

THE INFLUENCE OF INFLUENCER MARKETING ON PURCHASE INTENTION THROUGH BRAND AWARENESS AS MEDIATION

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Abstract

This study aims to analyze the influence of attractiveness, expertise, and trustworthiness of influencers on purchase intention with brand awareness as a mediating variable in Cushion Skintific consumers. The background of this study is based on the growing development of digital marketing through influencers that encourages cosmetic companies to utilize influencer characteristics as a strategy to increase brand awareness and consumer purchase intention. This study uses a quantitative approach with the Structural Equation Modeling (SEM) analysis method based on Partial Least Square (PLS). The research data were obtained by distributing questionnaires to 184 respondents who met the criteria as social media users and were familiar with Cushion Skintific products. The results of the study indicate that expertise and trustworthiness have a positive and significant effect on purchase intention, while attractiveness does not have a significant effect on purchase intention. Furthermore, attractiveness and trustworthiness have a significant effect on brand awareness, while expertise does not have a significant effect on brand awareness. The results also show that brand awareness has a positive and significant effect on purchase intention. In addition, brand awareness is able to fully mediate the relationship between attractiveness and purchase intention, and partially mediate the relationship between trustworthiness and purchase intention. However, brand awareness is not able to mediate the relationship between expertise and purchase intention.

Keywords: *attractiveness, brand awareness, expertise, purchase intention, trustworthiness.*

INTRODUCTION

Over the past decade, digitalization has rapidly transformed every aspect of human life. Digital platforms have become a vital part of everyday life, influencing how people communicate, work, and shop. Initially serving as a means of social interaction, social media has now transformed into a key asset in digital marketing (Ahmad & Lilani, 2025). In an era of increasingly massive digitalization, sensory overload, social distrust, and individualization have caused traditional advertising to lose its effectiveness. This situation has driven a shift in marketing communication strategies toward a more personalized and interactive approach. Influencer marketing has emerged as a powerful marketing communication tool, while social media has the ability to target highly specific audience interests (Nirschl & Steinberg, 2018; Gupta et al., 2015). Consumers follow influencers voluntarily and use influencer content as a source of product information (Childers et al., 2019).

The beauty industry is one sector that has responded to this shift in marketing strategies (Ngo et al., 2025). For cosmetics products, in particular, social media platforms are used not only as promotional channels but also as platforms for shaping perceptions. In this industry, the use of influencers is considered effective because cosmetic products rely heavily on visual demonstrations, reviews, and consumer experiences in the decision-making process. The domestic cosmetics industry has experienced significant growth. Over the past five years, the number of businesses in the cosmetics sector has increased by more than 77%, from 726 in 2020 to 1,292 in 2024. Micro and small businesses account for 83% of the total, while medium and large-scale industries make up the remaining 17%. The market value of the national cosmetics sector is also projected to continue growing (Ministry of Industry, 2025). As the national cosmetics industry grows, Skintific is one brand that reflects this dynamic. Since its launch in late 2021, Skintific has grown through digital marketing strategies and influencer collaborations. Skintific also led the beauty bundle market in Indonesia in the first quarter of 2024, with sales exceeding IDR 70 billion and a market share of 89.2% (Kompas, 2024).

