

# THE EFFECT OF INFLUENCER MARKETING EFFECTIVENESS ON PURCHASE INTENTION OF SKINTIFIC AMONG STUDENTS OF UNIVERSITAS NEGERI JAKARTA

Mohammad Akeyla Zedidiah<sup>1</sup>, Adnan Kasofi<sup>2</sup>, Osly Usman<sup>3</sup>, Ryna Parlyna<sup>4</sup>

*1 Universitas Negeri Jakarta, Indonesia*

*2 Universitas Negeri Jakarta, Indonesia*

*3 Universitas Negeri Jakarta, Indonesia*

*Email: adibpradipta07@gmail.com<sup>1</sup>, adnankasofi@unj.ac.id<sup>2</sup>, oslyusman@unj.ac.id<sup>3</sup>, rynaparlyna@unj.ac.id<sup>4</sup>*

## Article Info

### *Article history:*

*Received: 29 December 2025;*

*Accepted: 19 January 2025;*

*Published: 01 February 2025.*

### *Keyword:*

*Influencer marketing, trust, purchase intention, skincare, university students*

## Abstract

The purpose of this study is to examine how Universitas Negeri Jakarta students' purchase intentions for Skintific skincare products are impacted by the efficacy of influencer marketing. This study uses a survey method and a quantitative methodology. Multiple linear regression analysis was used to evaluate the data obtained from 108 respondents via an online questionnaire. The findings indicate that while trust in influencers has a favorable and significant impact on purchase intention, influencer consistency and attractiveness do not. At the same time, buy intention is greatly influenced by influencer consistency, attractiveness, and trust. According to the coefficient of determination, the independent factors account for 75.1% of purchase intention. These results imply that the most important component of influencer marketing tactics for skincare products aimed at college students is trust.

## 1. INTRODUCTION

Marketing techniques have changed as a result of the quick growth of digital technology, especially with regard to the widespread usage of social media platforms. One of the most prominent digital marketing strategies that has emerged in this digital era is influencer marketing, which involves collaboration between brands and individuals who possess the ability to influence consumer perceptions, attitudes, and behavior through social media content. Influencer marketing enables brands to deliver promotional messages in a more personal, persuasive, and relatable manner compared to traditional advertising, making it especially effective in reaching younger audiences.

In the beauty and skincare industry, influencer marketing has become a dominant promotional approach due to the experiential nature of skincare products. Consumers often rely on influencers to gain information regarding product benefits, usage experiences, reviews, and recommendations before making purchasing decisions. Skincare brands increasingly depend on influencers to build brand awareness, communicate product credibility, and shape consumer trust. Skintific is one of the skincare brands that actively utilizes influencer marketing on social media platforms, particularly Instagram, to engage with potential consumers and strengthen its market presence among young audiences.

University students represent a strategic and relevant consumer segment in influencer marketing research. As active users of social media, students are frequently exposed to influencer-generated content and tend to engage with promotional messages shared by influencers. Their purchasing behavior is often influenced by digital interactions, peer recommendations, and online reviews. Therefore, understanding the factors that drive purchase intention among university students is crucial for evaluating the effectiveness of influencer marketing strategies.

However, influencers' popularity and aesthetic appeal are not the only factors that determine how effective influencer marketing is. According to earlier research, a number of factors, including influencer credibility, attractiveness, and trust, are crucial in determining consumers' intentions to make purchases. Customers' perceptions of the legitimacy and dependability of marketing communications are influenced by these factors. Influencer

marketing has been studied extensively, but empirical results about how these elements affect purchase intention are still mixed, especially when it comes to skincare goods and college students.

Based on these factors, the purpose of this study is to investigate how Universitas Negeri Jakarta students' purchase intentions for Skintific skincare products are impacted by influencer marketing effectiveness, as measured by influencer attractiveness, credibility, and trust. It is anticipated that by concentrating on this particular consumer demographic and product category, this study will offer more profound insights into the major factors influencing influencer marketing efficacy in the skincare sector.

