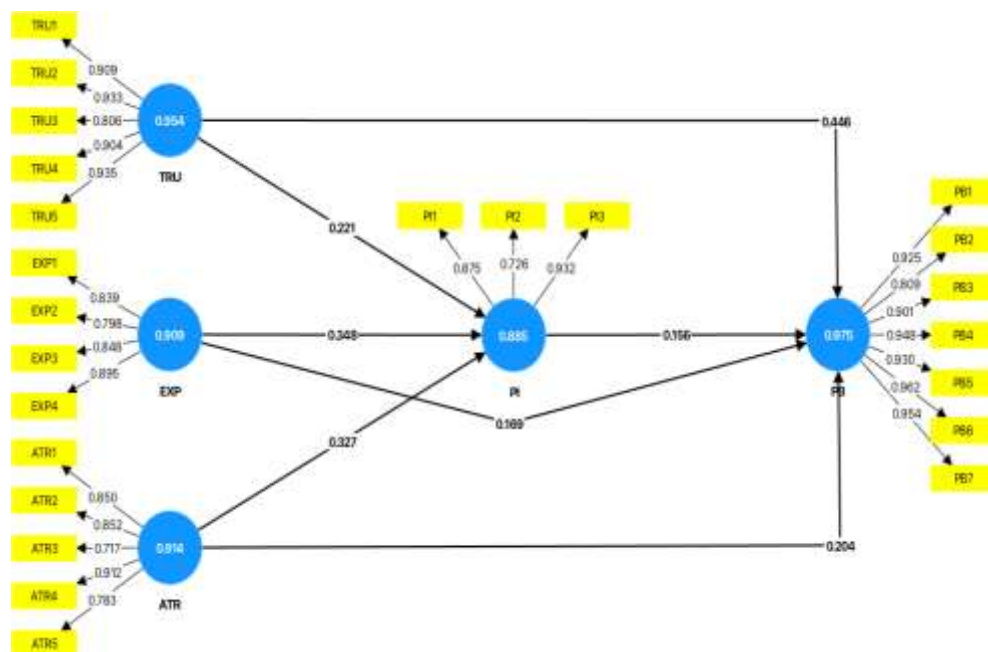
a. Structural Model Testing (Inner model)

Figure 1. Model Structural Algorithm PLS
Source: Data Processed by Author (2025)

b. Testing Path Coefficients   Path coefficient represents the strength of the relationship between constructs with values that generally range from -1 to +1. Values approaching +1 or -1 indicate a very strong relationship, while values approaching 0 indicate a weak or almost non-existent relationship[15].

Table 4. Test Results Path Coefficients

Variables	Path Coefficients
Trustworthiness -> Purchase Intention	0,221
Expertise -> Purchase Intention	0,348
Attractiveness -> Purchase Intention	0,327
Trustworthiness -> Purchase Behavior	0,446

Variables	Path Coefficients
Expertise -> Purchase Behavior	0,169
Attractiveness -> Purchase Behavior	0,204
Purchase Intention -> Purchase Behavior	0,156
Trustworthiness -> Purchase Intention -> Purchase Behavior	0,034
Expertise -> Purchase Intention -> Purchase Behavior	0,054
Attractiveness -> Purchase Intention -> Purchase Behavior	0,051

Source: Processed Data (2025)

Based on Table 4. Test Results Path Coefficient, the results of testing each hypothesis are as follows:
1. Trustworthiness to purchase intention has a coefficient value of 0.221, which indicates a positive and fairly weak influence between perceptions of trust and purchase intentions.
2. Expertise to purchase intention shows a value of 0.348, which means a positive and moderate influence between the expertise of the information source and purchase intention.
3. Attractiveness to purchase intention obtained a value of 0.327, indicating a moderate positive influence between attractiveness and purchase intention.
4. Trustworthiness to purchase behavior worth 0.446, which is a strong and significant positive influence, indicating that the level of trust can directly influence purchasing behavior.
5. Expertise to purchase behavior has a coefficient of 0.169, indicating a positive but weak influence.
6. Attractiveness to purchase behavior obtained a value of 0.204, which also indicates a positive but relatively weak influence.
7. Purchase intention to purchase behavior worth 0.156, indicating that purchase intention has a weak positive influence on actual purchasing behavior.
8. Trustworthiness -> purchase intention -> purchase behavior has a value of 0.034, which indicates a very weak mediation effect.
9. Expertise -> purchase intention -> purchase behavior of 0.054, also indicates a weak mediation effect.
10. Attractiveness -> purchase intention -> purchase behavior of 0.051, indicating a positive but small mediation effect.