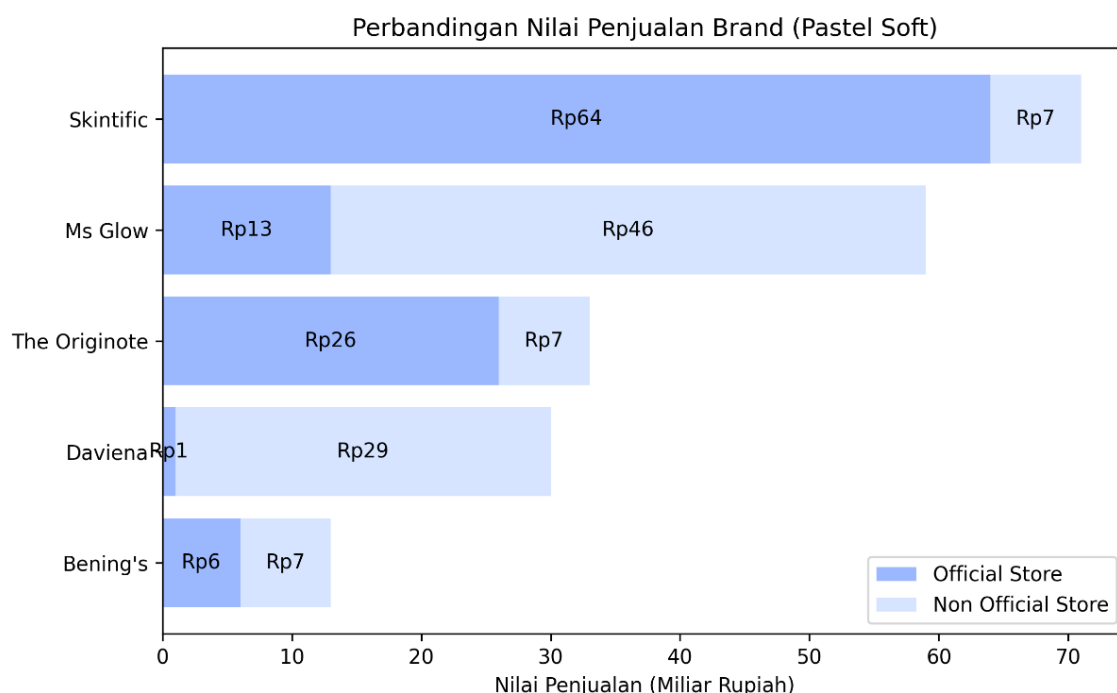


Figure 1.2 Skintific Leads the Beauty Package Market in Q1 2024

Source: Kompas (2024)

Skintific's success is inseparable from its effective marketing strategy, one of which is the use of influencer marketing. Companies or brands need to analyze influencer credibility through attractiveness, trustworthiness, and expertise to drive brand awareness and increase purchase intention (Koay et al., 2021). Through reviews, tutorials, and testimonials, influencers showcase product names, logos, packaging, and benefits, increasing brand exposure to their audience.

Attractiveness can capture audience attention through visual appearance, communication style, and imagery that align with consumer aspirations. Expertise relates to an influencer's knowledge, experience, and ability to explain product ingredients, benefits, usage techniques, and suitability. Meanwhile, trustworthiness relates to an influencer's honesty, transparency, integrity, and reliability in conveying product information (Lou & Yuan, 2019; Rathnayake & Lakshika, 2022).

Although influencer marketing and purchase intention have been studied in several studies, there is still room to explore the role of brand awareness as a mechanism bridging influencer characteristics with purchase intention. Previous research has largely examined attractiveness, expertise, and trustworthiness through brand image and brand trust, while this study positions brand awareness as the primary mediator for the Skintific Cushion product. This focus provides a more specific context because cosmetic products rely heavily on education, visual demonstrations, and user experiences. Based on this background, this study aims to analyze the influence of attractiveness, expertise, and trustworthiness on purchase intention and test the role of brand awareness as a mediating variable on Cushion Skintific consumers.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is a theoretical framework used to explain and predict individual behavior based on behavioral intentions. TPB emphasizes that behavior begins with strong intentions. In the context of this research, purchase intention is formed through the process of evaluating information received by consumers, including the influence of influencer marketing, which shapes perceptions and beliefs about the Skintific Cushion product.

The TPB describes three main constructs: attitudes toward behavior, subjective norms, and perceived behavioral control. In this study, influencer marketing acts as an information source that influences consumer evaluations through attractiveness, expertise, and trustworthiness. This information can increase brand awareness, making the brand more easily recognized, remembered, and considered in the purchasing process.

Source Credibility Theory (SCT)

Influencer marketing is rooted in Source Credibility Theory, which explains that message effectiveness is influenced by the credibility of the information source. Source credibility encompasses attractiveness, expertise, and trustworthiness. This framework is used to explain how influencer characteristics shape consumers' psychological responses, ultimately related to purchase intention (Ohanian, 1990; Wellman, 2024). Attractiveness reflects an influencer's appeal, expertise reflects competence and knowledge, and trustworthiness reflects honesty and reliability. In the context of this research, these three dimensions are positioned as exogenous variables that influence purchase intention and brand awareness.

Brand Equity Theory and Brand Awareness

Brand awareness is a consumer's ability to recognize and remember a brand. Brand awareness plays a crucial role in the decision-making process because familiar brands are more easily incorporated into consumers' considerations. The use of brand awareness as a mediator in this study aims to explain whether influencer characteristics influence purchase intention through the process of brand recognition and recall. Purchase intention is a consumer's tendency, desire, and readiness to purchase a particular product or brand. In the context of influencer marketing, purchase intention can be influenced by source credibility, information quality, and brand awareness (Lou & Yuan, 2019; Macheka et al., 2024).

Research Hypothesis

- H1: Attractiveness has an effect on purchase intention.
- H2: Expertise has an influence on purchase intention.
- H3: Trustworthiness has an effect on purchase intention.
- H4: Attractiveness has an effect on brand awareness.
- H5: Expertise has an influence on brand awareness.
- H6: Trustworthiness has an effect on brand awareness.
- H7: Brand awareness influences purchase intention.
- H8: Brand awareness mediates the influence of attractiveness on purchase intention.
- H9: Brand awareness mediates the influence of expertise on purchase intention.
- H10: Brand awareness mediates the influence of trustworthiness on purchase intention.

