



The influence of influencer experience, trustworthiness, attractiveness, content usefulness, price of product and product quality on purchase behavior in wardah consumers

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ARTICLE INFO

Article history:

Received Jan 06, 2025

Revise Jan 21, 2025

Accepted Feb 01, 2025

Keywords:

Behavioural Intention;

Cosmetics;

Influencer;

Purchase Behaviour;

Self Congruity.

ABSTRACT

Product quality has a significant influence on purchasing behavior. The better the quality of Wardah beauty products, the more purchasing behavior on Wardah beauty products will increase, and vice versa, the worse the quality of Wardah beauty products, the more purchasing behavior will decrease. The results of this study are in accordance with previous research by Rahayu & Sudarmiatin (2022) showing that attractiveness has a significant influence on purchasing behavior. The results of this study are also in line with the statements of Rajalakshmi & Golden (2023) and Khasanah et al. (2023) showing that product quality can significantly influence consumer purchases. The cosmetics industry in Indonesia has always experienced significant growth and has the potential to have a large market in the ASEAN market, this potential then causes competitive market competition so it is important for managers to study consumer behavior. This study aims to test the effect of influencer experience, trust, attractiveness, content usefulness, product price and product quality on purchasing behavior in Wardah consumers. The study was conducted quantitatively on 177 respondents who were users of Wardah beauty products. The results of the study show that influencer experience, attractiveness and product quality have a significant influence on purchasing behavior, but influencer trust, influencer content usefulness and product price do not significantly influence purchasing behavior.

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INTRODUCTION

The beauty industry, especially the cosmetics industry in Indonesia, always experiences an increase from year to year. According to survey results conducted by Euromonitor, the beauty and personal care market in Indonesia is estimated to reach US\$ 6.03 billion in 2019. Data released by

the Badan Pusat Statistik (BPS), states that the cosmetics industry is included in the chemical, pharmaceutical and traditional medicine industry sectors. growing 9.61% in 2021 (Febrinastri, 2022). And according to the latest data, sales of beauty products will increase to US\$8.46 billion in 2022 (Rahmanita, 2020). In fact, Indonesia has the potential to become the second largest contributor to the growth of skin care in the world. It is recorded that the number of cosmetics industry companies in Indonesia currently stands at 913 companies in July 2022, an increase from 819 companies in 2021. According to the Food and Drug Supervisory Agency, the number of cosmetics industry companies in Indonesia has increased by 20.6% compared to 2021 (Kompas, 2022).

Data published by Nielsen Indonesia indicates that Indonesian consumers have historically favored purchasing cosmetics manufactured elsewhere over domestically. According to third-quarter 2015 beauty product sales statistics, 36% of customers preferred local items and 48% preferred cosmetics from international brands. The remaining sixteen percent, however, are agnostic (Databoks, 2016). Consumer behavior has changed recently, though, and the Populix poll indicates that Indonesian consumers have a strong preference for local cosmetic brands. Of the 500 women polled, 54% acknowledged that they favor local cosmetic companies. In contrast, 35% of respondents expressed no preference for the country of origin of their cosmetic goods, while 11% of other respondents favored foreign brands (Pahlevi, 2022).

Based on cosmetic sales data on e-commerce Shopee and Tokopedia, there are 1135 different product brands where of the top 5 best-selling product brands, the Maybelline brand is a well-known brand from America that has dominated the cosmetic product market in the world, including in Indonesia, where sales have now reached 53.2 billion in the 1st quarter of 2022 (Haasiani, 2022). Meanwhile, local products occupy the 2nd to 4th positions, namely Make Over, Luxcrime and Wardah. If we look at the data in table 1.1, it is known that Wardah, which is a local product, occupies the lowest position. This means that the Wardah brand needs to make extra efforts to increase sales and become a market leader, especially when the skincare industry has quite competitive competition. To differentiate Wardah from other competitors, Wardah has succeeded in building a positioning that Wardah products are halal products specifically for Muslim women, however, along with the development of the current era, Wardah is also focusing on creating the impression that Wardah products are also specifically for young people so that the target market can be wider and also reach non-Muslims by featuring young and non-hijab public figures.

