

The Influence of Influencer Credibility on Wardah's Impulsive Buying Intention Through the Mediation of Brand Attitude and Product Attractiveness

Syifa Rahadatul Aisyi¹, Muh. Abdul Aziz², Leonita Siwiyanti³

¹²³ University of Muhammadiyah Sukabumi, Indonesia

Email: syifa04@ummi.ac.id, muhammadaaziz085@ummi.ac.id, leony23amr@ummi.ac.id

Keywords: Influencer

Credibility; Influencer

Marketing; Brand Attitude;

Product Attractiveness; Impulsive

Purchase Intention; Wardah

Abstract

The rapid development of digital marketing has encouraged cosmetic companies to utilize influencer marketing strategies to influence consumer perceptions and purchasing behavior. This study aims to analyze the influence of influencer credibility on impulsive purchase intention through the mediating roles of brand attitude and product attractiveness among Wardah consumers in Sukabumi. This research employs a quantitative approach with an explanatory research design. Data were collected through questionnaires distributed to 161 respondents who had purchased Wardah products through TikTok Shop in Sukabumi. The sampling technique used was purposive sampling, while data analysis was conducted using Structural Equation Modeling (SEM) with AMOS software. The results indicate that influencer credibility, represented by influencer attractiveness and influencer trustworthiness, has a positive and significant effect on brand attitude and product attractiveness. Furthermore, brand attitude and product attractiveness have a positive and significant influence on impulsive purchase intention. The mediation analysis shows that brand attitude and product attractiveness play important roles in explaining the relationship between influencer credibility and impulsive purchase intention. These findings indicate that credible influencers can strengthen consumers' positive perceptions toward brands and products, which ultimately encourages spontaneous purchasing behavior. This study contributes to digital marketing literature by explaining the mechanism through which influencer credibility affects impulsive buying behavior in the cosmetic industry. The findings provide practical implications for cosmetic companies in selecting credible influencers and developing effective digital marketing strategies.

INTRODUCTION

The development of the beauty industry in Indonesia is experiencing increasingly competitive growth in line with increasing public awareness of self-care and changes in digital-based consumption patterns. Cosmetic products are no longer just seen as functional needs, but also part of a lifestyle that reflects consumers' personal identities, preferences, and values. These changes in consumer behavior encourage cosmetics companies to develop marketing strategies that are able to build emotional relationships with customers. One of the strategies that is widely used by companies today is influencer marketing through various social media platforms (Ramdan et al., 2023). This strategy leverages the ability of certain individuals who have influence on the audience to convey information, build positive perceptions, and drive consumer purchasing decisions (Saima & Khan, 2020).

The use of influencers in marketing activities is growing because consumers tend to trust recommendations from individuals who are perceived to have experience and credibility more than conventional marketing communications (Khairunnisa et al., 2024). Influencers not only act as

conveyors of promotional messages, but also as a source of information that is able to shape consumer perception of a brand (Wulandari et al., 2025), (Fauziah et al., 2024). In the context of the cosmetics industry, the presence of influencers is becoming increasingly important because beauty products have characteristics that require demonstrations of use, personal experience, and visual evidence before consumers make a purchase. Therefore, influencer credibility is an important factor that determines the effectiveness of digital marketing communication in influencing consumer behavior (Ramdan et al., 2023), (Munandari et al., 2026).

One of the local cosmetic brands that actively uses influencer marketing strategies is Wardah. As one of the largest halal cosmetics brands in Indonesia, Wardah develops a marketing approach through collaborations with various beauty influencers, beauty vloggers, and public figures to strengthen relationships with consumers (Sebayang, 2025). The strategy is carried out to increase brand awareness, build a positive image, and encourage consumers to make purchases. However, the high intensity of influencer use in the cosmetics industry causes companies to not only select influencers based on the number of followers, but also need to consider credibility aspects such as appeal, expertise, and level of trust that the influencer has (Chekima et al., 2020).

Influencer credibility is an important concept in explaining how marketing messages can be received by consumers. Credibility of sources consists of three main dimensions, namely attractiveness, expertise, and trustworthiness (Octaviani & Selamat, 2023). Influencers who have a high level of credibility tend to be able to increase consumer confidence in the information provided. In the cosmetics industry, aspects of influencers' expertise in providing product reviews, the ability to explain product benefits, and honesty in conveying the user experience are factors that can shape consumers' positive evaluations of brands (Zhu et al., 2020). Thus, the credibility of influencers has the potential to influence consumer attitudes towards brands and encourage the emergence of a desire to make a purchase.

Brand attitudes are an important factor that plays a role in the process of shaping consumer behavior. Brand attitudes describe consumers' overall evaluation of a brand based on their experiences, perceptions, and beliefs (Saleh & Siagian, 2020), (Purwianti & Niawati, 2022). A positive attitude towards brands can increase consumers' tendency to choose certain products over competitors' products. The strength of a brand is not only determined by the consumer's introduction to the brand, but also by the positive associations formed in the consumer's mind (Wulandari et al., 2025). In the context of cosmetics, consumers who have a positive attitude towards Wardah will more easily receive marketing communications and have a higher tendency to make purchases.

Previous research has shown that influencer marketing has a significant relationship with the formation of consumer attitudes towards brands. (Saima & Khan, 2020) found that influencer credibility has a positive influence on consumer purchase intent through increased trust in the information conveyed. The results of the study show that influencers who are considered credible are able to reduce consumer uncertainty in the decision-making process. Furthermore, research by Fuadi & Padmantyo, 2024) shows that influencer credibility affects brand attitude through the mechanism of consumer perception of the quality of marketing communication. The findings show that influencers not only function as a promotional medium, but also as a factor in shaping brand perception.

Product attractiveness is an important variable that can explain consumer purchasing behavior. Product attractiveness is related to the ability of a product to attract consumer attention through aspects of design, quality, benefits, innovation, and suitability with consumer needs (D.

Setyaningrum et al., 2024). Cosmetic products have special characteristics because purchasing decisions are often influenced by visual and emotional factors. Consumers not only consider the functionality of the product, but also how it is able to provide aesthetic value and increase user confidence (Amanah & Harahap, 2020). Therefore, product attractiveness is one of the factors that can strengthen the relationship between digital marketing strategies and consumer purchasing decisions.