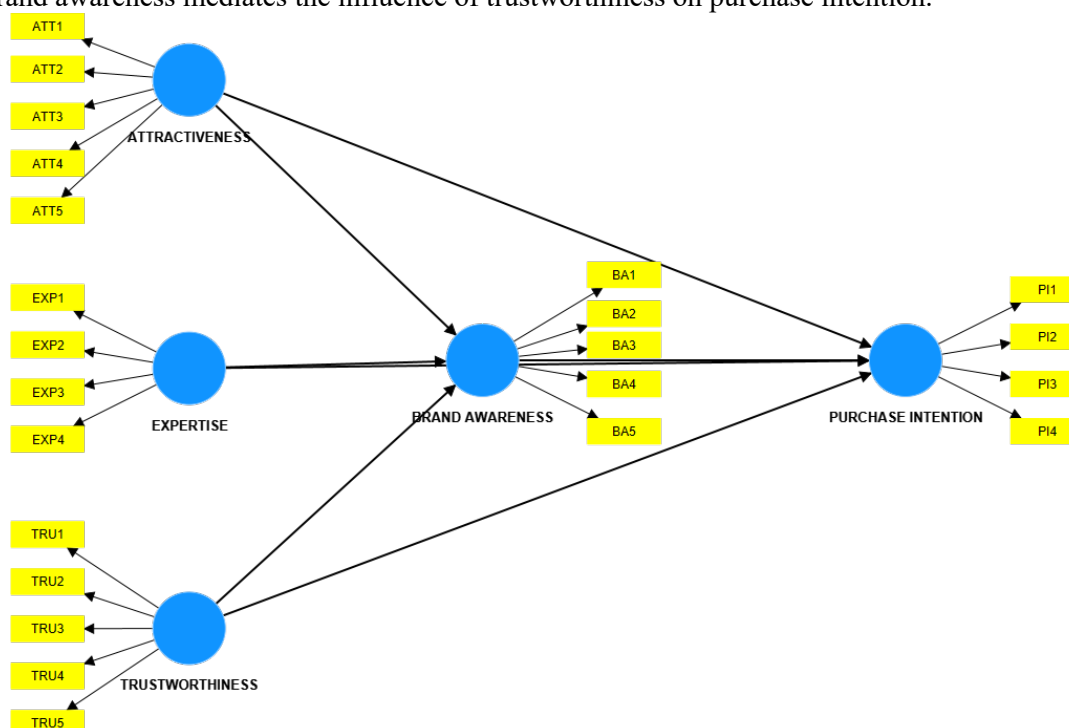


Figure 1. Structural Model of Research
Source: Researcher's revised thesis, 2026

METHOD

The research subjects were consumers who actively use social media and had been exposed to influencer marketing content in promotions for the Cushion Skintific beauty product. The research location was the Faculty of Economics and Business, Malikussaleh University. The study population was active students at the Faculty of Economics and Business, Malikussaleh University, who are vulnerable to exposure to influencer promotional content. The sampling technique used non-probability sampling with purposive sampling. Respondent criteria were active students at the Faculty of Economics and Business, Malikussaleh University, active users of Instagram and/or TikTok, and those who had seen or been exposed to promotional content for the Skintific Cushion shared by influencers on social media.

The sample size was determined using Hair et al.'s (2014) guidelines, namely 5–10 observations for each indicator. With 23 indicators, the study used 184 respondents (23×8). Data were collected through a Google Form questionnaire distributed through WhatsApp groups and in person from May 6–June 12, 2026. The study used primary quantitative data with a Likert scale of 1–5. The research variables consisted of attractiveness (X1) with 5 indicators, expertise (X2) with 4 indicators, trustworthiness (X3) with 5 indicators, brand awareness (Z) with 5 indicators, and purchase intention (Y) with 4 indicators. Data analysis used Partial Least Square-based Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. Outer model evaluation was conducted through convergent validity, discriminant validity, and reliability. Inner model evaluation was conducted through model fit, R-square, effect size, and testing of direct and indirect effects using bootstrapping. The relationship was considered significant if the t-statistic > 1.96 and p-value < 0.05 .

RESULTS AND DISCUSSION

Skintific Product Overview

Skintific is a beauty brand focused on developing technology-based products and scientific formulations. In this study, the Skintific Cushion was chosen as the research object because it is one of the flagship products that contributes to the brand's growth in the beauty industry. Skintific collaborates with beauty influencers in its marketing activities so that consumers can see the product's performance through the perspective of the influencers they follow and trust.