Data obtained from Top Brand shows that in the last 5 years, the Wardah brand has actually experienced a downward trend. This data is of course in accordance with the sales data obtained that products from the Wardah brand are currently unable to become market leaders even though it can be seen that the Wardah brand is one of the senior brands that has been marketing its products in Indonesia for a long time. This also shows that the Wardah brand needs to learn more about consumer behavior.

Purchase behavior is defined as the process of understanding why consumers want a product or brand (Jamilah et al., 2022). Purchase behavior is closely related to attitudes and preferences towards a brand or product. There are several things that can influence consumer purchase behavior. According to research conducted by Venciute et al. (2023), purchase behavior in the modern era is highly influenced by influencers on social media. Even though using influencers is considered important in the beauty industry, several aspects of these influencers also need to be considered so that the effectiveness of conveying messages to consumers is as desired. Some of these aspects are experience, Trustworthiness, Attractiveness, and Content usefulness.

Experience is the level of knowledge, experience or competence possessed by the endorser and can provide more persuasion to consumers (Immanue & S., 2021). Research conducted by Venciute et al. (2023), Afifah (2022) and Weismueller et al. (2020) shows that influencer experience

has a significant influence on purchase behavior. Conversely, trust is the honesty, integrity, and dependability of advertising based on how the target audience or customers perceive them (Immanue & S., 2021). Building enduring business ties with customers can be facilitated by trust. Highly trusted influencers have greater chances to affect attitudes and decisions about consumers' desire in making purchases. Research conducted by Aggad & Ahmad (2021) and Weismueller et al. (2020) shows that Influencer Trustworthiness has a significant influence on purchase behavior.

One of the things that consumers usually pay attention to in influencers is the influencer's level of attractiveness. Attractiveness refers to the characteristics of an endorser which are measured by their physical appearance, traits and attractive lifestyle (Immanue & S., 2021). Research conducted by Venciute et al. (2023) and Weismuller et al. (2020) shows that Influencer Attractiveness does not have a significant influence on purchase behavior.

Although credibility may be one of the most relevant factors for influencers, the common understanding today is that to gain followers' attention, influencers must create content that is of value to the audience (Rahayu & Sudarmiati, 2022). The capacity of the material to assist users in making decisions or moving closer to their objectives is known as content usability. Furthermore, recognizing material produced by influencers may even be viewed as a trust feature that benefits clients who are seeking knowledge and can depend on a reliable source. Social media content is a tool that may affect consumers' confidence and buying decisions.

Apart from using influencers as part of promotions, producers also need to pay attention to the quality and price offered. Because these two factors can also significantly influence consumer purchasing behavior. From a marketing perspective, price is a kind of sacrifice that consumers make to obtain something. Price is also defined as something that must be given up or sacrificed to obtain a good or service (Ali & Bhasin, 2019). Research conducted by Zhao et al. (2021), Supriadi et al. (2023) and Johan et al. (2021) shows that product price has a significant influence on consumer purchase behavior.

Product quality is crucial in the beauty market since it influences customers' decision to repurchase a product. A product or service's quality is determined by how well it can meet the implicit demands of the consumer. The capacity of a product or service to satisfy consumer demands is known as product quality (Khoironi et al., 2018). Research conducted by Rajalakshmi & Golden (2023) and Khasanah et al. (2023) shows that product quality can significantly influence consumer purchase behavior.