In the development of digital commerce, consumer purchasing behavior has also changed through the emergence of the phenomenon of impulse purchases. Impulse buying is the act of buying a product spontaneously without prior planning due to certain stimuli that attract the attention of consumers Shpautra et al., 2024). On digital platforms, this phenomenon is increasing because consumers can easily obtain product information, view influencer reviews, and get various stimuli such as promotions, discounts, and attractive visual content (Arifin et al., 2024). Impulse buying occurs due to a combination of emotional impulses and a lack of rational consideration before making a purchase (Shu Chin et al., 2024).

Several studies have examined the relationship between influencer marketing and impulse buying behavior. (Abdullahi et al., 2020) found that social media influencers have an influence on consumers' impulsive buying behavior because they are able to create a psychological closeness between influencers and their followers. Consumers often feel that they have a social relationship with influencers so that the product recommendations given are easier to accept. In addition, (Amanah & Harahap, 2020) explained that the online shopping environment has characteristics that can increase the tendency to impulse purchases because consumers receive various marketing stimuli continuously.

Although much research has been done on influencer marketing, brand attitudes, product appeal, and impulse buying, there are still some limitations in previous research. Most previous studies have analyzed the direct influence of influencer marketing on purchase intent or purchase decisions. Studies on the mechanisms by which influencer credibility can affect impulse buying intentions through psychological variables such as brand attitudes and product evaluation are still relatively limited. In fact, in the process of buying cosmetics, consumer decisions are not only influenced by the information received from influencers, but also through the process of evaluating the brand and the characteristics of the products offered (Purwianti & Niawati, 2022).

Research on the behavior of local cosmetic consumers in the context of certain regions still has room for development. Some of the previous research was conducted on consumers in big cities with different market characteristics (Ramdan et al., 2025), (Siwiyanti et al., 2025). The condition of consumers in Sukabumi has its own characteristics because the development of the use of social media and the increase in interest in local cosmetic products continue to grow. Therefore, research that examines Wardah consumers in Sukabumi can provide a more specific understanding of how influencer credibility shapes brand attitudes, perceptions of product appeal, and ultimately influences impulse buying intentions.

Based on the research gap, this study seeks to answer the question of how influencer credibility affects Wardah's impulsive consumer buying intention through the role of mediating brand attitudes and product appeal. This study aims to analyze the influence of influencer credibility on brand attitudes, analyze the influence of influencer credibility on product appeal, and test the influence of these two variables in explaining consumers' impulsive buying intentions. This research uses an approach that integrates the perspective of digital marketing communication and

consumer behavior to understand the psychological process of consumers in making cosmetic product purchases.

This research makes a theoretical and practical contribution to the development of digital marketing studies, especially regarding the effectiveness of influencer marketing in the cosmetics industry. Theoretically, this study expands the study of the relationship between influencer credibility and impulse purchases by including brand attitude and product attractiveness as mediating variables. Practically, the results of this research can be considered for cosmetics companies, especially Wardah, in choosing the right influencers and developing marketing strategies that are able to build positive consumer perceptions. Thus, this study is expected to provide a more comprehensive understanding of the factors that drive consumer impulsive purchasing behavior in the digital marketing era.

METHODS

This study uses a quantitative approach with an explanatory research design. The quantitative approach was chosen because this study aims to test the relationships between variables through numerical measurement and statistical analysis (Sutriyanti & Muspawi, 2024). This method is used to determine the influence of influencer credibility on consumers' impulsive buying intentions through the role of mediating brand attitudes and product attractiveness to Wardah consumers in Sukabumi. The quantitative approach allows researchers to test hypotheses based on empirical data obtained from respondents through pre-prepared research instruments.

The type of data used in this study is quantitative data. Quantitative data is numerical data that can be measured and analyzed using statistical methods to explain the relationship between research variables. The source of research data consists of primary data obtained directly from respondents through the distribution of questionnaires (Sulung & Muspawi, 2024). Primary data in this study includes information on influencer attraction variables, trustworthy influencers, brand attitudes, product appeal, and impulse buying intentions. Data collection was carried out on consumers who had purchased Wardah products through TikTok Shop in the Sukabumi area.

The population in this study is Wardah product consumers who make purchases through TikTok Shop in Sukabumi. The population was chosen because consumers who make transactions through digital platforms have direct experience of influencer-based marketing activities, making it relevant to measure the influence of influencer credibility on impulse buying behavior. Because the population size is not known for sure, this study uses a non-probability sampling technique with the purposive sampling method. The purposive sampling technique is used because the selection of respondents is carried out based on certain characteristics that are in accordance with the purpose of the research (Subhaktiyasa, 2024).

The criteria for respondents in this study included men and women with an age range of 14 to 29 years, owned and actively used TikTok accounts and TikTok Shop, had purchased Wardah

products through TikTok Shop spontaneously or unplanned, and were domiciled in Sukabumi. The determination of the number of samples refers to the Hair approach, which is that the number of samples can be determined based on the number of research indicators multiplied by a range of five to ten times (Wulandari et al., 2025). This study used 23 indicators, so that the number of samples was obtained through a calculation of 23×7 , which was 161 respondents. Thus, the number of samples used in this study is 161 Wardah consumers who make purchases through TikTok Shop in Sukabumi.

Data collection was carried out using a survey method through the distribution of questionnaires online using Google Form. The questionnaire was compiled based on the indicators of each research variable and was given to respondents who had met the sample criteria (Romdona et al., 2025). The research instrument used a five-level Likert scale, namely a score of 1 indicating "strongly disagree" and a score of 5 indicating "strongly agree". The influencer credibility variables in this study were measured through two main dimensions, namely influencer attractiveness and trustworthy influencers. Influencer attractiveness describes consumers' perception of the visual characteristics and personal attractiveness of influencers (Nafiza & Khasanah, 2024), while trustworthy influencers describe the level of consumer confidence in the information and recommendations provided by influencers (Y. Zhu et al., 2020).

The brand attitude variable is used to measure consumer evaluation of the Wardah brand based on experience, perception of quality, satisfaction, and the tendency to maintain the use of the product (Purwianti & Niawati, 2022), (Abdul Aziz, 2023). Meanwhile, the product attractiveness variable measures the ability of Wardah products to attract consumer attention through aspects of design, price, product variety, brand reputation, product availability, user reviews, and product characteristics (Setyaningrum et al., 2024), (Maulana Yusup et al., 2025). The last variable, namely impulsive buying intention, is used to measure the tendency of consumers to make spontaneous purchases, without prior planning, which can be influenced by emotional factors and marketing stimuli (Apriliani et al., 2020).

