

## THE POWER OF INFLUENCE: HOW CELEBRITY ENDORSEMENT AND ONLINE REVIEWS SHAPE GEN Z'S PURCHASE INTENTION IN BEAUTY PRODUCTS

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**Abstract:** This study looks into the impact of influencer credibility, attractiveness, and online customer reviews on Gen Z purchase intentions in Indonesia's beauty market, focusing on the collaboration between beauty influencer Tasya Farasya and local brand Somethinc. The study's goal is to provide a comprehensive understanding of how influencer characteristics and online reviews influence consumer attitudes, brand awareness, trust, and electronic word of mouth (eWOM), which, in turn, affect purchase intentions. This study provides novel insights into the role of influencer marketing in Indonesia's expanding beauty industry. Data were collected quantitatively from 216 Gen Z respondents selected through convenience sampling. Respondents needed to follow at least one beauty influencer and be familiar with Tasya Farasya and Somethinc. To assess the relationships between variables, data were analyzed using Structural Equation Modeling (SEM) with AMOS 26. Sobel tests were used to evaluate the mediating roles of eWOM, brand awareness, and brand trust. The findings show that influencer credibility, attractiveness, and online reviews significantly improve consumer attitudes toward beauty brands, resulting in increased eWOM, brand awareness, trust, and purchase intentions. These findings provide strategic insights for beauty brands that want to engage Gen Z consumers and strengthen brand loyalty through influencer partnerships.

**Keywords:** *Influencer Marketing, Customer Online Reviews, Gen Z, Purchase Intention, Beauty Marketing.*

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### 1. Introduction

Indonesia's beauty and personal care (BPC) industry is witnessing remarkable growth, with projections suggesting market expansion from USD 3.2 billion in 2023 to an impressive USD 5.5 billion by 2028 (Meiyume, 2024). This surge is powered by multiple factors, most notably an increased focus on skincare, which leads the sector with a valuation of USD 2 billion and a projected compound annual growth rate (CAGR) of 9.4% (Meiyume, 2024). Indonesian consumers are increasingly drawn to innovative, sustainable, and natural products, pushing the beauty market towards offerings that are as much about wellness and lifestyle as they are about appearance. Trends such as hybrid beauty, local organic ingredients, and minimalist skincare routines, or "skinimalism" are reshaping consumer preferences and redefining the very nature of beauty in Indonesia.

Amid this transformation, Generation Z has emerged as a key demographic driving the beauty market forward. Defined as individuals born between the mid-1990s and late 2010s, Gen Z represents a generation that has grown up immersed in digital media and is heavily influenced by online communities and social media platforms like TikTok. These platforms play an integral role in how Gen Z discovers new beauty products, gathers information, and ultimately makes purchasing decisions. According to an industry report, nearly half of Indonesian Gen Z women base their beauty product purchases on specific product claims, brand credibility, halal certification, and eco-friendly practices, reflecting their deep-rooted preference for brands they perceive as trustworthy, ethical, and transparent (Marketeers, 2024).

This generation's digital habits are not merely consumption-based; Gen Z actively engages in content creation and sharing, leveraging electronic word-of-mouth (eWOM) to amplify their experiences with products and brands. Unlike previous generations, which were more passive consumers of marketing messages, Gen Z frequently generates user-driven content that significantly impacts their peers' purchasing behavior. For beauty brands, this shift means that marketing strategies must go beyond traditional messaging and invest in partnerships with influencers whom Gen Z perceives as authentic, credible, and relatable. Influencers have become more than just product endorsers; they are lifestyle icons and trusted voices in the beauty space who influence how younger consumers perceive and engage with brands.

A prominent figure leading this influencer-driven transformation in Indonesia is Tasya Farasya, a beauty influencer renowned for her credibility and substantial following. Tasya Farasya has established herself as one of the most trusted influencers in Indonesia's beauty sector, amassing over 7 million Instagram followers, 4 million followers on TikTok, and 4.25 million subscribers on YouTube, making her the most-followed beauty influencer in the country. Her influence is further bolstered by her signature tagline, "Tasya Farasya Approved," a mark that has become synonymous with quality and trust among her followers. Brands collaborating with Tasya often feature this label on their products, leveraging her endorsement to add authenticity and appeal in a crowded market.

One brand that has successfully harnessed Tasya's influence is Somethinc, a local beauty brand that has experienced rapid success since its launch in 2019. Somethinc has become a household name among Indonesian beauty enthusiasts by offering a wide range of affordable, BPOM-certified skincare and cosmetic products. The brand's collaboration with Tasya Farasya has enabled them to capitalize on her credibility and reach, promoting select products as "Tasya Farasya Approved" to increase consumer confidence and drive sales. This partnership has proven highly effective, as evidenced by Somethinc's position as one of Indonesia's top beauty brands, with an annual e-commerce revenue of IDR 53.2 billion as of 2022 (Kompas.co, 2020). By aligning with a trusted figure like Tasya, Somethinc has managed to navigate the highly competitive beauty market and establish itself as a leading local brand.