RESEARCH METHOD

This research is quantitative research with causal approach. The study's participants were Wardah Cosmetics customers. The study's population size is unclear. A sample size that is five to ten times larger than the number of indicators is preferable in multivariate research (Hair et al., 2022). Thus, the number of research indicators is used to calculate the number of samples in this study. The population size in this study is unknown, so the sample size is calculated based on the statement by Hair et al. (2022) that the sample size in inferential testing should be 5 x the number of indicators. Since there are 34 indicators in all, a minimum sample size of 170 respondents is required for this investigation. Every member of the population or element chosen as a sample has a different sampling technique, which is used to choose samples from a huge population. Non-probability sampling, or sampling strategies that provide every member of the population uneven opportunities, was employed in this investigation (Sahir, 2022). Customers who reside in the Jabodetabek region and have used Wardah goods at least once in the last six months are the target audience for the purposive sampling approach. Questionnaires and secondary sources comprising previously published journal articles, reports, and written documents were the major data sources used to gather the data. In this study, the questionnaire was first distributed to 40 respondents to

ensure whether the questions were valid and reliable, from the results of the pre-test it was known that all questions had outer loading values >0.700 , AVE >0.500 and composite reliability >0.700 . SEM-PLS is used for the data analysis procedure using the Smart-PLS 4 program.

RESULTS AND DISCUSSION

Table 4.1 shows that 177 respondents or 92% of the total respondents are women, and 14 respondents or 8% of the total respondents are man. Meanwhile, based on domicile, 93 respondents or 53% live in Tangerang, 53 respondents or 30% live in Jakarta, 19 respondents or 11% live in Depok, 11 respondents or 6% live in Bogor and the rest live in Bekasi as many as 1 person. When viewed from the main occupation, as many as 115 respondents or 65% are private employees, as many as 17 respondents or 10% are students, as many as 21 respondents or 12% are housewives, as many as 5 respondents or 5% are professionals (Doctors, Lawyers, etc.), as many as 9 respondents or 5% are self-employed, and the remaining 10 respondents or 6% are civil servants.

Table 1. Profile Respondent

	Criteria	Freq	Percent
Gender	Man	14	8%
	Woman	163	92%
Age	17 - 26 tahun	135	76%
	27 - 42 tahun	38	21%
Domicile	Jakarta	53	30%
	Tangerang	93	53%
	Depok	19	11%
	Bogor	11	6%
	Bekasi	1	1%
Job	Student	17	10%
	Private Employee	115	65%
	Housewife	21	12%
	Professional (Doctor, Lawyer, etc.)	5	3%
	Self-Employed	9	5%
	Civil Servant	10	6%

Convergent validity is considered fulfilled and high if the correlation is > 0.7 , and the loading value for each item is at least between 0.5 and 0.6. Convergent validity testing can be done by looking at the outer loading value contained in the output results from SmartPLS. The following are the results of the convergent validity test.

Table 2. Convergent Validity and Reliability Test

Variable	Indicator	Outer Loading	AVE	Composite Reliability	Cronbach Alpha
Attractiveness	ATT.01	0.918	0.867	0.963	0.960
	ATT.02	0.934			
	ATT.03	0.922			
	ATT.04	0.950			
Experience	EX.01	0.928	0.823	0.949	0.942
	EX.02	0.872			
	EX.03	0.901			
	EX.04	0.926			
Price of Product	PR.01	0.869	0.762	0.906	0.887
	PR.02	0.887			
	PR.03	0.861			
Purchase Behaviour	PB.01	0.930	0.825	0.966	0.960
	PB.02	0.921			
	PB.03	0.839			

Variable	Indicator	Outer Loading	AVE	Composite Reliability	Cronbach Alpha
Trustworthiness	PB.04	0.900	0.822	0.949	0.951
	PB.05	0.932			
	PB.06	0.923			
	TR.01	0.913			
	TR.02	0.907			
Usefulness	TR.03	0.871	0.757	0.939	0.925
	TR.04	0.934			
	US.01	0.902			
	US.02	0.903			
	US.03	0.753			
Product Quality	US.04	0.887	0.693	0.947	0.940
	US.05	0.896			
	PQ.01	0.906			
	PQ.03	0.818			
	PQ.05	0.810			
	PQ.07	0.849			

The results of the convergent validity test show that all indicators tested are valid because they have values above 0.700. AVE on the tested variables also has a range of 0.4-0.7 so that the convergent validity test is fully valid. The reliability test is carried out by checking the composite reliability value. A construct can be considered reliable if its composite reliability value exceeds 0.6, according to the recommendations of Hair et al. (2017). The next test is discriminant validity. Discriminant validity in this study was evaluated using the HTMT (Heterotrait-Monotrait Ratio) value.