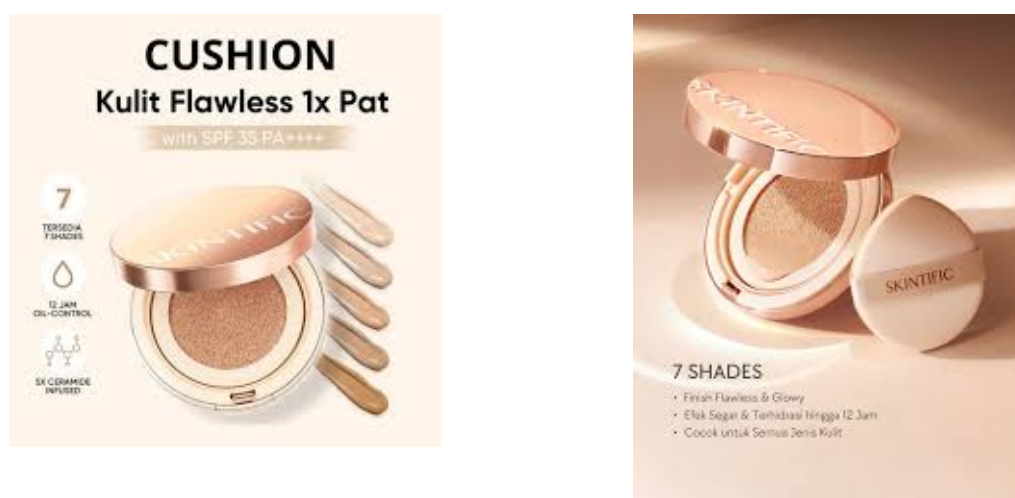


Figure 2. Skintific 5X Ceramide Cushion Product Skintific 5X Ceramide

Source: Researcher's revised thesis, 2026

These characteristics make the Skintific Cushion relevant for examining how influencer marketing strategies can build brand awareness and drive purchase intention among consumers, especially students at the Faculty of Economics and Business, Malikussaleh University, who actively use social media and are exposed to various digital marketing content.

Respondent Characteristics

A total of 184 respondents met the research criteria. The majority of respondents (110 respondents) used TikTok as a platform for searching for product brand references. Based on age, the majority of respondents were 22–23 years old, with 103 respondents (56.0%). Based on study program, the largest number of respondents were from Management, with 68 respondents (37.0%).

Descriptive Statistics

Descriptive statistics show a tendency for respondents' responses to fall into the agree to strongly agree categories. The mean value for the attractiveness variable was 4.26; expertise was 4.33; trustworthiness was 4.17; brand awareness was 4.21; and purchase intention was 4.15. These values indicate relatively high respondent perceptions of each research construct.

Evaluation of Measurement Model

In the first stage of convergent validity testing, the TRU1 indicator had an outer loading of 0.697 and was subsequently eliminated. In the second stage, all indicators had outer loadings >0.70 . The AVE values for all constructs were also >0.50 , thus meeting the convergent validity criteria. Discriminant validity testing using cross-loading, Fornell-Larcker, and HTMT showed that the constructs could be differentiated well; the HTMT values for all pairs of constructs were below 0.85. Construct reliability was met because the Cronbach's Alpha and Composite Reliability values were within acceptable criteria.

Table 1. Outer Loading Stage 1

Latent Variables	Indicator	Attractiveness	Expertise	Trustworthiness	Brand Awareness	Purchase Intention	Note
Attractiveness	ATT1	0.701					Valid
Attractiveness	ATT2	0.703					Valid
Attractiveness	ATT3	0.795					Valid
Attractiveness	ATT4	0.707					Valid
Attractiveness	ATT5	0.768					Valid
Expertise	EXP1		0.745				Valid
Expertise	EXP2		0.767				Valid
Expertise	EXP3		0.775				Valid
Expertise	EXP4		0.723				Valid
Trustworthiness	TRU1			0.697			Invalid
Trustworthiness	TRU2			0.715			Valid
Trustworthiness	TRU3			0.769			Valid
Trustworthiness	TRU4			0.741			Valid
Trustworthiness	TRU5			0.799			Valid
Brand Awareness	BA1				0.718		Valid
Brand Awareness	BA2				0.785		Valid
Brand Awareness	BA3				0.789		Valid
Brand Awareness	BA4				0.796		Valid

Latent Variables	Indicator	Attractiveness	Expertise	Trustworthiness	Brand Awareness	Purchase Intention	Note
Brand Awareness	BA5				0.757		Valid
Purchase Intention	PI1					0.769	Valid
Purchase Intention	PI2					0.776	Valid
Purchase Intention	PI3					0.741	Valid
Purchase Intention	PI4					0.785	Valid