In influencer marketing research, both credibility and attractiveness are crucial in shaping consumer perceptions and purchase intentions. Credibility refers to the influencer's perceived knowledge, trustworthiness, and believability, which significantly impacts consumers' attitudes toward the brand and their likelihood of purchasing the product. Attractiveness, on the other hand, involves the influencer's likability, physical appeal, and overall charm, which can enhance brand awareness and eWOM through higher engagement and content sharing. Studies have shown that celebrity endorsements—especially when the celebrity is perceived as both credible and attractive—tend to be more effective in eliciting positive consumer reactions than non-celebrity endorsements (Atkin & Block, 1983; Freiden, 1984; Kamins, 1989). Moreover, endorsements from credible figures have been found to generate favorable attitudes toward

advertisements and strengthen purchase intentions among consumers (Goldsmith et al., 2000; Lafferty et al., 2002).

This study examines how influencer credibility and attractiveness, along with online customer reviews, affect Gen Z's purchase intentions in Indonesia's beauty market, with a focus on Somethinc's partnership with Tasya Farasya. To analyze these dynamics, we utilize the Theory of Planned Behavior (TPB) (Ajzen, 1991), which posits that attitudes, subjective norms, and perceived behavioral control contribute to consumers' behavioral intentions. By applying TPB, this research seeks to understand how influencer endorsements and customer reviews shape consumer attitudes, eWOM, brand awareness, and trust, which ultimately mediate the relationship between external factors and purchase decisions.

In today's highly connected environment, influencer marketing and online reviews have become essential for beauty brands looking to engage Gen Z, a generation that prioritizes authenticity, transparency, and relatability in the brands they support. Unlike previous generations, Gen Z consumers are more likely to trust influencers as they perceive them to be genuine and relatable, often preferring their recommendations to those of traditional celebrities. The Edelman Trust Barometer (2019) found that 80% of consumers make purchase decisions based on trust-related factors, underscoring the importance of credibility in marketing beauty products (2019 EDELMAN TRUST BAROMETER Global Report). In the case of Tasya Farasya and Somethinc, the combination of her credibility and the transparency offered by Somethinc's BPOM-certified, affordable products creates a powerful resonance with Gen Z consumers.

Influencer marketing research highlights the growing importance of understanding the complex relationship between influencer characteristics (such as credibility and attractiveness), online reviews, and consumer behavior (Masuda et al., 2022; Schouten et al., 2020; Vrontis et al., 2021). While interest in influencer marketing has surged, its overall effectiveness remains a subject of exploration, with researchers emphasizing the need to investigate the conditions under which influencer marketing most effectively enhances brand awareness and drives consumer engagement (Hughes et al., 2019; Lou & Yuan, 2019; Renchen, 2020). Given the rise of social media, brands are increasingly recognizing that building strong relationships with influencers and encouraging positive online reviews are essential in fostering brand loyalty and purchase intent.

Through this study, we aim to provide valuable insights into the factors that influence Gen Z's attitudes and purchase intentions in Indonesia's beauty market. By examining the impact of celebrity influencer credibility, attractiveness, and eWOM, this research seeks to offer practical recommendations for beauty brands looking to enhance their marketing strategies and establish a deeper connection with Gen Z consumers. In an industry that is rapidly evolving, understanding the nuances of Gen Z's behavior and preferences is crucial for brands to remain competitive and relevant. By tailoring marketing strategies to align with Gen Z's unique values and expectations, beauty brands can create lasting relationships with this influential demographic, fostering brand loyalty, increasing purchase intentions, and ultimately achieving sustainable growth in the Indonesian beauty market.

This research contributes to the expanding literature on digital marketing within the beauty sector and underscores the potential of influencer-driven marketing in building brand credibility and loyalty. For brands like Somethinc, effectively leveraging influencers like Tasya Farasya can bridge the gap between brand and consumer, offering a model for others seeking to thrive in Indonesia's vibrant beauty industry.

## **2. Research Method**

### **Theory of Planned Behavior (TPB)**

Ajzen's Theory of Planned Behavior (TPB) is a flexible and adaptable model that enables researchers to adapt their primary paths and variables to specific research needs. TPB includes constructs that account for limitations in individual behavior, such as resources or external constraints. The model identifies three primary influences on behavioral intention: attitudes, subjective norms, and perceived behavioral control. Marketing and consumer behavior research has widely used TPB to explain online shopping behaviors (Basen-Engquist & Parcel, 1992; Tan & Teo, 2000). These studies emphasize the various influences on consumer behavior in the beauty industry and the importance of targeted marketing strategies that reflect changing consumer values. Furthermore, (W. G. Kim et al., 2001) used TPB to identify determinants that influence online purchasing decisions, demonstrating the framework's ability to handle the unique dynamics of online shopping. TPB provides a comprehensive perspective for understanding the factors that shape consumer behavior, particularly concerning purchase intentions.