Table 3. Discriminant Validity Test

Variable	ATT	EX	PP	PQ	PB	TR	US
Attractiveness							
Experience	0.493						
Price of Product	0.409	0.384					
Product Quality	0.346	0.375	0.945				
Purchase Behaviour	0.744	0.686	0.677	0.679			
Trustworthiness	0.422	0.669	0.523	0.407	0.50		
Usefulness	0.484	0.469	0.884	0.926	0.754	0.406	

From the results of the discriminant validity test, the results with the HTMT ratio criteria <0.95 , then all variables in this study are valid. After conducting the outer model test, the following is the output of the inner model test which includes the r square test, f square test, multicollinearity test and hypothesis test.

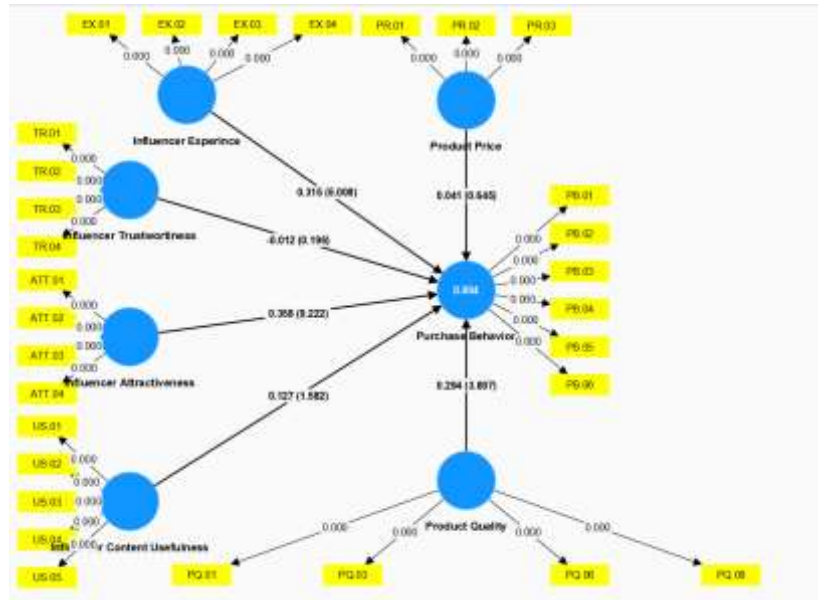


Figure 1 Inner Model Result

In evaluating the model using PLS, it was initially done by looking at the coefficient of determination (R-square) for each dependent latent variable. The following are the results of the R2 calculation in this study:

Table 4. R Square Test

Variable	R-square	R-square adjusted
Purchase Behaviour	0.776	0.764

At the r-square value of 0.776, it shows that 77.6% of the variables attractiveness, experience, price of product, trustworthiness and usefulness are able to explain the purchase behavior variable, while the remaining 22.4% is explained by other variables outside this study. The f-square test is used to evaluate the goodness of the model. The f-square values of 0.02, 0.15, and 0.35 can be interpreted as an indication of the influence of the latent variable predictor which is low, medium, or large on the structural level.

