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Abstract
Influencer endorsements are one of the most popular marketing communications tools used by cosmetic products to shape consumer behavior. This study aims to analyze the effect of social media influencers' endorsement on consumer behavior in purchasing cosmetic products and explore the attributes of influencers who significantly impact this behavior. This research design uses a quantitative descriptive approach, which focuses on measuring variables to find patterns, relationships, and generalizations that can be applied to a wider population. Data analysis in this study used the SEM model with the help of SmartPLS 4.0 software. The research sample consisted of 128 people, with respondents categorized as having used mother-of-pearl products in Bengkulu City. According to the research findings, only 122 individuals were deemed eligible to be included as respondents. The research was conducted in November 2023. The research results show that an influencer's expertise, attractiveness, and suitability can increase their credibility. In contrast, an influencer's credibility can influence a person's intention to purchase cosmetic products. This is evidenced by a t-statistic value exceeding 1.96 and a p-value below 0.05. Meanwhile, the trust variable has an insignificant effect on credibility and purchase intention if mediated by credibility. This is evidenced by a T-statistic value below 1.96 and a p-value over 0.05. All hypotheses in this study can be declared accepted except hypothesis 1 and hypothesis 6a.
Keywords: Credibility, Influencer, Purchase Intention

1. Introduction

The growth and development of social media platforms have encouraged businesses to look for innovative ways to promote products and services, adapting modern marketing strategies to reach a wider consumer reach. Internet users in Indonesia 2022 will amount to 77% of Indonesia's population, an increase of around 4.5% from the previous year's users (Annur, 2023). As many as 37.4% of users use the internet to look for product reviews in video form. This indicates an opportunity to shift conventional marketing strategies to digital marketing by utilizing social media influencers as a driver of business growth. Nowadays, influencer marketing has become rampant online as brands and companies leverage this type of marketing for advertising and engagement, along with the prevalence of social media and social media platforms (DeGruttola, 2019). Influencer marketing as an advertising method connects companies, brands, and services with online personalities that the target audience recognizes and follows regularly. Advertisers are now leveraging influencers as an effective way to reach their target audiences more authentically and organically. Influencers can now also provide high-frequency updates to their followers about what they use or support via social media channels.

The development of social media has created a platform where public figures build large fan bases and significantly impact consumer mindsets and behavior (Colicev et al., 2018). Influencers are now not only figures who influence lifestyles but have also turned into entrepreneurs who produce products or services. However, little research has specifically looked at how this transition affects influencer perceptions and credibility, as well as how this relates to consumer purchase intentions. This research differentiates itself from previous research by specifically focusing on the transition from public figure to entrepreneur and its

impact on influencer credibility. Although there has been research from (Lou & Kim, 2019), (Kurdi et al., 2022), and (Jimenez-Castillo & Sanchez-Fernandez, 2019) that discusses influencer credibility and consumer purchasing intentions, this research broadens the scope by considering new dimensions that arise due to the dual role as an entrepreneur.

The aim of this research is to identify and analyze changes in the credibility of influencers after they transition into entrepreneurs, and to understand how these changes influence consumer purchasing intentions. Thus, this research seeks to make a significant contribution to our understanding of the relationship between public figures, influencer credibility, and consumer behavior in the context of rapidly developing digital businesses. It is hoped that the results of this research will provide insight to marketers, entrepreneurs, and researchers on how they can utilize influencer credibility more effectively in influencing consumer purchase intentions.

2. Method

Research Design

This research design uses a descriptive quantitative approach. The descriptive quantitative approach is a research method that collects, analyzes and interprets data in the form of numbers and statistics (Ahmad et al., 2019). This approach focuses on measuring variables to find patterns, relationships, and generalizations that can be applied to a broader population. This research examines the influence of four dimensions, including trustworthiness, expertise, attractiveness and suitability of an influencer on the influencer's credibility. This credibility, in turn acts as a mediator in the relationship between influencer characteristics and intention to purchase cosmetic products.