### **Celebrity Influencer**

According to McCracken (1989), a celebrity influencer is "an individual who is publicly recognized and leverages this recognition to promote a consumer product by featuring with it in an advertisement.". A Celebrity influencer uses their fame and public image to promote products, services, or brands, often through social media. Unlike traditional celebrities, influencers are individuals who actively engage across multiple social media platforms, including Instagram (often referred to as Instagrammers), YouTube (known as YouTubers), and various business and professional blogs (Brooks et al., 2021). This approach has gained popularity as social media becomes increasingly pivotal in marketing and consumer engagement. Celebrity influencers' success is primarily determined by their reputation and credibility; a strong public image improves their ability to positively shape consumer attitudes toward the brands they promote (Agnihotri et al., 2018). According to research, consumers frequently attribute the celebrity's qualities to the products they endorse, increasing brand equity and market value for the associated companies (Agnihotri et al., 2018). Furthermore, strategically utilizing celebrity influencers makes marketing more engaging and relatable because these figures frequently resonate with specific target audiences, increasing brand visibility and consumer loyalty (Agnihotri et al., 2018).

### **Online Customer Review**

Online customer reviews are a valuable source of consumer feedback about their experiences with specific products or services, and they are frequently published on e-commerce platforms, social media, or specialized review sites. Recent research emphasizes the importance of online customer reviews in purchasing decision-making, stating that positive reviews can boost consumer trust and increase purchase intent. In contrast, negative reviews can reduce purchase interest and harm brand reputation. Ahn & Lee (2024) found that online customer reviews significantly influence brand perceptions and purchase intentions, with consumers trusting peer reviews more than traditional advertisements. The digital revolution has made it common for consumers to check online product reviews as part of their purchasing process. This trend aligns with the internet's expanding influence, as review platforms offer useful insights on aspects such as price, quality, ambience, and overall experience. (Kingsnorth, 2022; Maslowska et al., 2017). Moreover, this study aims to investigate the relationships

between celebrity influencers and online reviews, highlighting a potential avenue for further exploration.

### **Purchase Intention**

Purchase intention denotes the probability that a consumer will acquire a product. (Bagozzi et al., 1979; Ostrom, 1969), is essential for analyzing consumer behavior. Attitude toward the product is a key predictor of purchase intention. (J. Kim et al., 2010; Lloyd & Luk, 2010). This research examines the determinants affecting Generation Z's purchasing intentions regarding beauty products, with a specific emphasis on advertising and influencer marketing. Peer consumer reviews on social media exert a more significant influence on purchase intentions than reviews generated by marketers (Afifah, 2019). Beauty influencers utilize reviews and endorsements to enhance product visibility and drive sales (Aniswara & Paramitha, 2024; Dian Oktavia Ningrum & Widi Dewi Ruspitasari, 2022; Widyanto & Agusti, 2020). Beauty influencers significantly influence consumer attitudes and purchasing decisions, underscoring their critical role in digital marketing strategies for beauty products.

### **Celebrity Influencer Credibility and Consumer Attitude**

The credibility of a celebrity endorser significantly influences consumer attitudes regarding advertisements and the associated brand. The credibility of celebrity influencers, including expertise, trustworthiness, and attractiveness, plays a significant role in influencing consumer attitudes toward the products they endorse. Saima & Khan (2021) discovered that consumers tend to form positive attitudes toward a product when a celebrity influencer is regarded as credible. Schouten et al. (2020) assert that influencer credibility increases the effectiveness of endorsements, resulting in more favorable consumer attitudes. The relationship is particularly robust when consumers view the influencer as an expert or trustworthy, thereby enhancing their connection to the brand and product (Ki et al., 2020). We put forth the subsequent hypothesis:

*H<sub>1</sub>. The perceived credibility of a celebrity has a positive effect on consumer attitudes.*

### **Celebrity Influencer Attractiveness and Consumer Attitude**

Attractiveness is a significant factor that affects the efficacy of celebrity endorsements. Lou & Yuan (2019) demonstrated that the physical attractiveness of influencers significantly affects consumer attitudes toward products, as consumers often correlate beauty with quality. This finding aligns with the work of Jin & Muqaddam (2019), which showed that attractive influencers can elicit emotional responses from consumers, thereby increasing product desirability. Additionally, the attractiveness of influencers may serve as a peripheral cue in low-involvement decision-making, resulting in favorable consumer attitudes toward the endorsed brand (Hugh Wilkie et al., 2022). Consequently, based on the preceding information, the subsequent hypothesis has been formulated:

*H<sub>2</sub>. The attractiveness of perceived celebrity influencers positively affects consumer attitudes.*

### **Online Customer Review and Attitude of Consumers**

Online customer reviews (OCRs) play a significant role in influencing consumer attitudes. Liao et al. (2022) assert that positive reviews enhance consumer trust and diminish perceived risks, resulting in more favorable product attitudes. Research by Papageorgiou et al. (2022) indicates that online consumer reviews (OCRs) serve as significant social proof, as consumers often depend on the opinions of others in their purchasing decisions. Negative reviews can



adversely affect consumer attitudes by introducing doubts regarding product quality and reliability (Xu & Jin, 2022). The subsequent premise applies to the research.

*H<sub>3</sub>. Online customer reviews have a positive impact on consumer attitudes.*

#### **Consumer's Attitude and Electronic Word of Mouth**

Consumer attitudes exhibit a significant correlation with electronic word-of-mouth (eWOM) behavior. Consumer attitudes are crucial in shaping their engagement with electronic word of mouth (eWOM). Liao et al. (2022) suggest that consumers with favorable attitudes toward a product or brand are more likely to share their experiences online, thereby boosting electronic word-of-mouth (eWOM). AlFarraj et al. (2021) emphasize the crucial function of electronic word-of-mouth (eWOM) in cultivating consumer trust, especially in digital marketing, where personal recommendations carry greater weight than traditional advertisements. Favorable consumer perceptions of a product enhance their propensity to participate in electronic word-of-mouth (eWOM), subsequently affecting the purchase intentions of other consumers (Bilal et al., 2022). Consequently, the subsequent hypothesis statement can be formulated based on the aforementioned literature:

*H<sub>4</sub>. Consumers' perceived attitude has a positive influence on eWOM.*

#### **Consumer's Attitude and Brand Awareness**

Research demonstrates that positive consumer attitudes significantly influence brand awareness. Zainuddin et al. (2023) illustrate that brand awareness affects consumer purchasing interest, suggesting that consumers are more likely to buy products from brands they recognize and trust. Kusumawardani & Purniasari (2021) underscore the importance of brand awareness as a mediating element in the connection between online consumer engagement and shopping motivation, which in turn impacts purchase intentions. Xu & Jin (2022) observe that consumers exhibiting positive attitudes toward a brand will likely engage in more frequent interactions, reinforcing brand awareness through repeated exposure. Yan (2023) research on eco-leadership in the beauty industry indicates that ethical branding can improve brand awareness and positively influence consumer attitudes, thereby increasing purchase intentions. The subsequent statement accurately reflects the findings of the study:

*H<sub>5</sub>. The perceived attitude of consumers positively influences brand awareness.*

#### **Consumer's Attitude and Brand Trust**

Brand trust significantly influences the consumer-brand relationship, with positive consumer attitudes crucial for its development. Chekima et al. established that influencer credibility, characterized by attractiveness, expertise, and trustworthiness, positively impacts consumer attitudes toward advertisements and brands, thereby influencing purchase intentions, especially in the cosmetics sector. This highlights the significance of perceived trust in cultivating favorable consumer attitudes and brand loyalty. Li (2022) identified brand reputation and trust as significant factors influencing consumer attitudes and purchase intentions, particularly for established brands like Estée Lauder. The findings indicate that trust, originating from either influencer credibility or brand reputation, significantly impacts consumer behavior. This research is relevant to the following hypothesis:

*H<sub>6</sub>. The perceived attitude of consumers has a positive impact on brand trust.*

#### **Electronic Word of Mouth and Purchase Intention**

Electronic word of mouth (eWOM) significantly influences consumer purchase intentions. Electronic word-of-mouth (eWOM) has a substantial impact on consumer purchase intentions. Kamil & Albert (2020) emphasize that electronic word-of-mouth (eWOM), including diverse online platforms like review sites and social media, promotes information exchange among consumers, enhancing trust and credibility. The trust-building aspect is corroborated by Indahsari et al. (2023), who discovered that positive electronic word-of-mouth reviews bolster consumer confidence and affect purchasing decisions. Sardar et al. (2021) illustrated the substantial influence of electronic word-of-mouth (eWOM) on the online purchase intentions of young consumers, emphasizing its mediating

function in shaping perceptions and decisions, especially in the beauty sector. The results collectively underscore the considerable influence of electronic word-of-mouth on consumer behavior and purchasing intentions. The subsequent premise applies to the research.