c. Testing the Coefficient of Determination
    =The coefficient of determination is used to determine how much the independent variables in the model are able to explain the dependent variable. The R-value square obtained as follows:

Table 4. R-value results Square

Variables	R Square	Results
Purchase Intention	0,756	Moderate
Purchase Behavior	0,874	Strong

Source: Processed Data (2025)

    Based on Table 4, the R^2 value of 0.756 indicates that 75.6% of the Purchase Intention variable can be explained by Expertise, Attractiveness, and Trustworthiness. While the R^2 value of 0.874 indicates that 87.4% of the Purchase Behavior variable can be explained by Purchase Intention, Expertise, Trustworthiness, and Attractiveness. The rest is influenced by other factors outside the research model. These results indicate that the structural model used has a fairly strong predictive power on the relationship between latent variables.

d. Testing Effect Size (F^2)
Effect size (F^2)used to measure the contribution or influence of each exogenous latent variable on the endogenous latent variable. This measure is known as the effect size.F^2. Criteria used in the evaluation

effect size F^2 are values such as 0.02, 0.15, and 0.35. Meanwhile, if the effect value is less than 0.02, it is considered to have no significant effect [15].

Table 5. F-Square Test Results

Variables	f-square	Information
Trustworthiness -> Purchase Intention	0,024	Small
Expertise -> Purchase Intention	0,074	Small
Attractiveness -> Purchase Intention	0,050	Small
Trustworthiness -> Purchase Behavior	0,185	Currently
Expertise -> Purchase Behavior	0,031	Small
Attractiveness -> Purchase Behavior	0,036	Small
Purchase Intention -> Purchase Behavior	0,047	Small

Source: Processed Data (2025)

Based on Table 5, the results of the F-Square test, trustworthiness, expertise, and attractiveness each have a small influence on purchase intention with f² values of 0.024, 0.074, and 0.050, respectively. Meanwhile, on purchase behavior, trustworthiness has a moderate influence with an f² value of 0.185, while expertise, attractiveness, and purchase intention have a small influence with f² values of 0.031; 0.036; and 0.047, respectively. Overall, the contribution of variables in this model ranges from small to medium, with the influence of trustworthiness on purchase behavior as the most significant in relative terms.

4.2 Hypothesis Testing
In this research, hypothesis testing was carried out with the help of *software* SmartPLS to answer the second to eleventh research questions, where there are three parameters used, namely the regression coefficient, P-*Value*, and T-*Value*. The significance value used in this research is one tailed with a minimum sample of 327 and a significance level of 5% or 0.05, then the T-value is obtained. *Value* which is 1.64. In general, the results of the hypothesis test are as follows.

Table 6. Hypothesis Test Results *One-tailed*

Hypothesis	Original Sample (O)	T-Statistic	P-Value	Information
Direct Effect				
H1: Trustworthiness -> Purchase Behavior	0,446	4,077	0,000	Accepted
H2: Expertise -> Purchase Behavior	0,169	1,971	0,024	Accepted
H3: Attractiveness -> Purchase Behavior	0,204	2,335	0,010	Accepted
H4 : Trustworthiness -> Purchase Intention	0,221	2,243	0,012	Accepted
H5: Expertise -> Purchase Intention	0,348	3,321	0,000	Accepted
H6: Attractiveness -> Purchase Intention	0,327	2,609	0,005	Accepted
H7: Purchase Intention -> Purchase Behavior	0,156	2,774	0,003	Accepted
Indirect Effect				
H8: Trustworthiness -> Purchase Intention -> Purchase Behavior	0,034	2,101	0.018	Accepted
H9: Expertise -> Purchase Intention -> Purchase Behavior	0,054	2,358	0.009	Accepted
H10: Attractiveness -> Purchase Intention -> Purchase Behavior	0,051	1,560	0.059	Rejected