Data Collection Technique

This research uses a Likert scale to measure the level of satisfaction or perception of respondents regarding various topics or statements. This method involves the use of a questionnaire or survey containing statements scored on a Likert scale; Respondents are asked to indicate how much they agree or disagree with the statement. There are five categories on the Likert scale: strongly agree, agree, neutral, disagree, and strongly disagree. Researchers use a purposive sampling method, which means researchers carefully select subjects or sample components based on certain features related to the research objectives (Azhari et al., 2023). The sample for this research was 128 with respondents categorized as having used mother of pearl products in Bengkulu City. Based on the results of research that has been carried out, it turns out that only 122 people were declared to meet the requirements as respondents.

Table 1
Respondent Data

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Variable	Total	Percent
Gender		
Woman	102	83.6
Man	20	16.4
Age		
<20 years	47	38.5
21-25 years old	57	46.7
26-30 years old	12	9.9
>30 years	6	4.9
Last education		
Junior High School	5	4.1
SMA/SMK/MA equivalent	79	64.8
D3	2	1.6
S1	26	21.3
S2	10	8.2
Purchase frequency		
1-3 times	96	78.7
3-5 times	15	12.3
>5 times	11	9

Table 1 shows that the respondents for this study were mostly women in the age range of 21-25 years with a high school/vocational school/MA equivalent. They generally have purchased cosmetic products 1-3 times.

Data Analysis Technique

Data analysis in this study used the SEM (Structural Equation Modeling) model with the help of SmartPLS 4.0 software. There are several stages in data analysis in this research, including: (1) An explanation of the respondent's profile is an important first step in research data analysis. At this stage, the research presents the characteristics of the respondents such as age, gender, education, work experience, or other relevant factors. The purpose of describing the characteristics of respondents is to provide context about who is the research subject. (2) After that, continue with testing construct validity, which consists of convergent and discriminant validity. Convergent validity assesses the extent to which the indicators used reflect the same construct, while discriminant validity assesses that indicators from different constructs should not overlap. Reliability is used to assess the reliability or consistency of measuring instruments used in research, (3) Hypothesis testing involves path analysis, where the relationship between variables in a structural model is evaluated. The purpose of using the bootstrapping method at this stage is to test the significance of the indirect influence between variables by obtaining a sample distribution from the data. Bootstrapping also helps in estimating confidence intervals for model parameters. (4) The final stage is interpreting the results and drawing conclusions. The results of statistical analysis, such as path coefficients, p-values, and effect sizes, are interpreted to explain the extent of the relationship between variables and whether the research hypothesis is supported or not. Conclusions may include practical implications, contributions to the literature, and suggestions for further research.

3. Results and Discussion
Validity Test

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The measurement model is employed to assess the construct validity and reliability of the instrument (Souza et al., 2017). Validity refers to the degree to which the obtained data accurately represents the specific region being studied (Ghauri & Gronhaug, 2005). There are two indicators for measuring construct validity, namely convergent validity and discriminant validity. Convergent validity is a statistical measure that assesses the degree of correlation between two measurements of constructs that are expected to be theoretically linked (Taherdoost, 2016). The ideal loading factor value is above 0.7 (Hair et al., 2009). Many studies utilize Average Variance Extracted (AVE) as a measure to indicate the average amount of variation explained by a construct in its indicators, relative to the overall variation in the indicator (Cheung, 2023). The AVE value should be above 0.5 (Fornell & Larcker, 1981). The loading factors and AVE values can be seen as follows:

Table 2.
Convergent Validity

Variable	Indicator	Factor Loading	AVE	Information
Trustworthness			0.649	Valid
	TW1	0.806		Valid
	TW2	0.826		Valid
	TW3	0.790		Valid
	TW4	0.800		Valid
Expetise			0.669	Valid
	EX1	0.833		Valid
	EX2	0.848		Valid
	EX3	0.876		Valid
	EX4	0.703		Valid
Attractiveness			0.686	Valid
	AT1	0.785		Valid
	AT2	0.793		Valid
	AT3	0.885		Valid
	AT4	0.846		Valid
Congruence			0.719	Valid
	CO1	0.842		Valid
	CO2	0.870		Valid
	CO3	0.853		Valid
	CO4	0.826		Valid
Credibility			0.703	Valid
	CR1	0.870		Valid
	CR2	0.839		Valid
	CR3	0.875		Valid
	CR4	0.766		Valid
Purchase Intention			0.730	Valid
	PI1	0.858		Valid
	PI2	0.881		Valid
	PI3	0.821		Valid
	PI4	0.857		Valid