*H<sub>7</sub>. The influence of electronic word-of-mouth (eWOM) on consumer purchase intention is positive.*

### **Brand Awareness and Purchase Intention**

Brand awareness significantly impacts purchase intention. Akbar et al. (2023) demonstrate that robust brand recognition enhances consumer choice and sales performance. Zeqiri et al. (2024) illustrate that brand awareness significantly affects consumer purchasing behavior and brand loyalty, indicating that effective advertising strategies can improve brand awareness and draw consumers, especially in the cosmetics sector. Renchen (2020) asserts that influencer marketing and online advertising significantly enhance brand awareness and purchase intentions, even for previously unfamiliar brands. The findings highlight the significance of brand awareness as a crucial factor influencing consumer choice and business success. The subsequent assertion has been formulated and is relevant to the present study:

*H<sub>8</sub>. Brand awareness is positively correlated with consumer purchase intention.*

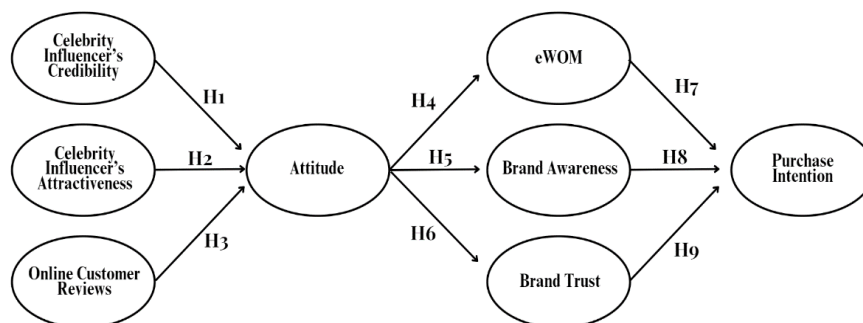
### **Brand Trust and Purchase Intention**

Brand trust exerts a considerable impact on consumers' intention to make a purchase. Natalia et al. (2021) demonstrated that brand trust enhances consumer emotional attachment, directly affecting purchase intentions, especially when reinforced by credible and effective advertising. This is consistent with Punyatoya (2015), who illustrated the significant impact of trust on the development of long-term relationships, particularly with environmentally conscious brands, resulting in heightened purchase intention. Kurniawan et al. (2023) identified brand trust as a significant predictor of brand commitment, highlighting its critical role in fostering consumer loyalty and repeat purchases. Afifah (2019) revealed a notable impact of celebrity influencer content on purchase intention for local brands, emphasizing the importance of trust in the context of influencer marketing. The findings indicate a significant correlation between brand trust and favorable consumer purchasing behavior. Therefore, the subsequent assertions are pertinent to this study:

*H<sub>9</sub>. There is a positive relationship between perceived brand trust and consumer purchase intention.*

*H<sub>10</sub>. Consumer attitudes positively influence purchase intentions.*

The conceptual framework for the research outlined below was developed from the literature review and depicts the connections among the variables under investigation.



**Figure 1. Research Framework**

This study adopts a quantitative approach to explore the impact of online customer reviews and celebrity influencer endorsements on Generation Z's purchase intentions for beauty products. Grounded in the Theory of Planned Behavior (TPB), which emphasizes the importance of attitudes, subjective norms, and perceived behavioral control in shaping intentions, this research examines how influencer credibility, attractiveness, and online reviews influence consumer attitudes and how these attitudes subsequently affect electronic word-of-mouth (eWOM), brand awareness, brand trust, and purchase intentions. A cross-sectional survey design was utilized to gather data from a diverse sample of Indonesian Generation Z consumers who actively follow beauty influencers on social media, particularly Tasya Farasya, a popular beauty influencer with a strong association with the local beauty brand Somethinc. Participants were selected through convenience sampling, targeting young individuals who had previously purchased beauty products, followed at least one beauty influencer, and were aware of Tasya Farasya and her endorsement of Somethinc. The final sample comprised 216 respondents who met these criteria. Data was collected via an electronic, self-administered survey using Google Forms, shared through social media. The survey featured closed-ended questions on a five-point Likert scale with values ranging from 1 (strongly disagree) to 5 (strongly agree) to capture responses on attitudes toward influencer credibility, attractiveness, online reviews, and purchase intentions. Specific questions addressed familiarity with Tasya Farasya and her association with Somethinc to ensure relevancy in responses. Key variables, such as influencer credibility and attractiveness, online reviews, and purchase intention, were measured using adapted scales from previous research. Structural Equation Modeling (SEM) AMOS 26 was used for data analysis to examine the relationships between variables and assess the fit of the research model. Validity and reliability evaluations were performed using metrics like the Standardized Loading Factor (SLF), Average Variance Extracted (AVE), and Construct Reliability (CR) to confirm the accuracy and consistency of the measures. The Sobel test was utilized to determine the significance of the mediating variables (eWOM, brand awareness, and brand trust) in their influence on purchase intentions. Focusing on the impact of Tasya Farasya's credibility and endorsement of Somethinc, this study offers insights into how Gen Z's attitudes and purchase intentions are shaped by influential figures and online reviews in Indonesia's beauty market.