Source: Primary data processed with SmartPLS, 2026

Table 2. Outer Loading Stage 2

Latent Variables	Indicator	Attractiveness	Expertise	Trustworthiness	Brand Awareness	Purchase Intention	Note
Attractiveness	ATT1	0.700					Valid
Attractiveness	ATT2	0.702					Valid
Attractiveness	ATT3	0.796					Valid
Attractiveness	ATT4	0.707					Valid
Attractiveness	ATT5	0.768					Valid
Expertise	EXP1		0.745				Valid
Expertise	EXP2		0.767				Valid
Expertise	EXP3		0.775				Valid
Expertise	EXP4		0.723				Valid
Trustworthiness	TRU2			0.708			Valid
Trustworthiness	TRU3			0.778			Valid
Trustworthiness	TRU4			0.732			Valid
Trustworthiness	TRU5			0.833			Valid
Brand Awareness	BA1				0.718		Valid
Brand Awareness	BA2				0.785		Valid
Brand Awareness	BA3				0.788		Valid

Latent Variables	Indicator	Attractiveness	Expertise	Trustworthiness	Brand Awareness	Purchase Intention	Note
Brand Awareness	BA4				0.796		Valid
Brand Awareness	BA5				0.757		Valid
Purchase Intention	PI1					0.766	Valid
Purchase Intention	PI2					0.772	Valid
Purchase Intention	PI3					0.745	Valid
Purchase Intention	PI4					0.789	Valid

Source: Primary data processed with SmartPLS, 2026

Table 3. Average Variance Extracted (AVE) Value

Variables	Average Variance Extracted (AVE)	Critical Value	Information
Attractiveness	0.541	0.5	Valid
Expertise	0.567	0.5	Valid
Trustworthiness	0.584	0.5	Valid
Brand Awareness	0.592	0.5	Valid
Purchase Intention	0.590	0.5	Valid

Source: Primary data processed with SmartPLS, 2026

Table 4. Fornell-Larcker Values

Variables	Attractiveness	Expertise	Trustworthiness	Brand Awareness	Purchase Intention	Information
Attractiveness	0.736					Valid
Expertise	0.361	0.753				Valid
Trustworthiness	0.334	0.380	0.764			Valid
Brand Awareness	0.517	0.342	0.541	0.770		Valid
Purchase Intention	0.368	0.458	0.553	0.632	0.768	Valid

Source: Primary data processed with SmartPLS, 2026

Table 5. HTMT Values

Variables	Attractiveness	Expertise	Trustworthiness	Brand Awareness	Purchase Intention	Information
Attractiveness						Discriminant validity is met
Expertise	0.417					Discriminant validity is met

Variables	Attractiveness	Expertise	Trustworthiness	Brand Awareness	Purchase Intention	Information
Trustworthiness	0.382	0.485				Discriminant validity is met
Brand Awareness	0.614	0.413	0.665			Discriminant validity is met
Purchase Intention	0.448	0.582	0.697	0.785		Discriminant validity is met

Source: Primary data processed with SmartPLS, 2026

Table 6. Cross Loading Values

Latent Variables	Indicator	Attractiveness	Expertise	Trustworthiness	Brand Awareness	Purchase Intention	Note
Attractiveness	ATT1	0.700	0.318	0.137	0.318	0.168	Valid
Attractiveness	ATT2	0.702	0.374	0.186	0.374	0.211	Valid
Attractiveness	ATT3	0.796	0.481	0.374	0.481	0.424	Valid
Attractiveness	ATT4	0.707	0.273	0.131	0.273	0.171	Valid
Attractiveness	ATT5	0.768	0.392	0.293	0.392	0.334	Valid
Expertise	EXP1	0.218	0.745	0.254	0.192	0.251	Valid
Expertise	EXP2	0.322	0.767	0.199	0.325	0.389	Valid
Expertise	EXP3	0.317	0.775	0.416	0.282	0.391	Valid
Expertise	EXP4	0.192	0.723	0.268	0.192	0.310	Valid
Trustworthiness	TRU2	0.199	0.189	0.708	0.350	0.293	Valid
Trustworthiness	TRU3	0.264	0.270	0.778	0.441	0.436	Valid
Trustworthiness	TRU4	0.227	0.315	0.732	0.350	0.381	Valid
Trustworthiness	TRU5	0.310	0.363	0.833	0.488	0.536	Valid
Brand Awareness	BA1	0.432	0.195	0.336	0.718	0.397	Valid
Brand Awareness	BA2	0.371	0.270	0.378	0.785	0.493	Valid
Brand Awareness	BA3	0.457	0.302	0.462	0.788	0.533	Valid
Brand Awareness	BA4	0.401	0.259	0.423	0.796	0.499	Valid