Based on the results displayed in xx, the loading factor values for all indicators range from 0.703 to 0.882 so they have exceeded the ideal threshold value. This validity is strengthened by

the AVE value of each variable/construct which has a value range of 0.649 to 0.730, which means that each variable has exceeded the predetermined threshold value. Discriminant validity assesses the degree to which a variable may be distinguished from other factors that could potentially impact measurement outcomes (Taherdoost, 2016). The discriminant validity test can be done by looking at the cross-loading value. When testing cross loading values, the indicator value for each construct must be higher than the indicator value for other constructs (Sekaran & Bougie, 2016). The cross-loading value can be seen as follows:

Table 3.
Discriminant Validity

Indicator	Trustworthiness	Exprtise	Attractive	Congruence	Credibility	Purchase Intention
TW1	0.806	0.675	0.668	0.577	0.539	0.623
TW2	0.826	0.555	0.597	0.506	0.493	0.511
TW3	0.790	0.605	0.602	0.546	0.519	0.586
TW4	0.800	0.572	0.661	0.551	0.556	0.635
EX1	0.631	0.833	0.618	0.630	0.636	0.651
EX2	0.626	0.848	0.587	0.600	0.653	0.707
EX3	0.634	0.876	0.593	0.640	0.654	0.623
EX4	0.557	0.703	0.574	0.523	0.459	0.533
AT1	0.691	0.615	0.785	0.703	0.666	0.617
AT2	0.588	0.517	0.793	0.601	0.569	0.603
AT3	0.671	0.614	0.885	0.679	0.700	0.649
AT4	0.650	0.633	0.846	0.670	0.702	0.622
CO1	0.572	0.643	0.720	0.842	0.715	0.551
CO2	0.547	0.618	0.652	0.870	0.687	0.572
CO3	0.602	0.641	0.640	0.853	0.732	0.571
CO4	0.576	0.582	0.711	0.826	0.691	0.560
CR1	0.565	0.639	0.661	0.729	0.870	0.561
CR2	0.515	0.598	0.648	0.667	0.839	0.506
CR3	0.626	0.652	0.749	0.752	0.875	0.620
CR4	0.485	0.595	0.616	0.641	0.766	0.589
PI1	0.597	0.619	0.651	0.534	0.594	0.858
PI2	0.629	0.632	0.639	0.570	0.601	0.881
PI3	0.653	0.678	0.632	0.549	0.562	0.821
PI4	0.632	0.714	0.647	0.621	0.568	0.857

Based on Table 4, the indicator values for the constructs studied have a darker table color compared to other construct tables. The test results show that the value of all indicators of a construct under study has a higher value than the value of the construct and meets the requirements for discriminant validity. Reliability testing pertains to the degree to which the measurement of a phenomenon yields steady and consistent outcomes (Carmines & Zeller, 1979).

The indicators used in the reliability test in this final assignment are to look at the Cronbach Alpha and Composite Reliability coefficient values. Typically, the Cronbach Alpha or Composite Reliability value should exceed 0.7, although a score of 0.6 is still considered satisfactory (Bahtiar et al., 2020). The dependability can be classified into four categories: very good reliability (0.90 and above), high reliability (0.70-0.90), medium reliability (0.50-0.70), and low reliability (0.50 and below) (Hinton et al., 2004). The results of reliability testing can be seen as follows:

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Table 4
Reliability

Variable	Cronbach's Alpha	Composite Reliability
Trust	0.820	0.881
Skill	0.834	0.889
Attractiveness	0.847	0.897
Suitability	0.870	0.911
Credibility	0.858	0.904
Purchase Intention	0.876	0.915

Table 4 displays the results of Cronbach's Alpha and Composite Reliability coefficients. These values indicate that all variables are reliable. Apart from that, all variables have high to very good reliability.