### 3. Results and Discussion

#### 3.1. Results

##### Respondent Characteristics

This study examines respondent profiles based on factors such as gender, age, residence location, highest level of education, occupation, monthly income (for employed individuals), and monthly allowance (for those who are unemployed).

**Table 1.** Characteristics of Respondent

Category	Item	f	%
Gender	Male	52	24%
	Female	164	76%
	Total	216	100%
Age	15 to 18 years old	17	8%
	19 to 22 years old	145	67%
	23 to 27 years old	54	25%
	Total	216	100%
Domicile	Sumatera	2	1%



Category	Item	f	%
	Java	21	10%
	Kalimantan	179	83%
	Sulawesi	8	4%
	Nusa Tenggara	0	0%
	Bali	6	3%
	Maluku	0	0%
	Papua	0	0%
	Total	216	100%
Last Education	Junior High School	16	7%
	Senior High School	138	64%
	Diploma	8	4%
	Bachelor (S1)	53	25%
	Magister (S2/S3)	1	0%
	Total	216	100%
Job	Students	16	7%
	Undergraduate	139	64%
	Civil Servants	9	5%
	Entrepreneur	11	10%
	Private Employee	22	4%
	Police/Army	2	1%
	Government-Owned Bank	9	4%
	Freelancer	8	4%
	Total	216	100%
Income per month (for those who are employed)	Less than IDR 1 million	0	0%
	IDR 1 million to IDR 2 million	4	2%
	More than IDR 2 million to IDR 4 million	18	8%
	More than IDR 4 million to IDR 7 million	36	17%
	More than IDR 7 million	3	1%
	Not yet working	155	72%
	Total	216	100%
Pocket money per month (for those who are not working)	Less than IDR 1 million	55	25%
	IDR 1 million to IDR 2 million	81	38%
	More than IDR 2 million to IDR 4 million	19	9%
	More than IDR 4 million to IDR 7 million	0	0%
	More than IDR 7 million	0	0%
	Already working	61	28%
	Total	216	100%

### Measurement Model

The model test results pertain to the standard goodness of fit value, while the validity test assesses the standardized loading factor (SLF). The reliability test analyzes the Average Variance Extracted (AVE) and Construct Reliability (CR).

**Table 2.** Goodness of Fit Index

Goodness of Fit Index	Cut-off Value	Results
X2	Expected to be low	649.424

Df		517	
X2 – Significance Probability	≥ 0.05	0.000	
CMIN/DF	≤ 2.00	1.256	Good Fit
RMSEA	≤ 0.08	0.035	Good Fit
NFI	≥ 0.90	0.963	Good Fit
TLI	≥ 0.90	0.960	Good Fit
IFI	≥ 0.90	0.964	Good Fit

The model fit test shown in Table 2 demonstrates that the model's conformance criteria are met, permitting a declaration of conformity. Five measurements indicate a strong correlation. If three to four measurements attain a good level of fit or surpass the threshold value, the configuration of the research model can be regarded as satisfactory and approved (Hair et al., 2019)

**Table 3.** Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) Values on Overall Model Fit

	Item	SFL	AVE	CR
Influencer Credibility	The beauty influencers I follow have a deep understanding of a wide range of beauty products.	0.808	0.725	0.912
	The beauty influencers I follow are very experienced in using various beauty products.	0.709		
	The beauty influencers I follow demonstrate honest and trustworthy behavior.	0.835		
	The beauty influencers I follow have high credibility and can be convinced.	0.798		
Influencer Attractiveness	The beauty influencers I follow are very well-known.	0.817	0.738	0.934
	The beauty influencers I follow are so beautiful.	0.801		
	The beauty influencers I follow are exciting.	0.822		
	The beauty influencers I follow are so graceful.	0.808		
Online Customer Reviews	The beauty influencers I follow have an elegant style.	0.798	0.736	0.933
	Customer reviews ( online customer reviews ) make it easier for me to decide about purchasing beauty products.	0.816		
	Online customer reviews have increased my effectiveness in making beauty product purchasing decisions.	0.736		
	The last time I read online customer reviews, I followed consumer recommendations regarding beauty products.	0.834		
	Information from online customer reviews increases my knowledge about beauty products.	0.802		
Attitude	Customer reviews ( online customer reviews ) have encouraged me to decide to purchase beauty products.	0.812	0.714	0.908
	The beauty products promoted by the beauty influencers I follow and from customer reviews have a good attitude, so I have a positive attitude towards the brand.	0.839		