Source: Processed Data (2025)

Based on Table, it can be observed that out of the ten hypotheses proposed in this research, nine were accepted and one was rejected. The hypothesis testing employed a one-tailed approach by considering both the T-statistic and P-value. A hypothesis is deemed significant or accepted if the T-statistic exceeds 1.64 and the P-value is below 0.05. For the direct effects, all relationships between variables were found to be significant. The highest T-statistic was recorded in the relationship between trustworthiness and purchase behavior (T = 4.077; P = 0.000), indicating that perceptions of influencer credibility or trust have a strong impact on consumer purchasing behavior. Additionally, both expertise and attractiveness were shown to significantly influence both purchase intention and purchase behavior.

Regarding indirect effects, two out of the three proposed mediation paths were statistically significant. The relationships from trustworthiness to purchase behavior via purchase intention (H8) and from expertise to purchase behavior via purchase intention (H9) were both supported, with T-values of 2.101 and 2.358, respectively. However, the indirect effect of attractiveness on purchase behavior through purchase intention (H10) was not significant (T = 1.560; P = 0.059), leading to the rejection of this hypothesis. These findings suggest that most of the examined variables exhibit both direct and indirect significant influences on consumer purchasing behavior. The only exception was the attractiveness variable, which, while showing a significant direct effect, did not demonstrate a strong indirect effect through purchase intention.

5. DISCUSSION

5.1 Influence Trustworthiness Influencer to Purchase Behavior Consumers on Beauty product Products

Based on the results of hypothesis testing, trustworthiness has a positive and significant effect on purchase behavior. The test results show a T-value of statistic of 4,077 and p-value 0.000, so H1 is accepted. This finding suggests that the higher the level of trust that audiences place in influencers, the more likely they are to purchase the products recommended by the influencers. This can be explained through the basic concept of trustworthiness, which refers to an individual's belief in the honesty and objectivity of information conveyed by others. This trust is an important foundation in building an emotional connection between influencers and audiences, as information coming from sources that are perceived as honest tends to be more convincing and positively received by consumers.

This finding is in line with the opinion of [14] who stated that trustworthiness refers to an individual's trust in someone based on the perception of the honesty and objectivity of the information conveyed. This trust is an important basis in forming consumer intentions to buy products recommended by influencers. These results underscore the important role of personal credibility in influencer-based marketing strategies, where trustworthiness becomes a key element in building a convincing relationship between influencers and their followers. Therefore, companies need to be selective in choosing influencers, not only based on the number of followers, but also based on the public's perception of the influencer's honesty and integrity. This strategy is important to ensure that the promotional messages delivered are truly able to positively and sustainably influence consumers' purchase intentions.

5.2 Influence Expertise Influencer to Purchase Behavior Consumers on Beauty product Products

The test results show that expertise has a positive and significant effect on purchase behavior, with a T-value statistic of 1,971 and p-value 0.024. This shows that the hypothesis H2 is accepted. This positive outcome may occur because the influencer's expertise gives the impression that they have relevant knowledge and experience of the recommended product. When the audience feels that the influencer understands the product in depth, they are more likely to trust and consider the advice in the purchase decision.

This means that consumers tend to follow recommendations from influencer who they consider to truly understand the product being promoted, in this case the Beauty product product. This finding indicates that consumers tend to follow recommendations from influencers who are considered to truly understand the product being promoted, such as the Beauty product product. The expertise possessed

by influencers is an important factor in forming a sense of security and trust, which encourages consumers to not only be interested, but also to make actual purchases. These results show that companies need to pay attention to expertise when working with influencers, not just popularity or number of followers. This strategy is important to create convincing communication and increase the effectiveness of promotional campaigns, especially in industries that rely heavily on consumer trust such as the beauty industry.