Table 5. F Square test

Variable	F Square
Attractiveness	0.536
Experience	0.259
Price of Product	0.005
Product Quality	0.053
Purchase Behaviour	
Trustworthiness	0.010
Usefulness	0.024

The impact size in f-square is as follows: ≥ 0.02 indicates little, ≥ 0.15 indicates medium, and ≥ 0.35 indicates high. According to the test results, buying behavior has a significant impact on attractiveness, a medium impact on experience and utility, and a little impact on product quality, price, and trustworthiness. The multicollinearity test is then shown, yielding the following findings:

Table 6. Multicollinearity test

Variable	VIF
Attractiveness	1.470
Experience	1.921
Price of Product	3.403
Product Quality	4.690
Purchase Behaviour	
Trustworthiness	1.889
Usefulness	3.978

A model that does not suffer from multicollinearity is considered good. The Variance Inflation Factor (VIF) value is examined in this study in order to find multicollinearity in the regression model. It is possible to conclude that there is no multicollinearity when the multicollinearity test results show a value less than 5.00. Examining the t-statistic value, often known as the t-test, is how hypothesis testing is done. Testing each independent variable's impact on the dependent variable is the goal of the t-test. The T-Statistic's critical value is 1.65 if the investigation used a significance threshold of 5%. Based on this provision, if the T-Statistic value < 1.65 or the probability value \leq the significance level ($\alpha = 5\%$), then the significant hypothesis can be accepted. The following are the results of the partial test.

Table 7. Hypothesis Test

Hypothesis	Original sample	T statistic	P values	Decision
H1 Experience -> Purchase Behaviour	0.334	4.531	0.000	Accepted
H2 Trustworthiness -> Purchase Behaviour	-0.066	0.915	0.360	Not Accepted
H3 Attractiveness -> Purchase Behaviour	0.420	8.329	0.000	Accepted
H4 Usefulness -> Purchase Behaviour	0.145	1.539	0.124	Not Accepted
H5 Price of Product -> Purchase Behaviour	0.065	0.932	0.352	Not Accepted
H6 Product Quality -> Purchase Behaviour	0.237	2.348	0.019	Accepted

Influencer experience has a significant effect on purchase behavior on Wardah beauty products. The better the Influencer experience on Wardah beauty products, the more purchase behavior on Wardah beauty products will increase, and vice versa, the worse the Influencer experience on Wardah beauty products, the more purchase behavior will decrease. This can certainly increase consumer buying interest when experienced influencers provide information about certain products. The results of this study are in accordance with previous research by Venciute et al. (2023), Afifah (2022) and Weismueller et al. (2020) shows that influencer experience has a significant influence on purchase behavior. The results of this study are also in line with the statement that influencer experience is an experience owned by an influencer, when an influencer is considered to have experience or expertise in a particular field, then of course the information provided by the influencer is considered more valid compared to influencers who have low experience (Dalangin et al., 2021). When product information provided by influencers is trusted by consumers, the tendency of followers to buy the product will also increase.

On average, respondents' answers regarding the Influencer experience and purchase behavior variables showed an affirmative answer indicating that the majority of respondents acknowledged and felt the positive impact of influencer experience on their purchasing behavior. This means that respondents tend to agree that when experienced influencers provide reviews or information about Wardah beauty products, they feel more confident and trust the product. This trust then encourages them to be more likely to buy Wardah beauty products recommended by the influencer. Conversely, if the influencer has less experience or is considered less expert, respondents tend to be less confident in the information conveyed, which in turn can reduce their interest in buying the product. These results strengthen the view that influencer experience and

credibility play an important role in shaping consumer purchasing decisions, as supported by previous studies showing a significant relationship between influencer experience and purchasing behavior.

Influencer Trustworthiness does not have a significant effect on purchase behavior on Wardah beauty products. The better the Influencer Trustworthiness on Wardah beauty products, the higher the purchase behavior on Wardah beauty products will be, and vice versa, the worse the Influencer Trustworthiness on Wardah beauty products, the lower the purchase behavior will be. The results of this study are in accordance with previous studies by Aggad & Ahmad (2021) and Weismueller et al. (2020) showing that Influencer Trustworthiness has a significant influence on purchase behavior. The results of this study are also in line with the statement that Influencer Trustworthiness is the level of trust of the audience or followers towards an influencer (Dalangin et al., 2021). When an attractive influencer provides a promotion for a product, especially a beauty product, the tendency of followers to want to buy the product will be higher.