	Item	SFL	AVE	CR
	Beauty products promoted by beauty influencers I follow or from customer reviews can create a positive atmosphere, which makes me appreciate the brand more.	0.693		
	Beauty products promoted by beauty influencers I follow or from customer reviews can increase my self-confidence, so I feel more connected to the brand.	0.76		
	Beauty products promoted by beauty influencers I follow or from customer reviews can guarantee satisfaction, strengthening my positive attitude towards the brand.	0.838		
Electronic Word of Mouth (eWOM)	I rely on eWOM recommendations to get information about beauty products.	0.715	0.693	0.9
	EWOM recommendations help me get the beauty products I want.	0.76		
	eWOM recommendations make it easier for me to compare various beauty products before purchasing.	0.804		
	eWOM allows me to better understand the advantages and disadvantages of a beauty product before trying it myself.	0.761		
Brand Awareness	Several characteristics of beauty products immediately come to mind.	0.768	0.711	0.908
	I recognize beauty products often recommended by the beauty influencers I follow.	0.734		
	I learned about certain beauty products from the online customer reviews I read.	0.777		
	I can better recognize logos or symbols of beauty products often promoted by the beauty influencers I follow, especially products that often get positive reviews from customers.	0.787		
Brand Trust	The beauty products recommended by the beauty influencers I follow and from the customer reviews uphold integrity.	0.771	0.687	0.898
	Beauty products I follow and from customer reviews recommended by beauty influencers are reliable.	0.738		
	Beauty products I follow and from customer reviews recommended by beauty influencers are trustworthy.	0.733		
	The beauty products I follow and customer reviews recommended by the beauty influencers I follow have an excellent reputation.	0.799		
Purchase Intention	I am more likely to purchase after seeing many positive customer reviews of a beauty product.	0.613	0.587	0.850
	I am confident in my decision to buy a beauty product if the beauty influencer I follow gives a positive review of it.	0.523		

Item	SFL	AVE	CR
I am confident in purchasing beauty products recommended by the beauty influencers I follow.	0.538		
I feel more motivated to buy beauty products that the beauty influencers I follow use.	0.647		

The results of the validity and reliability tests, presented in Table 3, show that the indicators of the constructed model satisfy the criteria for both validity and reliability. The indicators display a standardized loading factor (SLF) value greater than 0.50, indicating that each metric is adequate and valid for assessing the overall structure of the developed model. Additionally, the Construct Reliability (CR) score exceeds 0.70, suggesting that each instrument is reliable and effective in consistently measuring constructs across all developed models.

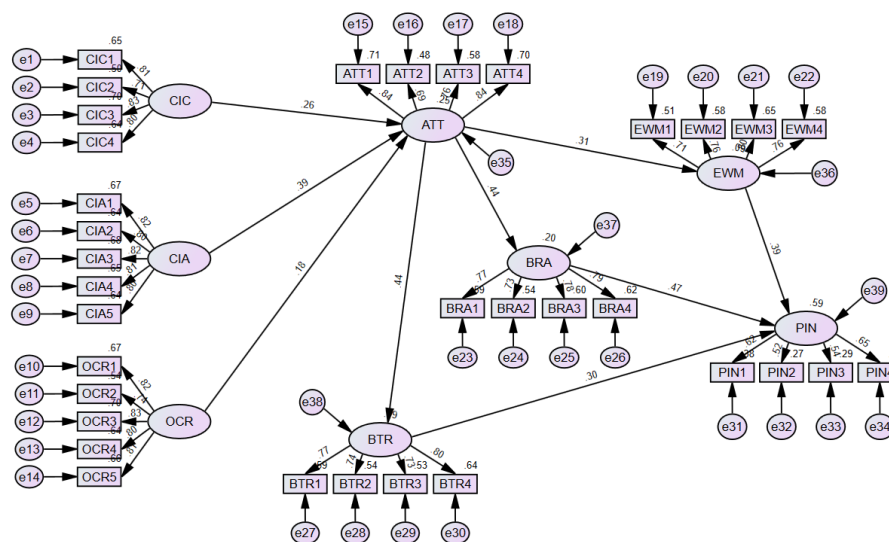


Figure 2. Full Model Testing

## Hypothesis Testing

The findings concerning the influence of the relationships between variables in the study framework established in this research are outlined as follows.