Latent Variables	Indicator	Attractiveness	Expertise	Trustworthiness	Brand Awareness	Purchase Intention	Note
Brand Awareness	BA5	0.330	0.278	0.469	0.757	0.498	Valid
Purchase Intention	PI1	0.340	0.355	0.437	0.498	0.766	Valid
Purchase Intention	PI2	0.375	0.381	0.468	0.518	0.772	Valid
Purchase Intention	PI3	0.239	0.332	0.414	0.475	0.745	Valid
Purchase Intention	PI4	0.213	0.334	0.372	0.444	0.789	Valid

Source: Primary data processed with SmartPLS, 2026

Table 7. Reliability Test

Variables	Cronbach's alpha	Composite Reliability	Information
Attractiveness	0.793	0.855	Realizable
Expertise	0.750	0.839	Realizable
Trustworthiness	0.764	0.848	Realizable
Brand Awareness	0.828	0.879	Realizable
Purchase Intention	0.769	0.852	Realizable

Source: Primary data processed with SmartPLS, 2026

Structural Model Evaluation

The model evaluation results show a SRMR of 0.081, GoF of 0.510, and Q^2 of 0.390 for brand awareness and 0.396 for purchase intention. The R-square values of 0.493 for purchase intention and 0.414 for brand awareness indicate that the variation in both endogenous constructs can be explained by the exogenous constructs in the model, while the remainder is influenced by other factors outside the model.

Table 8. Model Fit Test

Parameter	Fit Criteria	Coefficient	Information
SRMR	< 0.10	0.081	Meet the fit model
d-ULS	> 0.05	1,653	Meet the fit model
dG	> 0.05	0.447	Meet the fit model
Chi Square	χ^2 statistic $\geq \chi^2$ table	480,547 / $\geq 32,671$	Meet the fit model
NFI	Approaching the value 1	0.710	Ideally
GoF	0.1 (small GOF), 0.25 (moderate GOF), 0.36 (strong GOF)	0.510	Strong GOF
Q^2 Predictive Relevance	$Q^2 > 0$: Has predictive relevance / $Q^2 < 0$: Lacks predictive relevance. / 0.02 (Weak) 0.15 (Moderate) 0.35 (Strong)	Q^2 Brand Awareness / 0.390 > 0 // Q^2 Purchase intention / 0.396 > 0	Q^2 strong

Source: Primary data processed with SmartPLS, 2026

Table 9. R-Square Value

Endogenous Variables	R-square	Adjusted R-square
Purchase Intention	0.493	0.487
Brand Awareness	0.414	0.370

Source: Primary data processed with SmartPLS, 2026

Table 10. Effect Size Value (f^2)

Variables	Attractiveness	Expertise	Trustworthiness	Brand Awareness	Purchase Intention
Attractiveness				0.189	0,000
Expertise				0.005	0.077
Trustworthiness				0.222	0.075
Brand Awareness					0.210
Purchase Intention					