On average, respondents' answers regarding the Influencer Trustworthiness and purchase behavior variables showed an affirmative answer indicating that the majority of respondents acknowledged and felt the positive impact of trust in influencers on their purchasing behavior. This means that respondents tend to agree that when they believe in the honesty, integrity, and credibility of an influencer who promotes Wardah beauty products, they feel more confident and motivated to buy the product. High trust in influencers increases consumer confidence that the recommended products are indeed of high quality and in accordance with the claims made, thus encouraging increased purchase behavior. Conversely, if trust in influencers is low, respondents tend to be skeptical of the information conveyed, which ultimately reduces their interest in buying the promoted beauty products. This finding supports previous research showing that the level of trust in influencers has a significant influence on consumer purchasing decisions. This also emphasizes the importance of trustworthiness in marketing strategies through influencers, where influencers who are trusted by the audience tend to be more effective in influencing purchasing behavior. Influencer Attractiveness has a significant effect on purchase behavior on Wardah beauty products. The better the Influencer Attractiveness of Wardah beauty products, the higher the purchase behavior of Wardah beauty products, and vice versa, the worse the Influencer Attractiveness of Wardah beauty products, the lower the purchase behavior.

The results of this study are in accordance with previous research by Rahayu & Sudarmiati (2022) which showed that attractiveness has a significant influence on purchase behavior. The results of this study are also in line with the statement of Influencer Attractiveness, which is the attractiveness of influencers as measured by their physical appearance, nature, and attractive lifestyle by Zhafira et al. (2022). When an attractive influencer promotes a product, especially a beauty product, the tendency of followers to want to buy the product will be higher.

The average respondent's answer regarding the Influencer Attractiveness and purchase behavior variables showed an affirmative answer indicating that the majority of respondents acknowledged and felt the positive impact of influencer attractiveness on their purchasing behavior. This means that respondents tend to agree that when an influencer who has high attractiveness in terms of physical appearance, nature, and lifestyle promotes Wardah beauty products, they feel more interested and encouraged to buy the product. Strong influencer appeal makes the information and recommendations they provide more attractive and convincing in the eyes of consumers, thus increasing the tendency to make a purchase. Conversely, if the influencer has low appeal, respondents tend to be less influenced by the promotion delivered, which ultimately reduces their interest in purchasing the beauty product. This finding supports previous research showing that influencer appeal has a significant influence on consumer purchasing decisions. This also emphasizes the importance of the attractiveness aspect in influencer marketing

strategies, where influencers with high appeal are more effective in influencing purchasing behavior.

Influencer Content usefulness has no effect on purchase behavior on Wardah beauty products. The better or worse the Influencer Content usefulness on Wardah beauty products, the less influence and change the purchase behavior on Wardah beauty products will have, and vice versa if the Influencer Content usefulness on Wardah beauty products is worse, it will not have an impact on purchase behavior. The results of this study are in accordance with previous research by Adinda & Willy (2023), with no influence from influencers on purchase intentions, then further research by Hidayat (2023), there is no specific information about the influence of influencer content usefulness on purchase behavior. Further research by Tsabit et al. (2022), found that influencers do not have a significant influence on purchasing decisions in the marketplace. On average, respondents' answers regarding the variables Influencer Content usefulness and purchase behavior showed an affirmative answer indicating that the majority of respondents acknowledged that the content delivered by influencers was considered useful. However, in the context of this study, although respondents considered the content delivered by influencers useful, it did not have a significant effect on their purchasing behavior towards Wardah beauty products. This means that although the information provided by influencers is considered useful, it is not enough to encourage or change their purchasing decisions. Overall, although respondents considered influencer content useful, this aspect was not a determining factor in their purchasing decisions towards Wardah beauty products. This emphasizes that other factors, such as trustworthiness and attractiveness of influencers, may play a greater role in influencing purchase behavior.