Table 4. Hypothesis Testing

Hypothesis	Items	Std Estimate	S.E.	C.R.	P-values	Description
H <sub>1</sub>	CIC → ATT	0.242	0.074	3.284	0.001	Significant
H <sub>2</sub>	CIA → ATT	0.354	0.07	5.079	***	Significant
H <sub>3</sub>	OCR → ATT	0.171	0.068	2.504	0.012	Significant
H <sub>4</sub>	ATT → EWM	0.277	0.071	3.913	***	Significant
H <sub>5</sub>	ATT → BRA	0.439	0.078	5.644	***	Significant
H <sub>6</sub>	ATT → BTR	0.463	0.083	5.561	***	Significant
H <sub>7</sub>	BTR → PIN	0.128	0.05	2.577	0.01	Significant
H <sub>8</sub>	BRA → PIN	0.24	0.054	4.416	***	Significant
H <sub>9</sub>	EWM → PIN	0.243	0.06	4.03	***	Significant
H <sub>10</sub>	ATT → PIN	0.132	0.057	2.333	0.02	Significant

The hypothesis test results are considered accepted if the p-value is below 0.05 ( $\alpha = 0.05$ ), as shown by the findings in Table 4. According to Table 4, all proposed hypotheses meet the required criteria and are therefore regarded as accepted or significant. Table 5, which is based on the results of the Sobel test, is provided to validate the indirect effect of the inherent mediating variable.

**Table 5.** Sobel Test – Significance of Mediation

Hypothesis	Sobel test statistic	Two-tailed probability	Description
ATT → EWM → PIN	2.8097751	0.00495761	Significant
ATT → BRA → PIN	3.48802885	0.0004866	Significant
ATT → BTR → PIN	2.32668858	0.01998185	Significant

Table 5 shows that the Sobel test yields acceptable results if the p-value is less than 0.05 ( $\alpha = 0.05$ ). The three hypotheses proposed have a significant positive effect, and the p-value supports the hypothesis.

### 3.2. Discussion

This research highlights the considerable impact of celebrity endorsements and online customer reviews on Generation Z's purchasing decisions in Indonesia's beauty sector. Influencer credibility, characterized by factors like expertise, trustworthiness, relatability, and attractiveness, plays a crucial role in shaping positive consumer attitudes. This leads to increased engagement through electronic word-of-mouth (eWOM), enhanced brand awareness, and trust in the endorsed beauty brands (Lou & Yuan, 2019; Schouten et al., 2020). A key example is the collaboration between Tasya Farasya, one of Indonesia's most influential beauty figures, and the local brand Somethinc. Tasya's recommendations, such as Somethinc's BPOM-certified skincare products, are seen as trustworthy and appealing by her followers, encouraging them to consider and purchase these products. Supporting findings from Ki et al. (2020) and Lou & Yuan (2019), this study demonstrates that Generation Z places high value on the authenticity and credibility of influencers, which drives them to explore, recommend, and buy products. Positive online reviews further reinforce these effects by providing social proof, enhancing consumers' confidence in the quality and appeal of the products (Ahn & Lee, 2024; Papageorgiou et al., 2022). Based on the Theory of Planned Behavior (TPB), this research illustrates how credible influencer endorsements and favorable reviews influence Gen Z's attitudes, leading to increased eWOM and fostering brand loyalty (Ajzen, 1991). The combination of authentic endorsements and supportive reviews underscores the importance of sincerity in shaping consumer behavior, particularly when influencers like Tasya Farasya genuinely engage with the products they promote (Liao et al., 2022; Renchen, 2020). These findings offer valuable recommendations for beauty brands, including Somethinc, to enhance their visibility, engagement, and customer loyalty. By partnering with influencers who resonate with their values and encouraging positive reviews, brands like Somethinc can develop strategies that align with Gen Z preferences, ultimately building brand trust and boosting consumer interest in a competitive market.

### 4. Conclusion

This study highlights the significant influence that influencer endorsements and positive online customer feedback have on Gen Z's purchasing choices in Indonesia's beauty market. The partnership between Somethinc, a popular local beauty brand, and Tasya Farasya, a trusted



beauty influencer, showcases how these elements can work together to drive consumer trust and brand engagement. With her credibility and large following, Tasya Farasya's endorsement boosts Somethinc's brand visibility and trustworthiness. Her approval acts as a trusted recommendation, especially among her followers who see her as an expert in beauty. By endorsing Somethinc products, she lends authenticity to the brand, strengthening consumer confidence and enhancing purchase motivation as her values align with the brand's image. Additionally, positive online reviews from other consumers complement Tasya's endorsement, providing further social proof that reinforces the trust she has established. This dual impact of influencer support and customer feedback increases electronic word-of-mouth (eWOM) and builds stronger brand trust—both of which are pivotal in shaping Gen Z's purchasing intentions. For brands like Somethinc, working with credible influencers such as Tasya Farasya not only drives immediate interest but also builds long-term loyalty. These partnerships elevate brand visibility and create a community of engaged consumers who share their positive experiences, amplifying the brand's reach. By aligning with influencers who share their values and encouraging happy customers to post reviews, brands can foster meaningful connections with the digitally-savvy and socially engaged Gen Z, contributing to sustainable growth in the beauty industry.

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