Source: Primary data processed with SmartPLS, 2026

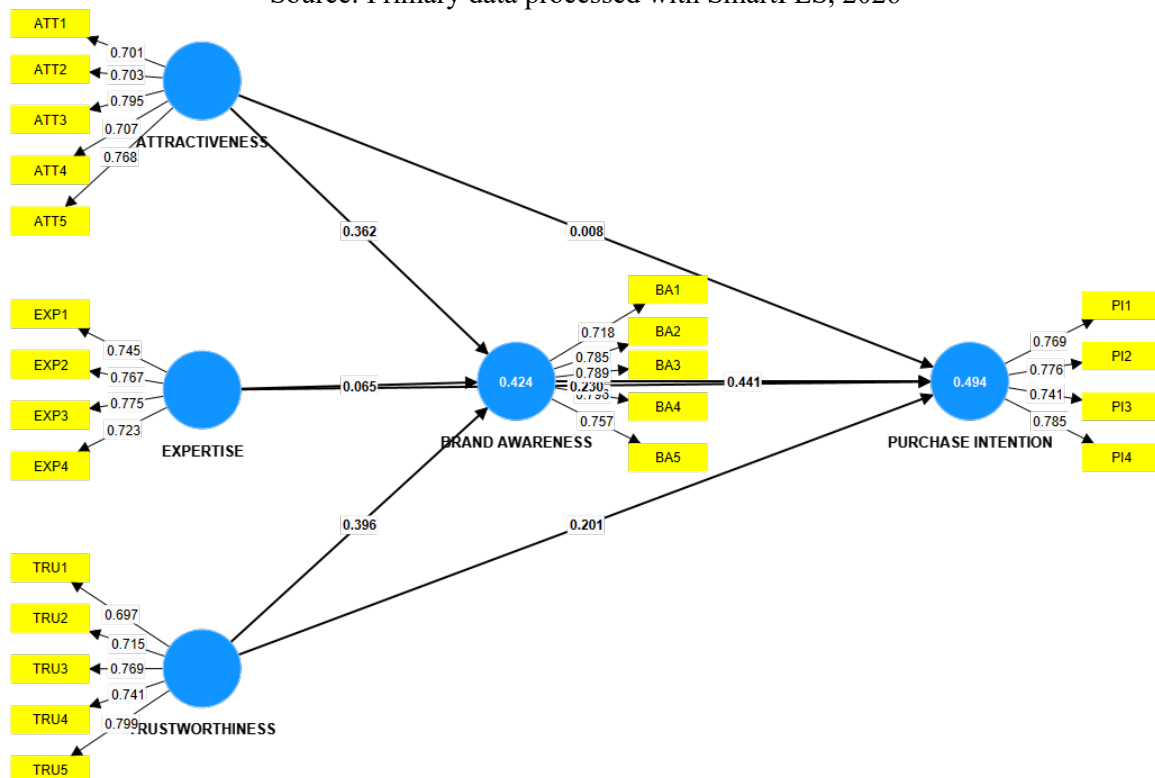


Figure 2. PLS-SEM Algorithm Model Output

Source: Primary data processed with SmartPLS, 2026

Hypothesis Testing and Discussion

The results of the direct effect test show that attractiveness has no significant effect on purchase intention (coefficient 0.007; t-statistic 0.096; p-value 0.923). Expertise has a significant effect on purchase intention (0.220; 3.252; 0.001), while trustworthiness also has a significant effect (0.237; 3.028; 0.002). Attractiveness has a significant effect on brand awareness (0.363; 4.433; 0.000), expertise has no significant effect on brand awareness (0.059; 0.753; 0.451), and trustworthiness has a significant effect on brand awareness (0.396; 5.182; 0.000). Brand awareness has a significant effect on purchase intention (0.425; 5.419; 0.000).

Table 11. Direct Effect Test

Path Coefficient	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Note
Attractiveness -> / Purchase intention	0.007	0.018	0.076	0.096	0.923	Rejected
Expertise -> / Purchase intention	0.220	0.213	0.068	3,252	0.001	Accepted
Trustworthiness -> / Purchase intention	0.237	0.241	0.078	3,028	0.002	Accepted
Attractiveness -> / Brand Awareness	0.363	0.359	0.082	4,433	0,000	Accepted
Expertise -> / Brand Awareness	0.059	0.061	0.079	0.753	0.451	Rejected
Trustworthiness-> / Brand Awareness	0.398	0.399	0.077	5,182	0,000	Accepted
Brand Awareness -> / Purchase intention	0.425	0.426	0.078	5,419	0,000	Accepted

Source: Primary data processed with SmartPLS, 2026

The indirect effect shows that attractiveness through brand awareness has a significant effect on purchase intention (0.154; t-statistic 3.390; p-value 0.001), expertise through brand awareness has no significant effect (0.025; 0.743; 0.458), while trustworthiness through brand awareness has a significant effect (0.169; 3.691; 0.000). These findings indicate full mediation in the attractiveness–purchase intention relationship and partial mediation in the trustworthiness–purchase intention relationship, while brand awareness does not mediate the expertise–purchase intention relationship.

Table 12. Indirect Effect Test

Path Coefficient	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Note
Attractiveness-> / Brand Awareness -> / Purchase intention	0.154	0.153	0.046	3,390	0.001	Accepted
Expertise-> / Brand Awareness -> / Purchase intention	0.025	0.026	0.034	0.743	0.458	Rejected

Path Coefficient	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Note
Trustworthiness-> / Brand Awareness -> / Purchase intention	0.169	0.170	0.046	3,691	0,000	Accepted

Source: Primary data processed with SmartPLS, 2026

Attractiveness on Purchase Intention

The results showed that attractiveness did not significantly influence purchase intention. This finding suggests that influencer attractiveness does not necessarily directly drive purchase intention. Consumers may consider the credibility and quality of the information conveyed in addition to the visual aspects or personal appeal of the influencer. These results align with those of Balabanis and Chatzopoulou (2019), AlFarraj et al. (2021), and Lou and Yuan (2019).

Overall, companies should not only focus on influencers who have attractive appearances or high popularity, but also on the influencer's ability to convey information clearly, build trust, and increase consumer understanding of the brand.

Expertise on Purchase Intention

Expertise significantly influences purchase intention. The greater the influencer's knowledge, experience, and ability to convey product information, the greater the consumer's purchase intention. This finding aligns with Ghosh and Islam (2023), Liem and Firdausy (2024), and Rathnayake and Lakshika (2022). From the perspective of Source Credibility Theory, expertise increases message acceptance because influencers are perceived as possessing adequate competence. For beauty products, consumers seek information about product quality, ingredients, safety, benefits, and suitability. Therefore, influencers who can explain in detail can alleviate consumer doubts.