Based on theoretical studies and previous research, this study developed a conceptual model that explains the relationship between influencer credibility, brand attitude, product appeal, and impulse buying intention. The credibility of influencers in this study is represented through two dimensions, namely the attractiveness of influencers and influencers who can be trusted as exogenous variables. Both dimensions are assumed to be able to influence brand attitude and product attractiveness as a mediating variable, which in turn affects impulsive buying intention as an endogenous variable.

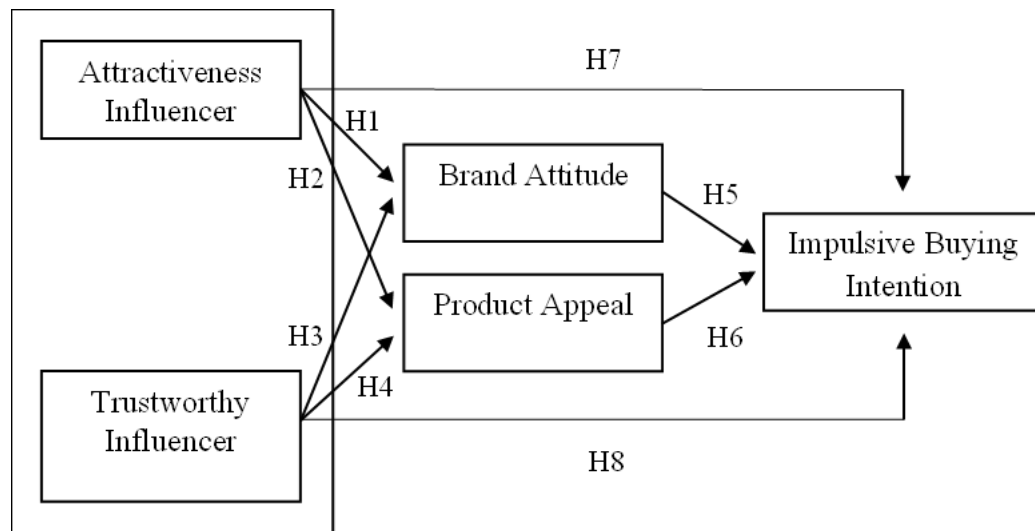


Figure 1. Research Model

Source: Developed by researchers, 2026

Based on the research model, the hypotheses proposed in this study are as follows:

- H1: Influencer attractiveness has a positive effect on brand attitude.**
- H2: Influencer attraction has a positive effect on product appeal.**
- H3: Trustworthy influencers have a positive effect on brand attitudes.**
- H4: Trustworthy influencers have a positive effect on the appeal of the product.**
- H5: Brand attitude has a positive effect on impulse buying intention.**
- H6: The attractiveness of the product has a positive effect on impulse buying intention.**
- H7: Influencer attraction has a positive effect on impulse buying intentions.**
- H8: Trustworthy influencers have a positive effect on impulse buying intentions.**

Before hypothesis testing is carried out, the research instrument is first tested through validity and reliability tests to ensure that the indicators used are able to measure the research construct accurately and consistently (Hakim et al., 2021). Instruments that have met the criteria of validity and reliability are then used in the structural analysis stage to test the relationships between the research variables.

The data analysis in this study uses Structural Equation Modeling (SEM) with the help of Analysis of Moment Structures (AMOS) software. The SEM method was chosen because it is able to test the direct and indirect relationship between variables through mediation variables (Afriyanto & Destya, 2023). The analysis stages include evaluation of measurement models through Confirmatory Factor Analysis (CFA) and evaluation of structural models based on path coefficient values, Critical Ratio (CR), p-value, and goodness of fit . Hypothesis testing was carried out by looking at the level of significance of the relationship between variables so that it could explain the influence of influencer credibility on impulse buying intentions through the role of brand attitudes and product attractiveness to Wardah consumers in Sukabumi.

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 161 respondents who were consumers of Wardah products in Sukabumi who had made purchases through TikTok Shop. Data collection was carried out using an online questionnaire given to respondents according to the research criteria. The characteristics of the respondents were analyzed based on gender, age, and domicile to provide an overview of the consumer profile that became the object of the research.

Table 1. Characteristics of Respondents by Gender

No	Gender	Quantity	Percentage (%)
1	Male	20	12,42
2	Female	141	87,57
Total		161	100

Source: Data Processing Results, 2026

Based on Table 1, the majority of the research respondents were female as many as 141 people or 87,57%, while the male respondents amounted to 20 people or 12,42%. The composition shows that Wardah consumers who make purchases through TikTok Shop in Sukabumi are mostly from the female group. This condition is in accordance with the characteristics of Wardah products as cosmetic and personal care products that have a main market for women, especially young age groups who actively use social media and digital trading platforms.

The dominance of female respondents also shows that marketing strategies through influencers have high relevance to this consumer segment. Female consumers tend to get more information about beauty products through digital content, user reviews, and influencer recommendations before making a purchase.

Table 2. Characteristics of Respondents by Age

No	Age	Quantity	Percentage (%)
1	14–17 year	8	4,96
2	18–21 year	39	24,22
3	22–25 year	93	57,76
4	26–29 year	21	13,04
Total		161	100

Source: Data Processing Results, 2026

Based on Table 2, the study respondents were dominated by the age group of 22–25 years old as many as 93 people or 57,76%. Furthermore, respondents aged 18–21 years were 39 people or 24,22%, 26-29 years old were 21 people or 13,04%, and 14-17 years old were 8 people or 4,96%.

The results show that most of Wardah's consumers who make purchases through TikTok Shop come from a young age group that is included in the characteristics of active social media users. This age group tends to have a high level of interaction with digital content so it is easier to receive marketing information conveyed through influencers.

This phenomenon strengthens the relevance of research on influencer credibility to impulse buying behavior. Young consumers not only use social media as a means of entertainment, but also as a source of reference in evaluating products before making a purchase (Safitri et al., 2025).

Construct Validity Test

Validity testing is carried out to determine the ability of indicators to explain research constructs or variables. In this study, the validity of the construct was tested using Confirmatory Factor Analysis (CFA) through standardized loading factor values. An indicator is declared valid if it has a loading factor value greater than 0.50.