Coefficient of Determination Test (R-Square)

The PLS structural model is assessed using R-Square to measure the explanatory power of the dependent construct. Additionally, direct influence analysis is employed to test the hypothesis regarding the direct impact of an independent variable on the dependent variable. The R-Square value quantifies the extent of variability in the fluctuations of the dependent variable. The better the prediction model of the proposed structural model, the higher the R-Square value. The following is an explanation of the R-Square value:

Table 5.
R-Square

	R Square
Credibility	0.762
Purchase Intention	0.463

Based on Table 6, the value of 0.762 for the credibility construct shows that the influencer's trustworthiness, expertise, attractiveness and suitability influence the credibility construct by 76.2%. The remainder, the credibility construct can be explained by other factors not explained in the research, namely 23.8%. Meanwhile, the value of 0.463 for the purchase intention construct shows that credibility has an influence on the purchase intention construct by 46.3%. The remaining purchase intention construct can be explained by other factors not explained in the research, namely 53.7%.

Each relationship that has been hypothesized will be tested using simulations in PLS. This test was carried out by carrying out bootstrapping calculations in SmartPLS (v.3.2.9). This test was carried out to minimize the problem of data abnormalities in the research. The outcomes of the bootstrapping computation are displayed as follows.
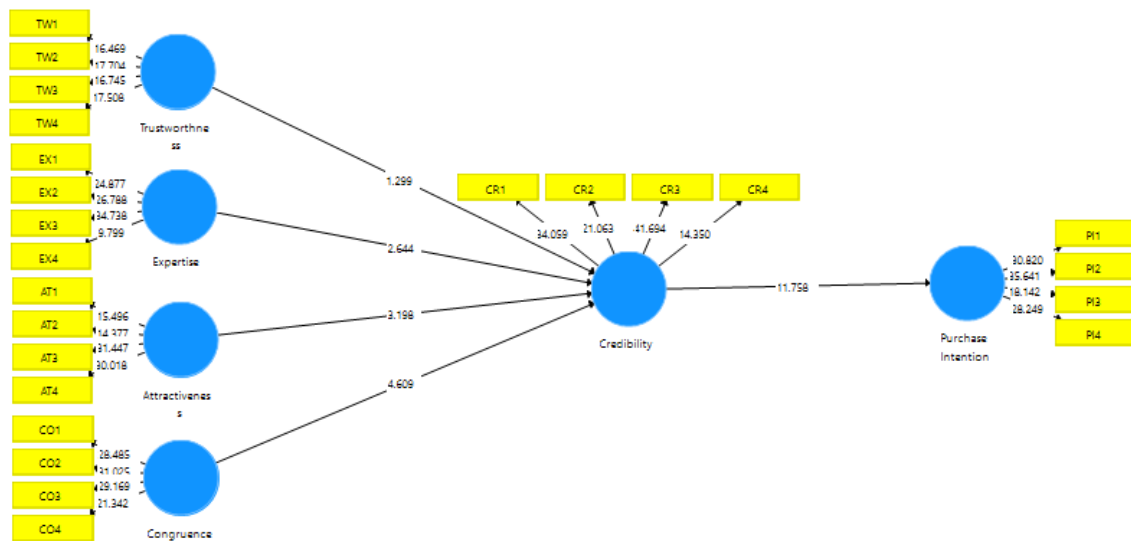
Figure 2
Bootstrap Test Results

Figure 2 shows estimates from indicators to variables and relationships between variables. All indicators have contributed to forming their respective variables.

Table 6

Hypothesis Test

Hypothesis	Connection	*Path Coefficient*	Q Statistics	P Values	Information
H1	Trustworthiness -> Credibility	-0.096	1.299	0.194	Not significant
H2	Expertise -> Credibility	0.236	2.644	0.008	Significant
H3	Attractiveness -> Credibility	0.344	3.198	0.001	Significant
H4	Congruence -> Credibility	0.449	4.609	0.000	Significant
H5	Credibility -> Purchase Intention	0.681	11.758	0.000	Significant
H6a	Trustworthiness -> Credibility -> Purchase Intention	-0.065	1.307	0.192	Not significant
H6b	Expertise -> Credibility -> Purchase Intention	0.161	2.469	0.014	Significant
H6c	Attractiveness -> Credibility -> Purchase Intention	0.234	3.138	0.002	Significant
H6d	Congruence -> Credibility -> Purchase Intention	0.306	4.350	0.000	Significant

As a result of hypothesis testing, the relationship between each variable is explained as follows.