Trustworthiness towards Purchase Intention

Trustworthiness significantly influences purchase intention. The higher the level of consumer trust in an influencer, the higher the purchase intention. Influencers' honesty, transparency, integrity, and objectivity make recommendations more likely to be accepted. This finding aligns with Ghosh and Islam (2023), Gupta et al. (2015), Liem and Firdausy (2024), Lou and Yuan (2019), and Rathnayake and Lakshika (2022). In the cosmetics context, consumers consider the risk of skin incompatibility, ingredient safety, and product results. Influencer recommendations deemed honest and trustworthy can reduce uncertainty and increase confidence in trying a product.

Attractiveness towards Brand Awareness

Attractiveness significantly influences brand awareness. An influencer's attractiveness can be defined as their physical appearance, communication style, personality, and ability to capture the audience's attention. This finding aligns with Lou and Yuan (2019) and Hastiana and Astuti (2023). Engaging content increases brand exposure, making it easier for consumers to recognize and remember the brand. The appeal referred to isn't just physical aspects, but also includes content creativity, interaction methods, and the ability to build rapport with audiences. Therefore, companies need to consider these characteristics in their digital marketing strategies.

Expertise in Brand Awareness

Expertise had no significant effect on brand awareness. This finding suggests that influencer expertise does not necessarily directly increase brand recognition. This finding aligns with AlFraihat et al. (2025), who found that expertise is more related to the quality of information and consumer confidence in a product than to strengthening brand recognition. Building brand awareness requires other factors such as content creativity, frequency of exposure, communication appeal, consistency of visual identity, and the marketing strategy used by the company.

Trustworthiness towards Brand Awareness

Trustworthiness has a positive and significant impact on brand awareness. Influencers trusted by audiences make promotional messages more readily accepted and help consumers recognize and remember the brand. This finding

aligns with Wiedmann and Von Mettenheim (2021). Influencer selection should not only be based on the number of followers or visual appeal, but also on reputation, consistency of behavior, and ability to maintain good relationships with the audience.

Brand Awareness of Purchase Intention

Brand awareness has a positive and significant effect on purchase intention. This finding aligns with AlFraihat et al. (2025) and Munir and Watts (2025). Consumers who are familiar with and remember a brand tend to have a higher sense of familiarity and confidence in the product. From a Brand Equity Theory perspective, brand awareness increases the brand's chances of becoming part of the consideration set. Therefore, increasing consumers' ability to recognize and remember a brand can increase the likelihood of forming purchase intentions.

Attractiveness towards Purchase Intention through Brand Awareness

Brand awareness fully mediates the relationship between attractiveness and purchase intention. Attractiveness does not directly influence purchase intention, but it can increase purchase intention after first building brand awareness. This finding aligns with Munir and Watts (2025). The implication is that the use of engaging influencers needs to be supported by a consistent brand visual identity, memorable messages, repeated exposure, and creative content so that the attention generated turns into brand awareness and then purchase intention.

Expertise on Purchase Intention through Brand Awareness

Brand awareness was unable to mediate the relationship between expertise and purchase intention. The influence of expertise is more likely to occur directly through information quality, product knowledge, and the influencer's ability to provide convincing explanations. This finding aligns with AlFraihat et al. (2025). In Source Credibility Theory, expertise increases message acceptance and consumer confidence so that consumers can form purchase intentions without having to go through increasing awareness first.

Trustworthiness towards Purchase Intention through Brand Awareness

Brand awareness can partially mediate the relationship between trustworthiness and purchase intention. Honest, transparent, consistent, and trustworthy influencers make it easier for consumers to receive information, recognize the brand, and remember it. Brand awareness then drives increased purchase intention. This finding aligns with AlFraihat et al. (2025). In this study, trustworthiness has two channels of influence: directly on purchase intention and indirectly through brand awareness. Therefore, influencer credibility and honesty are crucial aspects of digital marketing strategies.

CONCLUSION

This study used 184 respondents to analyze the influence of attractiveness, expertise, and trustworthiness on purchase intention with brand awareness as a mediator on the Skintific Cushion product. Attractiveness has no significant effect on purchase intention, while expertise and trustworthiness have a significant effect on purchase intention. Attractiveness and trustworthiness have a significant effect on brand awareness, while expertise has no significant effect on brand awareness. Brand awareness has a significant effect on purchase intention.

Brand awareness fully mediates the effect of attractiveness on purchase intention, does not mediate the effect of expertise on purchase intention, and partially mediates the effect of trustworthiness on purchase intention. Limitations of this study include the focus on three influencer characteristics and one mediating variable, the use of a questionnaire that relies on respondents' subjective perceptions, the limited scope of respondents, and the cross-sectional design. Future research is recommended to consider other variables such as e-WOM, brand image, product quality, parasocial relationships, and brand trust, as well as expand the scope of respondents and research objects.

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