Table 3. Construct Validity Test Results

Construct	Indicator	Loading Factor
Brand Attitude	M1.1	0,826
	M1.2	0,846
	M1.3	0,829
	M1.4	0,773
Product Attractiveness	M2.1	0,837
	M2.2	0,823
	M2.3	0,847
	M2.4	0,822
	M2.5	0,796
	M2.6	0,802
	M2.7	0,743
Attractiveness Influencer	X1.1	0,872
	X1.2	0,889
	X1.3	0,854
	X1.4	0,886
Trustworthy Influencer	X2.1	0,890
	X2.2	0,905
	X2.3	0,880
	X2.4	0,875
Impulsive Buying Intentions	Y1.1	0,840
	Y1.2	0,823
	Y1.3	0,856
	Y1.4	0,783

Source: Processed Author, 2026

Based on Table 3, all research indicators have a loading factor value above 0.50. The highest loading factor value is found in the X2.2 indicator in the trustworthy influencer construct with a value of 0.905. Meanwhile, the lowest value is found in the M2.7 indicator in the impulse buying intention construct with a value of 0.743. Even though it has the lowest value compared to other indicators, it is still above the minimum limit so that all indicators are declared valid. These results show that the indicators used are able to represent each research construct. Thus, the entire statement item can be used for the next stage of analysis in the structural model test.

Construct Reliability And Average Variance Extracted Test

Reliability testing is carried out to determine the level of consistency of indicators in measuring research constructs. In this study, the reliability of the construct was tested using Construct Reliability (CR) and Average Variance Extracted (AVE) values. Construct is declared

reliable if it has a CR value of more than 0.70 and AVE of more than 0.50.

Tabel 4. Construct Reliability Test Results

Variabel	Construct Reliability	Average Variance Extracted	Keterangan
Attractiveness Influencer	>0,70	>0,50	Reliabel
Trustworthy Influencer	>0,70	>0,50	Reliabel
Brand Attitude	>0,70	>0,50	Reliabel
Product Attractiveness	>0,70	>0,50	Reliabel
Impulsive Buying Intentions	>0,70	>0,50	Reliabel

Source: Processed Author, 2026

The test results showed that all research constructs had met the reliability criteria. Construct attractiveness influencer, trustworthy influencers, brand attitudes, product attractiveness, and impulse buying intent have a good level of consistency and meet the reliability criteria based on the CR and AVE values obtained. The findings show that most indicators are capable of providing stable measurement results.

Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis is used to ensure that the research indicators are in accordance with the theoretical construct constructed. CFA is carried out by looking at the relationship between indicators and latent variables through loading factor values as well as testing the feasibility of the model.

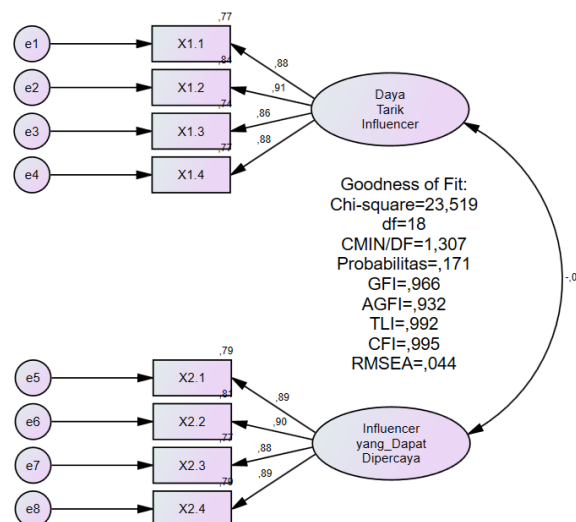


Image 1. CFA Model Exogenous Constructs

Source: AMOS Output, 2026

The results of the CFA on exogenous constructs consisting of influencer attraction and trustworthy influencers show that the model has a good level of conformity. The goodness of fit values obtained were chi-square of 23.519, probability 0.171, CMIN/DF of 1.307, RMSEA of 0.044, GFI of 0.966, AGFI of 0.932, TLI of 0.992, and CFI of 0.995.

Table 5. Goodness of Fit CFA Exogenous Constructs

No.	Goodness of Fit Index	Cut off value	Analysis Results	Information
1.	Chi-square	< (df:18; α : 0,05)	23,519	Fit
2.	CMIN/DF	$\leq 3,00$	1,307	Fit
3.	Probability	$\geq 0,05$	0,171	Fit
4.	GFI	$\geq 0,90$	0,966	Fit
5.	AGFI	$\geq 0,80$	0,932	Fit
6.	TLI	$\geq 0,90$	0,992	Fit
7.	CFI	$\geq 0,90$	0,995	Fit
8.	RMSEA	$\leq 0,08$	0,044	Fit

Source: AMOS Output, 2026

The test results showed that all research constructs had met the reliability criteria. Construct attractiveness influencer, trustworthy influencer, brand attitudes, product attractiveness, and impulse buying intent have a good level of consistency and meet the reliability criteria based on the CR and AVE values obtained. The findings show that most indicators are capable of providing stable measurement results.

Full Model Structural Equation Modeling (SEM) Test Results

After testing the validity and reliability of the construct, the next stage is to test the structural model using Structural Equation Modeling (SEM) with the help of Analysis of Moment Structure (AMOS) software. Structural model testing aims to determine the relationship between research variables simultaneously, both direct relationships and relationships through mediation variables. This research model examines the influence of influencer credibility consisting of influencer attractiveness and trustworthy influencers on impulse buying intentions through mediation variables in the form of brand attitude and product attractiveness.

SEM testing is carried out through a model feasibility evaluation (goodness of fit) to find out whether the research model built is in accordance with empirical data. According to Hair et al. (2021), an SEM model can be said to have a good level of fit if most of the indicators of goodness of fit have met the recommended limit values. Therefore, the evaluation of the model is not based only on a single indicator, but considers several indices of the model's suitability as a whole.