The Effect of Trust on Influencer Credibility

The data processing results indicate that there is a significant relationship between trust in influencer credibility and the direct effect of the trust variable (X1) on influencer credibility (Z). The t statistical hypothesis test shows a value of 1.299, which is greater than the critical value of 1.960. Additionally, the P value is 0.194, which is also greater than the significance

level of 0.050. Thus, it can be concluded that H1 is rejected. This means that in this study the trust variable (X1) has an insignificant influence on influencer credibility (Z).

The Influence of Expertise on Influencer Credibility
The data processing results indicate that there is a significant direct influence of the expertise variable (X2) on influencer credibility (Z), with a statistical hypothesis test t value of 2.664, which exceeds the critical value of 1.960. Additionally, the P value of 0.008 is lower than the significance level of 0.050. Based on the provided information, it can be inferred that H2 is accepted. In this study, it has been found that the variable of competence (X2) has a notable impact on the trustworthiness of influencers (Z).

The Effect of Attractiveness on Influencer Credibility
The data processing results indicate that the attractiveness of the influencer's credibility is significantly influenced by the expertise variable (X3), as evidenced by a statistical hypothesis test t value of 3.198, which is greater than the critical value of 1.960. Additionally, the P value of 0.001 is less than the significance level of 0.050, further supporting the significance of this relationship. This can be concluded H3 is accepted. In this study, it has been found that the competence variable (X3) has a notable impact on influencer credibility (Z).

The Effect of Conformity on Influencer Credibility
The data processing results indicate that the influencer's credibility is significantly affected by the suitability variable (X4), as evidenced by a statistical hypothesis test t value of 4.609, which is greater than the critical value of 1.960. Additionally, the P value of 0.000 is less than the significance level of 0.050. Based on this, it can be inferred that H4 is accepted. This means that in this study the expertise variable (X4) has a significant effect on influencer credibility (Z).

The Influence of Credibility on Purchase Intention
The data processing results indicate that credibility has a significant impact on purchase intentions. The hypothesis test reveals a strong positive relationship between the credibility variable (Z) and purchase intentions (Y), with a t statistic of 11.758, exceeding the critical value of 1.960. Additionally, the p-value of 0.000 is significantly lower than the significance level of 0.050. This can be concluded that H5 is accepted. In this study, it has been observed that the credibility variable (Z) exerts a considerable influence on the buying interest (Y).

The Influence of Trust, Expertise, Attractiveness, Conformity on Purchase Intentions Through Credibility
The data processing results indicate that expertise has a significant impact on purchase intentions. The hypothesis test reveals that the t-statistics for the expertise variable (X2) on purchase intentions (Y) through credibility (Z) is 2.469, which is greater than the critical value of 1.960. Additionally, the P value of 0.14 is less than the significance level of 0.050. Thus, it can be concluded that H6b is accepted. The direct effect of t statistics of the attractiveness variable (X3) on purchase intention (Y) through credibility (Z) is 3.138 > 1.960 and at a P value of 0.002 < 0.050. Thus it can be concluded that H6c is accepted. The direct effect of the t statistic of the suitability variable (X4) on purchase intention (Y) through credibility (Z) is 4.350 > 1.960 and at a P value of 0.000 < 0.050. Thus it can be concluded that H6d is accepted. This means that in this study the variables expertise, attractiveness, Suitability (X) have a significant effect on purchase intention (Y) through credibility (Z). The results of the hypothesis test indicate that the t statistic for the trust variable (X1) on purchase intention (Y) through credibility is 1.307, which is greater than the critical value of 1.960. Additionally, the P value is 0.192, which is also greater than the significance level of 0.050. Thus, it can be concluded that H6a is rejected.