5.3 Influence Attractiveness Influencer to Purchase Behavior Consumers on Beauty product Products

Based on the test results, attractiveness has a positive and significant influence on purchase behavior. T-value statistic of 2,335 and p-value 0.010, indicating that the hypothesis H3 is accepted. These positive results can occur because the physical attractiveness and personality of influencers are able to create emotional attraction and aspirations in consumers. When influencers appear attractive and represent the ideal image that the audience wants, the products they use are perceived to be able to deliver similar results. Attractiveness also reinforces positive perceptions of the brand, as consumers tend to associate the quality of the product with the influencer's appearance. In beauty products, visuals and aesthetics greatly influence purchasing decisions. This means that the attractiveness influencer can directly encourage consumers to purchase the Beauty product products they promote.

According to [12], attractive influencers can form positive emotional connections with audiences, which then influence preferences and purchasing decisions. This is also reinforced by [13], who found that attractiveness, especially in terms of personality and social interaction, plays an important role in driving purchasing behavior. This finding confirms that influencers with high attractiveness are an important asset in beauty product promotion strategies that rely heavily on visuals. Highly-attractive influencers are often considered lifestyle role models, so every product they use or recommend has symbolic and aspirational value to their followers. Therefore, the selection of influencers in beauty product promotional campaigns should consider visual appeal and personality that is able to build a strong emotional bond with the audience. This strategy is proven to be able to increase the influence of promotional messages on consumer purchasing behavior.

5.4 Influence Trustworthiness Influencer to Purchase Intention Consumers on Beauty product Products

Based on the results of the hypothesis test, trustworthiness has a positive and significant effect on purchase intention. T-value statistic of 2,243 and p-value of 0.012, indicating that the H4 hypothesis is accepted. This positive result can occur because trustworthiness reflects the level of consumer confidence in the integrity and honesty of the influencer in conveying product information. When consumers believe that influencers provide honest reviews and are not motivated solely by personal gain, the intention to purchase the recommended product will increase. This result indicates that the higher the trust audience to influencer, then their intention to buy the product recommended by influencer.

According to [14], trustworthiness reflects the perception of the objectivity of the information conveyed, which is an important foundation in the relationship between influencers and consumers on social media. This result is consistent with the findings of [5], [6], which emphasize the importance of an influencer's honest reputation in digital marketing strategies. In a digital age full of sponsored content, audiences are increasingly selective in trusting promotional messages. Therefore, beauty product companies need to carefully select influencer partners, ensuring that they have an honest reputation and are able to build transparent communication that is consistent with brand values. The trust built between influencers and audiences not only increases purchase intention in the short term, but can also strengthen consumer loyalty in the long term.

5.5 Influence Expertise Influencer on Consumer Purchase Intention on Beauty product Products

The results of the hypothesis testing show that expertise has a positive and significant effect on purchase intention. T-value statistic of 3,321 and p-value 0.000 indicates that hypothesis H5 is accepted, and it can be concluded that the higher the level of expertise perceived by audience, the higher the tendency

of consumers to have the intention to buy the product. This positive outcome may occur because the influencer's expertise creates the perception that they deeply understand the characteristics and benefits of the recommended product. Consumers tend to trust more the advice of someone who is considered an expert, thus increasing the confidence to try or buy the product. According to [11], the dimension of expertise plays an important role in shaping the perception of influencer credibility, in line with the findings of [5], [6]. Influencer expertise is a determining factor in the success of promotions on social media, because consumers tend to trust recommendations from individuals who are considered to understand the product in depth.

In beauty products, this is becoming increasingly important as consumers want to ensure that the products they use are safe, effective and suitable for their skin needs. Therefore, the expertise displayed by influencers provides a sense of security and confidence before making a purchase. The strategic implication for beauty brands to be more selective in choosing influencers is to pay attention to their credentials and ability to explain product benefits in an informative manner. Education provided in the content, such as usage demonstrations, ingredient explanations, or skin type-based recommendations, will strengthen the perception of expertise while increasing the added value of the promotion. Educational content also creates a stronger connection between influencers and followers, as it is not only persuasive, but also provides tangible benefits. This strategy not only drives purchase intention, but also has the potential to create long-term consumer loyalty to the recommended product.