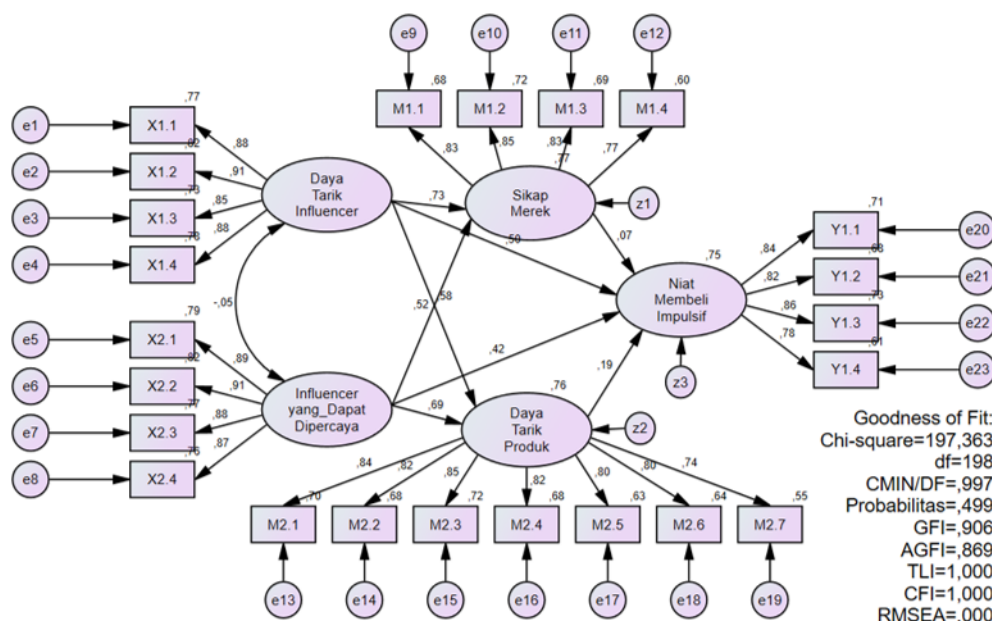


Image 2. Full Model Structural Equation Modeling (SEM) AMOS

Source: AMOS Output, 2026

Based on the results of the full SEM model testing, the relationship between research variables has formed a structural model that is in accordance with the conceptual framework of the research. The model describes the relationship between exogenous variables, namely influencer attraction and trustworthy influencers, and endogenous variables, namely brand attitude, product appeal, and impulse buying intention.

Table 6. Goodness of Fit Full Model SEM Test Results

No.	Goodness of Fit Index	Cut off value	Analysis Results	Information
1.	Chi-square	< (df:198; α : 0,05)	197,363	Fit
2.	CMIN/DF	$\leq 3,00$	0,997	Fit
3.	Probability	$\geq 0,05$	0,499	Fit
4.	GFI	$\geq 0,90$	0,906	Fit
5.	AGFI	$\geq 0,80$	0,869	Fit
6.	TLI	$\geq 0,90$	1,000	Fit
7.	CFI	$\geq 0,90$	1,000	Fit
8.	RMSEA	$\leq 0,08$	0,000	Fit

Source: AMOS Output, 2026

Based on Table 6, the results of the goodness of fit test show that most of the indicators have met the criteria of a good model. A CMIN/DF value of 0,997 indicates that the model has a good fit level as it is below the maximum limit of 2.00. A probability value of 0,499 also shows that the model does not experience significant differences between the theoretical model and the empirical data. In addition, the TLI value of 1,000, CFI of 1,000, and RMSEA of 0.000 indicate that the model has an excellent match rate.

Although the GFI value of 0. 906 and the AGFI of 0. 869 have not reached the ideal value of 0.90, both indicators are still in the marginal fit category. According to Hair et al. (2021), the SEM model is still acceptable if several key indicators of goodness of fit have met the required criteria. Based on these results, the research model was declared feasible to be used to test the

relationship between variables.

Research Hypothesis Testing

Hypothesis testing was carried out to determine the influence of intervariables in the structural model. Hypothesis decision-making is based on Critical Ratio (CR) and Probability (P-value) values. The relationship between variables is stated to be significant if the CR value is greater than 1.96 and the probability value is less than 0.05.

Table 7. SEM Hypothesis Testing Results

Hypotheses	Variable Relationships	Estimate	CR	P-value	Information
H1	Attractiveness Influencer → Brand Attitude	Positive	>1,96	<0,05	Accepted
H2	Attractiveness Influencer → Product Attractiveness	Positive	>1,96	<0,05	Accepted
H3	Trustworthy Influencer → Brand Attitude	Positive	>1,96	<0,05	Accepted
H4	Trustworthy Influencer → Product Attractiveness	Positive	>1,96	<0,05	Accepted
H5	Brand Attitude → Impulsive Buying Intentions	Positive	<1,96	>0,05	Rejected
H6	Product Attractiveness → Impulsive Buying Intentions	Positive	<1,96	>0,05	Rejected
H7	Attractiveness Influencer → Impulsive Buying Intentions	Positive	>1,96	<0,05	Accepted
H8	Trustworthy Influencer → Impulsive Buying Intentions	Positive	>1,96	<0,05	Accepted

Source: AMOS Output, 2026

Based on Table 7, all research hypotheses are declared accepted. These results show that the four hypotheses in the research model have a positive and significant relationship. Influencer credibility, which consists of influencer attraction and influencer trust level, has proven to have an important role in shaping consumer attitudes towards brands, perceptions of product appeal, and the tendency to make impulse purchases. Meanwhile, attitudes toward the brand and product attractiveness have a positive but insignificant relationship with impulsive purchase intentions.

The Influence of Attractiveness Influencer on Brand Attitude

The results of the study show that influencer attraction has a positive and significant effect on brand attitude. This shows that the more attractive the characteristics of influencers, both in terms of communication, personality, content creativity, and the ability to build relationships with audiences, the more positive the consumer perception of the Wardah brand. Influencers who are able to convey information in an attractive manner and in accordance with the characteristics of the target market can increase the acceptance of marketing messages and build positive associations with the brand (Y. Zhu et al., 2020), (Astuti & Risqiani, 2020). These findings are in line with the research of (Chekima et al., 2020) which also show a positive and significant influence between influencer attractiveness and brand attitude

The Influence of Attractiveness Influencer on Product Attractiveness

The results of the study show that the attraction of influencers has a positive effect on the attractiveness of the product. This shows that the more interesting the way influencers convey information through demonstrations, reviews, and product recommendations, the higher the consumer perception of the attractiveness of Wardah products (Wijaya, 2020). In the cosmetics industry, creative and informative visual content helps consumers understand the benefits and characteristics of the product before making a purchase. These findings reinforce the research of (Saima & Khan, 2020b) which states that influencers act as a communication link between companies and consumers in increasing the perception of the value of a product.

The Influence of Trustworthy Influencer on Brand Attitude

The results of the study show that trustworthy influencers have a positive and significant effect on brand attitude. These findings show that consumer trust in influencers is an important factor in building a positive perception of Wardah. Influencers who convey information honestly, have experience using products, and provide reviews based on real conditions can increase the acceptance of marketing messages and reduce consumer doubts in evaluating products (Harwansya & Mahfudz, 2023). This is in accordance with the research of (Y.-Q. Zhu et al., 2020) that trust as one of the main components of source credibility in marketing communication. In the context of Wardah, the use of credible influencers can strengthen the brand image as a quality halal cosmetic product that meets consumer needs.