Price does not have a significant effect on purchase behavior on Wardah beauty products. The better the price of Wardah beauty products, the more it will increase the purchase behavior of Wardah beauty products, and vice versa, if the price of Wardah beauty products is worse, the user's purchase behavior will decrease. The results of this study are in accordance with previous studies by Zhao et al. (2021), Supriadi et al. (2023) and Johan et al. (2021) showing that product prices have a significant influence on consumer purchase behavior. The results of this study are also in line with the statement that the price that consumers consider appropriate for a product or service is called the perceived price (Ali & Bhasin, 2019). For consumers, price perception is more important than objective price. The perceived price in turn influences purchasing behavior. Therefore, the price offered by a brand can influence consumer purchase behavior.

The average respondent's answer regarding the Price and Purchase Behavior variables showed an agree answer indicating that the majority of respondents agreed that the price of Wardah beauty products influenced their purchasing behavior. This means that respondents felt that the price set for Wardah beauty products played an important role in their decision to buy. When the price of the product is considered appropriate and affordable by consumers, they are more likely to buy the product. On the other hand, if the price is considered too high or does not meet their expectations, the interest in buying the product will decrease. Overall, these findings emphasize the importance of setting the right price and in accordance with consumer expectations in Wardah's beauty product marketing strategy. Competitive prices that are considered appropriate by consumers can increase purchase behavior, while inappropriate prices can decrease it.

Product quality has a significant influence on purchase behavior. The better the product quality of Wardah beauty, the more it will increase purchase behavior on Wardah beauty products, and vice versa, the worse the product quality of Wardah beauty, the more it will decrease purchase behavior. The results of this study are in accordance with previous research by Rahayu & Sudarmiati (2022) which showed that attractiveness has a significant influence on purchase behavior. The results of this study are also in line with the statements of Rajalakshmi & Golden

(2023) and Khasanah et al. (2023) shows that product quality can significantly influence consumer purchase behavior.

CONCLUSION

Based on the research conducted, it is known that there is a significant influence between influencer experience, attractiveness and product quality on purchase behavior. However, influencer trustworthiness, influencer content-usefulness and price of product are not able to significantly influence purchase behavior. This study has several limitations, including that this study only uses the variables of influencer experience, trustworthiness, attractiveness, price of product and product quality as predictor variables, while r square shows that there are still other variables that can influence purchase behavior, so further research should be able to conduct similar research by adding other variables from the marketing side such as impulse buying or promotion. It is important for Wardah to choose influencers who are not only physically attractive but also reflect the core values and aesthetics of the Wardah brand. Wardah can then focus on other aspects of influencer appeal besides sexuality, such as charisma, elegance, intelligence, and a fun personality. Influencers who demonstrate a warm, friendly, and relatable personality tend to be more successful in building strong relationships with their audiences and driving purchasing behavior. Furthermore, Wardah can strengthen the influencer's image through campaigns that showcase various aspects of their beauty and appeal. For example, producing content that shows the influencer's daily life, beauty care routine, or their personal stories that are relevant to Wardah's values. This will help the audience see the influencer as a more authentic figure and bring them closer to the products being promoted. In addition, Wardah can collaborate with influencers who have a loyal and engaged fan base, even though they may not fit the conventional standards of sexy beauty. Influencers who have strong relationships with their followers can have a greater impact on purchasing behavior through a more personal and profound influence. By taking these steps, Wardah can ensure that they are using influencers who are not only attractive but also aligned with their brand image and consumer preferences, which will ultimately increase the effectiveness of their marketing campaigns and encourage more positive purchasing behavior towards Wardah beauty products.

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