5.6 Influence Attractiveness Influencer to Purchase Intention Consumers on Beauty product Products

The test results show that attractiveness has a positive and significant influence on purchase intention with T-value statistic of 2,609 and p-value 0.005. Thus, the hypothesis H6 is accepted, which means that the higher the attractiveness of a person influencer, the higher the consumer's purchase intention for the product offered. This positive result can occur because the attractiveness of the influencer, both physically and personality, is able to create a positive impression and increase consumers' emotional attraction to the promoted product. Consumers tend to idolize attractive influencers and want to imitate their lifestyle or appearance, thus driving the intention to buy the product used by the influencer.

In the highly visual beauty industry, an influencer's appearance and aura become a direct representation of the results of product use. Consumers tend to associate the influencer's attractive appearance as proof of the product's effectiveness, thus forming purchase intentions indirectly through the process of emotional and aspirational associations. According to [12], attractiveness plays an important role in creating emotional closeness and increasing the effectiveness of marketing messages, in line with the findings of [5], [6]. In the beauty industry, an influencer's appearance and persona can build a positive impression of a product even before consumers make an in-depth evaluation. Therefore, Beauty product needs to choose influencers with an attractive image, able to radiate a positive persona, and active and genuine in interacting with the audience. In addition, the selection of promotional concepts that stylish, relatable, and in accordance with social media trends can strengthen consumer purchasing intentions towards Beauty product products.

5.7 Influence Purchase Intention to Purchase Behavior Consumers on Beauty product Products

The results of the analysis show that purchase intention has a positive and significant effect on purchase behavior. T-value statistic of 2,774 and p-value 0.003 also shows that the H7 hypothesis is accepted. Consumers who have a strong intention to buy Beauty product products are proven to be more likely to make actual purchases. This positive result can occur because purchase intention reflects consumers' psychological readiness to make a purchase action. When someone already has a strong purchase intention, they are likely to continue it to the actual behavior stage, namely buying the product. Purchase intentions are formed from positive perceptions of the product, including trust, interest and belief in the benefits of the product. In this case, purchase intention is an important indicator that bridges the influence of promotion on real purchasing decisions.

This finding indicates that consumers who have a strong intention to buy Beauty product products tend to make actual purchases, in line with the research of [5]. This strengthens the theory that purchase

intention is a crucial stage in the purchasing decision-making process. In line with beauty products, strong purchase intentions indicate that consumers have gone through the evaluation process and believe in the benefits of the products offered so that they are more ready to make transactions. Therefore, Beauty product's marketing strategy through influencers should be focused on efforts to build purchase intention first, through the delivery of informative, credible, and persuasive information. Strengthening purchase intentions can be done through content that combines storytelling, real evidence such as before-after usage, as well as endorsement that shows real results, thereby increasing the likelihood of actual purchasing behavior.

5.8 Purchase Intention on Mediating Influence Trust worthiness Influencer to Purchase Behavior Consumers on Beauty product Products

The results of this mediation test reveal that the influence of trustworthiness on purchasing behavior can be through purchase intention as an intermediary variable. With a t-value of 2.101 and a p-value of 0.018, it was found that the audience's trust in the influencer is the main foundation that then forms purchase intention before it is finally reflected in actual purchase behavior. This positive result can occur because trustworthiness builds consumer confidence and security in the product information conveyed by influencers. This trust does not directly drive purchase behavior, but first influences purchase intention as a form of psychological readiness to buy. When consumers feel confident that the influencer is honest and trustworthy, they are more likely to have the intention to try the recommended product. This purchase intention then develops into an actual action of purchase. This finding shows that trust alone is not enough to encourage consumers to make purchases, the trust must be processed and internalized by consumers into strong intentions first. This underscores the importance of a communication strategy that not only builds credibility, but is also able to convert that trust into real motivation to buy.

The practical implications of these findings require companies to be more selective in choosing influencers who have integrity and good reputation. Influencer credibility can be strengthened through transparency, such as openness regarding sponsorship relationships and the delivery of honest and authentic testimonials. Consistency in communication and value congruence between influencers and brands are also important factors that can keep audience trust high. Thus, building strong trustworthiness and managing it to drive purchase intention will be key to the success of beauty product marketing campaigns through influencers, while creating consumer loyalty.