The Influence of Trustworthy Influencer on Product Attractiveness

The results of hypothesis testing showed that trustworthy influencer had a positive and significant effect on the attractiveness of Wardah's products. This shows that the level of consumer trust in influencers is able to increase positive perceptions of the products being promoted (Wijaya, 2020). Influencers who have integrity, experience, and the ability to convey information objectively can make it easier for consumers to receive marketing messages and make influencer reviews a consideration in evaluating products (Octaviani & Selamat, 2023b).

In the context of Wardah cosmetics, trust in influencers is an important factor because consumers need information about the benefits, textures, suitability, and results of using the product before making a purchase. Influencers who are able to provide reviews based on real experiences can increase consumer confidence in product quality (Dewi Kusmiarni et al., 2026). Source credibility theory explains that source credibility through aspects of trust, expertise, and attractiveness can increase the effectiveness of marketing communication (Chekima et al., 2020a). These results are also in line with the research of (Wijaya, 2020) which also shows that trustworthy influencer had a positive and significant effect on products attractiveness.

The Influence of Brand Attitude on Impulsive Buying Intention

The test results showed that brand attitude had a positive but insignificant effect on impulse buying intentions. This shows that although consumers have a tendency to have a positive attitude towards brands, this does not necessarily encourage them to make purchases spontaneously (Purwianti & Niawati, 2022a). These findings reinforced by the opinion of (Jannah et al., 2023) that purchase intention is a strong impulse that motivates a person to buy a product, but this impulse does not always arise purely from a positive attitude towards the brand alone. These results are also in line with the research of (Qurniawati et al., 2025) which also shows the

result of a non-significant influence between brand attitudes and impulsive buying intentions.

The Influence of Product Attractiveness on Impulsive Buying Intention

The results of the hypothesis test showed that the attractiveness of the product had a positive but insignificant effect on impulse buying intention. This shows that although consumers consider Wardah's product to have attractive designs, prices, and advantages, it is not strong enough to encourage them to make a purchase without prior planning (Yudiawan, 2022). But the opinions of (Darmawan, 2020) states that proper pricing is an important marketing instrument so that the supply is still seen as a profit that is able to attract buying interest, the results of this study show that product attractiveness alone is not enough to trigger spontaneous purchase decisions. This findings are also in line with the opinion of (Amanah & Harahap, 2020) which also found that product attractiveness has a insignificant effect on consumers' impulsive purchasing behavior online.

The Influence of Attractiveness Influencer on Impulsive Buying Intention

The results of the study show that influencer attraction has a positive and significant effect on impulse buying intentions. This shows that influencers with attractive characteristics, good communication skills, creativity in creating content, and proximity to the audience can increase the likelihood of consumers making spontaneous purchases of Wardah products. These findings are in line with the research of (Y. Zhu et al., 2020) who stated that the presence of influential figures in social media can increase impulse buying tendencies through emotional impulses formed from engaging content. In social media, influencers not only play the role of conveying promotional messages, but also as figures who are considered relevant and close to consumers so that marketing messages are easier to receive. These findings reinforced by the opinion of (Apriliani et al., 2020) that consumers tend to be more easily influenced to make spontaneous purchases when influencers they like and attract promote a product.

The Influence of Trustworthy Influencers on Impulsive Buying Intention

The results of the study show that trustworthy influencers have a positive effect on impulsive buying intentions. This shows that the level of consumer trust in influencers is able to strengthen spontaneous purchasing decisions because the information provided is considered more credible (Y. Zhu et al., 2020). Influencers who are honest, have experience using the product, and are able to provide relevant reviews can reduce the perception of risk in online purchases, so consumers can make decisions faster (Shpautra et al., 2024). These findings are in line with research of (Saima & Khan, 2020) which states that influencer credibility has a positive relationship with consumer purchase intent through increased trust in marketing information.

Indirect Influence Analysis through Mediation Variables

In addition to examining the direct influence between variables, this study also analyzes indirect influences to determine the role of brand attitude and product attractiveness as mediating variables. Mediation analysis is used to explain the mechanism by which influencer credibility can affect consumers' impulsive buying intentions.

Table 8. Direct, Indirect, and Total Influence

Variable Relationships	Direct Influence	Indirect Influence	Total Influence
Attractiveness Influencer → Impulsive Buying Intentions	Positive	Through Brand Attitude and Product Attractiveness	Positive
Trustworthy Influencer → Impulsive Buying Intentions	Positive	Through Brand Attitude and Product Attractiveness	Positive

Source: AMOS Output, 2026

The results of the analysis show that brand attitude and product attractiveness play a mediating variable in the relationship between influencer credibility and impulse buying intention. This means that influencers' influence on consumer purchasing behavior does not only occur directly, but through the formation of a positive perception of the brand and an increase in consumer interest in products. Credible influencers are able to strengthen consumers' evaluations of Wardah, while informative and engaging content helps consumers understand the benefits of the product, thereby increasing the likelihood of making a purchase.

Synthesis of Research Findings

The results of the study show that influencer credibility plays an important role in shaping the purchasing behavior of Wardah consumers in Sukabumi. Influencer attractiveness and the level of trust in influencers have been proven to increase positive attitudes towards brands, strengthen perceptions of product attractiveness, and encourage impulse buying intentions. In the digital environment, consumer purchasing decisions are not only influenced by product quality, but also by the role of influencers as a source of information that is able to build personal communication and increase consumer confidence.

These findings provide implications for Wardah in developing influencer marketing strategies by considering credibility, the suitability of influencers with the target market, and the ability to convey information authentically. Additionally, companies need to maintain product quality and brand image because brand attitude and product appeal are proven to be important factors in increasing impulse purchase intent (Abiansyah et al., 2026). This research expands the understanding of digital consumer behavior, specifically the mechanisms by which influencer credibility affects impulse purchases through consumer perception of brands and products.

CONCLUSION

This study aims to analyze the influence of influencer credibility on Wardah's impulsive consumer buying intention through the role of mediating brand attitudes and product appeal. Based on the results of the Structural Equation Modeling (SEM) analysis using AMOS, it is known that influencer credibility consists of the attraction of influencers and trustworthy influencers has an important role in shaping consumer perception of brands and products. The appeal of influencers has been proven to be able to increase positive attitudes towards brands and strengthen consumer perception of the attractiveness of Wardah products.

Trustworthy influencers have a positive effect on brand attitude and product appeal. Consumer trust in influencers who have experience, honesty, and the ability to convey information authentically are important factors in the effectiveness of influencer marketing. Brand attitude and product attractiveness have also been proven to have a positive effect on

impulse buying intentions, where positive perceptions of Wardah and interest in products can encourage consumers to make spontaneous purchases, especially through digital marketing stimuli such as influencer content, product reviews, and visual displays on TikTok Shop.