Discussion

Lately, the beauty brand owned by the country's famous beauty influencer, Tasya Farasya, has been discussed by the public. There are several things that must be considered: 1) Perception: With a high perception of trust, it will have a more persuasive effect on consumers, influencing changes in attitudes and behavioral intentions (Ohanian, 1990), (Gong & Li, 2017). Therefore, the influencer to be chosen must be someone who can be identified by consumers and is considered a trustworthy individual (Temperley & Tangen, 2006). The results of the research I have done have an insignificant effect because if an influencer has expertise in a field, it causes people to consider expertise more than trust. 2) Expertise: expertise does not depend on whether the endorser is an expert or not, but on how these individuals perceive the endorser (Ohanian, 1990), (Wang & Scheinbaum, 2018). An endorser's expertise has a positive impact on his credibility (Hovland et al., 1953) and on consumer purchase intentions (Ohanian, 1990), (Erdogan, 1999), (Till & Busler, 2000). 3) Attractiveness: The physically attractive qualities of online media influencers are seen to have a high tendency to increase the acceptance rate of advertisements and are considered more attractive when they have a lot in common (Lim et al., 2017). (Ranjbarian et al., 2010) state that to increase acceptance or awareness of an advertisement or product, source recommendations can be used as an important variable. In addition, it is emphasized that endorsers "who are considered attractive will be more likely to lead consumer purchase intentions" (Waldt et al., 2009). 4) Compatibility: endorser effectiveness is thought to be based on celebrity characteristics such as trustworthiness, expertise, or attractiveness (Ohanian, 1990). This theoretical model is known as the fit hypothesis and proposes that there must be a fit or compatibility between the celebrity and the product for an endorsement to be effective (Koernig & Boyd, 2009). Conversely, a lack of fit may mean that the celebrity has a financial motive in endorsing the recommended product, which may result in negative behavioral outcomes (Kamins, 1990). In addition, good endorser product fit influences consumer purchase intention (Till & Busler, 2000). The concept of fit is formalized in the match-up hypothesis (Kahle & Homer, 1985), (Kamins, 1990), (Lynch & Schuler, 1994), (Till & Busler, 2000) with the suggestion that greater 'fit' between the endorsed product and the endorser may make the advertisement more persuasive (Kamins, 1990), (Ohanian, 1990), (Till & Busler, 2000), (Till et al., 2008). 5) Credibility: the credibility of an influencer has an effect on consumer perceptions of the endorsed brand in terms of purchase intention. (Lee & Koo, 2012) stated that consumers trust their peers more than companies, and they are more likely to use information offered by their peers to evaluate products/services before making purchasing choices. Therefore, marketers can reinforce these claims in better understanding the credibility of an influencer on purchase intentions. When consumers recommend the products they buy because of endorsers, brands, when investing in influencer marketing campaigns, get positive results in the form of recommendations (Jimenez-Castillo & Sanchez-Fernandez, 2019). 6) (a) Influencer's Trustworthiness, (b) Influencer's Expertise, (c) Influencer's Appeal, (d) Influencer's Congruence with Cosmetic Product Purchase Intention: The credibility of an endorser has also been found to have a mediating role between the features of an endorser and consumer purchase intention in the context of traditional celebrity endorsers (Ferle & Choi, 2005), (Wang et al., 2017). Therefore, we hypothesize that the credibility of an influencer will also mediate the relationship between its features and consumer purchase intentions. The results of the research I have done have an insignificant effect because usually some influencers have a marketing strategy, if an influencer has expertise in a field causing his expertise people consider expertise more than trust.

4. Conclusion

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Based on the research results and discussion, it is known that the expertise, attractiveness and suitability of an influencer can increase their credibility, while the credibility of an influencer can influence a person's purchase intention in purchasing cosmetic products. This is demonstrated by the T-Statistic value being more than 1.96 and the p-value being less than 0.05. Meanwhile, the trust variable has an insignificant influence on credibility and purchase intention if it is mediated by credibility. This is demonstrated by the T-Statistic value being less than 1.96 and the p-value being greater than 0.05. So, it can be concluded that all hypotheses in this study can be declared accepted except hypothesis 1 and hypothesis 6a.

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