5.9 Purchase Intention on Mediating Influence Expertise Influencer to Purchase Behavior Consumers on Beauty product Products

The mediation test results show that influencer expertise not only contributes directly to purchase behavior, but also through the mechanism of forming purchase intention as an intermediary variable. With a t-statistic of 2.358 and a p-value of 0.009, it was found that influencers' expertise is able to foster strong purchase intent among audiences, which then significantly increases the likelihood of consumers making an actual purchase. This positive outcome may occur because the influencer's expertise creates the perception that they understand the product in depth and provide recommendations based on valid knowledge. This builds consumer trust in the information provided, thus triggering a strong purchase intention. This purchase intention then becomes the first step that drives consumers to make a purchase decision. This finding reinforces the theory that purchase intent is a critical stage in the consumer decision-making process, and that influencers' expertise plays an important role in influencing this stage.

In digital marketing, influencers' ability to convey information clearly, accurately and with scientific knowledge is a key factor in building trust and driving consumers towards purchase actions. This finding provides strategic direction for beauty brands to work with influencers who are true experts in their field, especially in the beauty product segment which requires technical and scientific understanding. Influencers who are able to explain product benefits in detail, provide relevant education, and are responsive to audience questions can increase their credibility, while building a strong bond of trust with consumers. This approach not only strengthens purchase intent, but also helps to reduce any doubts and psychological barriers consumers may have before making a purchase.

5.10 Purchase Intention Mediating Influence Attractiveness Influencer to Purchase Behavior Consumers on Beauty product Products

The results of this mediation test show that purchase intention does not significantly mediate the effect of attractiveness on purchase behavior, which indicates that influencer attractiveness is indeed able to increase purchase intention, but this intention does not necessarily lead to actual purchase actions. With a t-value of 1.560 and a p-value of 0.059 which is above the significance threshold, this finding suggests that attractiveness plays a role in the early stages of the marketing process, i.e. in creating awareness and initial interest from the audience. This result may occur because although influencer appeal is able to attract attention and form emotional attraction, it is not strong enough to push consumers to the final stage in the buying process. Attractiveness plays more of a role in building initial impressions and creating engagement but is not always accompanied by the rational consideration needed to make a purchase. Other factors such as perceived product benefits, price, and personal needs may be more dominant in determining purchasing behavior.

This is in line with the view that physical attractiveness and attractive personas are able to attract consumer attention and build emotional connections, but to drive concrete purchasing behavior, other factors may have a more dominant role. The findings provide important implications for beauty product marketing strategies, especially in social media platforms such as TikTok and Instagram that are dominated by the younger generation. The use of influencers with strong visual appeal and engaging communication styles remains highly effective to strengthen awareness and attract the attention of target audiences. However, to convert that interest into a purchase, a more comprehensive approach is needed, such as highlighting the influencer's trustworthiness and knowledge of the product. Therefore, a successful marketing campaign should combine visual appeal with educative and credible content to drive not only intention, but also action in purchasing beauty products.

6. CONCLUSION

This study shows that influencer credibility, particularly the dimensions of trustworthiness and expertise, has a positive and significant influence on purchase intention and purchase behavior of beauty products among social media users in Indonesia. Influencer attractiveness also contributes to shaping purchase intention, although its influence on purchase behavior is more complex and not fully mediated by purchase intention. Purchase intention acts as an important mechanism mediating the relationship between trust and expertise and purchase behavior, confirming that influencers' trust and knowledge are key factors in encouraging consumers to take action. This context-specific approach enriches the theoretical discourse and offers practical implications for brands operating in emerging digital economies. The findings provide practical implications for marketers and brands to be more selective in choosing influencers who are not only visually appealing, but also honest, credible and knowledgeable in order for marketing campaigns to be more effective and result in high purchase conversions. This study has several limitations, including the use of convenience sampling techniques that limit the generalization of results only to certain segments of social media users in Indonesia and a cross-sectional research design that only captures data at one time so that it cannot describe the dynamics of long-term consumer behavior. In addition, self-reported data has the potential for bias such as social desirability or respondent memory errors. For future research, it is recommended to conduct longitudinal studies with a more representative sampling method and expand variables by including other mediating or moderating factors such as brand image, parasocial relationships, and consumer involvement. Comparative studies across product categories and geographical regions can also enrich the understanding of influencer marketing effectiveness in different cultural contexts and digital economies.

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