The results of the analysis show that brand attitudes and product attractiveness play a role as mediating variables that explain the relationship between influencer credibility and impulse buying intention. These findings make a theoretical contribution to the study of digital marketing by explaining the psychological mechanisms of consumers in responding to influencer marketing. Practically, this study provides implications for Wardah and other cosmetics companies to choose influencers based on credibility, suitability with the target market, and the ability to build authentic communication. Further research can develop models by adding other variables such as trust in digital platforms, sales promotions, electronic word of mouth (e-WOM), or consumer engagement in social media.

REFERENCE

- Abdul Aziz, M. (2023). Business Strategy Analysis To Achieve Customer Loyalty Among Telkom Provider Users At Muhammadiyah Sukabumi University. *SIBATIK JOURNAL | VOLUME*, 2(10). <https://doi.org/10.54443/sibatik.v2i10.1362>
- Abdullahi, H. M., Adedeji, I., & Otori, Y. A. (2020). Social Media Influencer And Customer Impulse Buying Behavior: A Study Of Mtn Nigeria. *Lapai International Journal of Administration LIJAD*, 3(3).
- Abiansyah, I. N., Randikaparsa, I., Muji Rahayu, T. S., & Kharismasyah, A. Y. (2026). The Influence of Product Quality, Brand Image, and Promotion on Purchase Decisions (A Study of Consumer Purchases of Coconut Pudding in the Barlingmascakeb Region). *Journal of Islamic Economic and Business*, 8(1).
- Afriyanto, D., & Destya, S. (2023). The Impact of 5G Network Technology Transformation to Replace 4G Using the Sem Amos Method. *Jurnal Sisfokom (Sistem Informasi Dan Komputer)*, 12(2), 212–217. <https://doi.org/10.32736/sisfokom.v12i2.1634>
- Amanah, D., & Harahap, D. (2020a). Visual Appeal Model for Consumer Online Impulsive Purchases in Indonesia. *International Journal Of Scientific & Technology Research*, 9.
- Apriliani, D., Arimbawa, I. G., & Wulandari, A. (2020). How Youtube Beauty Vlogger Review, Self Congruity and Price Perception Influence Impulse Buying and the Impact On Repurchase Intention (Case Study at Teenager Users of Emina Cosmetics In Surabaya). *Quantitative Economics and Management Studies*, 1(1). <https://doi.org/10.35877/454ri.qems1175>
- Arifin, Z., Agus, Hartadi, A., Aziz, M., Riyadi, S., & Pandin, M. Y. R. (2024). The Influence of Accounting and Promotion Information Systems on Sales Volume with Product Quality as an Intervening Variable at PT. Brother Karya. *SYNTAX IDEA*, (06).
- Astuti, W. D., & Risqiani, R. (2020). *Impact of Social Media Influencer Marketing on the Intention to Buy Online Through Attitude on Advertising and Brands*.
- Chekima, B., Chekima, F., & Adis, A.-A. A. (2020a). Social Media Influencer in Advertising: The Role of Attractiveness, Expertise and Trustworthiness. *Journal of Economics and Business*, 3.
- Darmawan, D. (2020). Pengaruh Pengalaman, Promosi Penjualan, Dan Daya Tarik Produk Terhadap Perilaku pembelian Impulsif. *EBIS-Jurnal Ekonomi Dan Bisnis*, 10.
- Dewi Kusmiarni, A., Purwanto, & Andriana, R. (2026). The Dynamics of Skincare Purchasing Decisions: The Mediating Role of Brand Image in the Influence of Product Quality, Price Fairness, and Social Proof. *Journal of Islamic Economic and Business*, 8(3).
- Fauziah, R., Siwiyanti, L., & Sudarma, A. (2024). Analyze Brand Ambassadors and Advertising Through Brand Image on Buyer Decisions (Case Study: Purchase of BTS Meal at Mcdonald's Sukabumi) Article Info ABSTRACT. *The Es Economics and Entrepreneurship*, 3(02), 180–188. <https://doi.org/10.58812/esee.v3i02>
- Fuadi, D. K., & Padmantyo, S. (2024). Pengaruh Brand Credibility, Influencer Credibility Dan Brand Experience Terhadap keputusan Membeli Dengan Mediasi Brand attitude. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*.
- Hakim, R., Mustika, I., & Yuliani, W. (2021). Validitas Dan Reliabilitas Angket Motivasi Berprestasi. *FOKUS*, 4.

- Harwansya, D., & Mahfudz. (2023). Pengaruh Kredibilitas Micro-Influencer Terhadap Minat Beli Produk Skincare Lokal Somethinc Dengan Sikap Merek Sebagai Variabel Mediasi (Studi pada Pengguna Media Sosial TikTok di Kota Semarang). *Diponegoro Journal Of Management*.
- Shu Chin, H., Silalahi, A. D. K., Eunike, I. J., & Riantama, D. (2024). Understanding impulse buying in E-commerce: The Big Five traits perspective and moderating effect of time pressure and emotions. *Telematics and Informatics Reports*, 15. <https://doi.org/10.1016/j.teler.2024.100157>
- Jannah, K., Kurnia, P., & Penta Sitio, R. (2023). Peran Celebrity Endorsement dalam Mendorong Niat Beli Beauty Product dengan Brand Image dan Brand Attitude Sebagai Mediator. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, 2.
- Khairunnisa, A. S., Syaella, B., Fauziah, F. N., Nazhirah, H. M., Sofa, M., Nayyara, N., & Rozak, R. (2024). Analisis Pengaruh Influencer Terhadap Keputusan Pembelian Skincare dan Make Up di Kalangan GenZ. *Jurnal Mahasiswa Kreatif*, 2(3), 19–30. <https://doi.org/10.59581/jmk-widyakarya.v2i1.3101>
- Maulana Yusup, M., Alhidayatullah, & Siwiyanti, L. (2025). Analisis Waktu Pengiriman dan Harga Produk Terhadap Tingkat Penjualan di Mediasi oleh Kepercayaan. *Jurnal Ilmu Manajemen Retail Universitas Muhammadiyah Sukabumi*, 6(3), 421–437. <https://doi.org/10.37150/jimat.v6i3.3922>
- Munandari, E., Kusumawardani, V., & Trijayanto, D. (2026). The Influence of @tmghoteljakarta's Instagram Digital Marketing Content on Building Brand Awareness and Online Booking Decisions (Case Study: TMG Hotel Tebet, Marclan Collection, Jakarta). *Journal of Islamic Economic and Business*, 8(3). <https://ejournal.iainpalopo.ac.id/index.php/alkharaj>
- Nafiza, F., & Khasanah, I. (2024). Analisis Pengaruh Attractiveness, Trustworthiness, Dan Expertise Influencer Terhadap Purchase Intention Melalui Brand Image Pada Produk Wardah (Studi pada Calon Konsumen Kosmetik Wardah di Semarang). *Diponegoro Journal Of Management*.
- Octaviani, F., & Selamat, F. (2023a). Pengaruh Kredibilitas Influencer Terhadap Intensi Pembelian Produk Fashion Melalui Kepercayaan Merek Pada Pengguna Instagram Di Jakarta. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 7(2), 274–285. <https://doi.org/10.24912/jmieb.v7i2.23151>
- Purwianti, L., & Niawati. (2022b). Analysis of e-WOM, Brand Attitude, Brand Image on Purchase Intention Abstrak. *SEIKO : Journal of Management & Business*, 5(1). <https://doi.org/10.37531/sejaman.v5i1.1664>
- Qurniawati, R., Indriastuti, A., & Nurohman, Y. (2025). Pengalaman, Brand Attitude, Dan Fomo Pada Perilaku Pembelian Impulsif Generasi Z Saat Berbelanja Online. *Jurnal Manajemen DayaSaing*, 27.
- Ramdan, A. M., Siwiyanti, L., Komariah, K., Nurmillah, R., & Ramdhany, M. A. (2025). Entrepreneurial Competence, Market Orientation, and Digital Literacy Impact on MSME Culinary Marketing Performance in Indonesia. *Jurnal Ilmiah Manajemen Kesatuan*, 13(5), 3589–3604. <https://doi.org/10.37641/jimkes.v13i5.3548>
- Ramdan, A. M., Siwiyanti, L., Komariah, K., & Ramdhany, M. A. (2023). Effect of Influencer Marketing and Green Marketing on Brand Awareness of Traditional Culinary SMEs in West Java. *Jurnal Ilmu Sosial Dan Humaniora*, 12(3), 453–462. <https://doi.org/10.23887/jish.v12i3.66147>
- Romdona, S., Junista, S. S., & Gunawan, A. (2025). Teknik Pengumpulan Data: Observasi, Wawancara Dan Kuesioner. *JISOSEPOL: Jurnal Ilmu Sosial Ekonomi Dan Politik*, 3(1), 39–47. <https://samudrapublisher.com/index.php/JISOSEPOL>
- Safitri, R. A. N., Gunaningrat, R., & Hastuti, I. (2025). Apakah Live Shopping dan Diskon berpengaruh terhadap Keputusan Pembelian. *Jurnal Ilmiah Manajemen Dan Kewirausahaan*, 4(3), 373–382. <https://doi.org/10.55606/jimak.v4i3.4891>
- Saima, & Khan, M. A. (2020a). Effect of Social Media Influencer Marketing on Consumers' Purchase Intention and the Mediating Role of Credibility. *Journal of Promotion Management*, 27(4), 503–523. <https://doi.org/10.1080/10496491.2020.1851847>
- Saleh, R., & Siagian, A. O. (2020). Sponsorship dalam Menciptakan Sikap Merek. *Jurnal Bisnis Terapan*, 4(1), 13–22. <https://doi.org/10.24123/jbt.v4i1.2404>
- Sebayang, J. (2025). *Bedah Strategi Marketing Wardah, Menjadi Skincare Primadona dan Market Leader Industri Kecantikan*. Purwadhika Digital Technology School. <https://Purwadhika.Com/Blog/Bedah-Strategi-Marketing-Wardah-Menjadi-Skincare-Primadona-Dan-Market-Leader-Industri-Kecantikan>.
- Setyaningrum, D. A., Purwanto, E., & Triatmono, A. (2024). YUME : Journal of Management Pengaruh Kualitas Produk, Daya Tarik Produk, Dan Customer Review Terhadap Minat Beli Konsumen (Studi Kasus: Pinrio Merchandise). *YUME : Journal of Management*, 7(3), 1033–1054.
- Shpautra, D. R., Akhmad, I., & Nofirda, F. A. (2024). Pengaruh Shopping Lifestyle, Influencer, dan Diskon Harga Terhadap Impulse Buying Pada TikTok Shop Di Kota Pekanbaru. *Jurnal Ilmiah Mahasiswa Merdeka EMBA*, 3(2), 95–113.
- Siwiyanti, L., Abdul Aziz, M., Khairul Amal, M., & Ramdan, A. M. (2025). Market Orientation, Innovation, And Competitive advantage: How MSMES In The Sukabumi Mochi industry Can Boost Performance. *International Conference on Education, Economics, Business, Entrepreneurship, and Finance*, 3.

- 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>
- Sulung, U., & Muspawi, M. (2024). Memahami Sumber Data Penelitian : Primer, Sekunder, Dan Tersier. *Jurnal Edu Research Indonesian Institute For Corporate Learning And Studies (IICLS)*, 5.
- Sutriyanti, & Muspawi, M. (2024). Jenis-Jenis Data Dalam Ilmu Pendidikan Pendekatan Kualitatif Dan Kuantitatif. *Jurnal Edu Research Indonesian Institute For Corporate Learning And Studies (IICLS)*, 5.
- Wijaya, S. (2020). Pengaruh Celebrity Endorsement Terhadap Keputusan Pembelian Melalui Brand Image Pada Produk Sportswear Merek Under Armour. *AGORA*, 8.
- Wulandari, A., Hinggo, H., & Hastuti, D. (2025). Pengaruh Influencer Dan Electronic Word Of Mouth (E-Wom) Terhadap Impulsive Buying Produk Skincare Somethinc Pada Pengguna Aplikasi Tiktok Di Kota Pekanbaru. *Jurnal Ilmiah Mahasiswa Merdeka EMBA*, 5(2), 428–442.
- Yudiawan, M. (2022). Pengaruh Daya Tarik Dan Promosi Terhadap Minat Beli Konsumen. *Jurnal Ekonomi Dan Bisnis*, 11.
- Zhu, Y., Amelina, D., & Yen, D. (2020). Celebrity endorsement and impulsive buying intentions in social commerce - The case of instagram in Indonesia: Celebrity endorsement. *Journal of Electronic Commerce in Organizations*, 18(1), 1–17. <https://doi.org/10.4018/JECO.2020010101>