## **2. LITERATURE REVIEW**

### **2.1 Influencer Marketing**

Influencer marketing is a digital marketing strategy that involves collaboration between brands and individuals who possess influence over their audience through social media platforms. Influencers are able to shape consumer perceptions and behavior by sharing content, experiences, and recommendations related to products or services. In recent years, influencer marketing has become one of the most effective digital marketing approaches, particularly among young consumers who actively use social media.

Recent studies indicate that influencer marketing plays a significant role in shaping consumer attitudes and purchase intention. Tambunan (2024) explains that influencer marketing enables brands to communicate messages in a more authentic and persuasive manner, leading to stronger consumer engagement. Similarly, Ramadhan et al. (2023) highlight that influencer-generated content significantly influences purchase intention among university students due to its perceived credibility and relatability.

In the skincare industry, influencer marketing is especially relevant because consumers often seek experiential information before purchasing products. Influencers provide demonstrations, reviews, and personal experiences that help consumers evaluate product suitability, thereby influencing purchase intention.

### **2.2 Influencer Consistency**

Influencer consistency refers to the extent to which influencers consistently deliver messages, values, and product endorsements over time. Consistency is reflected in the alignment between influencers' previous and current content, endorsement choices, and personal branding. Consistent influencers tend to create a coherent image that may enhance audience familiarity and recognition.

Recent research suggests that consistency can strengthen brand recall and audience engagement; however, its direct impact on purchase intention is not always significant. Rosita (2020) finds that while consistent influencer messaging contributes to audience awareness, it does not necessarily lead to purchasing decisions unless supported by stronger psychological factors such as trust.

Among university students, who are frequently exposed to various influencer contents, consistency may be perceived as a basic expectation rather than a persuasive attribute. Therefore, the influence of influencer consistency on purchase intention remains an empirical issue that requires further investigation.

**H1: Influencer consistency has a significant effect on purchase intention toward Skintific products.**

### **2.3 Influencer Attractiveness**

Influencer attractiveness refers to the physical appearance, communication style, and overall appeal that enable influencers to attract audience attention. Attractive influencers are often more effective in generating engagement through visually appealing content and expressive communication.

However, recent studies indicate that attractiveness alone may not be sufficient to stimulate purchase intention. Ramadhan et al. (2023) argue that although influencer attractiveness increases audience attention, it does not directly influence purchase intention without the presence of trust and perceived honesty. This finding suggests that attractiveness functions more as an initial attention mechanism rather than a determinant of purchasing behavior.

In the context of skincare products, consumers especially university students tend to evaluate influencer recommendations more critically by considering product credibility and suitability rather than visual appeal alone.

**H2: Influencer attractiveness has a significant effect on purchase intention toward Skintific products.**

### **2.4 Trust in Influencers**

Trust in influencers refers to consumers' belief that influencers provide honest, sincere, and unbiased information regarding promoted products. Trust is considered a crucial psychological factor in online purchasing decisions, as it reduces perceived risk and uncertainty.

Recent empirical studies consistently show that trust has a significant effect on purchase intention. Tambunan (2024) demonstrates that trust in influencers is the strongest predictor of purchase intention compared to other influencer attributes. Similarly, Fatima (2021) finds that consumers are more likely to develop purchase intention when they perceive influencers as transparent and reliable.

In the skincare industry, where product outcomes are closely related to personal health and appearance, trust becomes even more critical. Influencers who are perceived as trustworthy are more effective in encouraging consumers to try skincare products.

### **H3: Trust in influencers has a significant effect on purchase intention toward Skintific products.**

## **3. RESEARCH METHODOLOGY**

### **3.1 Research Design**

In order to investigate the causal relationship between influencer marketing effectiveness and purchase intention, this study uses a quantitative research approach with an explanatory design. Primary data was gathered from respondents using a survey method. Because it enables statistical analysis to objectively assess the strength and importance of correlations between variables, the quantitative method was selected. The study examines the relationship between university students' purchase intentions for Skintific skincare products and influencer consistency, attractiveness, and trust.

### **3.2 Population and Sample**

Students from Universitas Negeri Jakarta who have seen influencer marketing content about Skintific goods on social media sites, especially Instagram, make up the study's population. Due to their frequent exposure to influencer-based marketing and their status as an active social media user group, university students were chosen as the research population. Purposive sampling was the sampling strategy employed in this study, and participants were chosen according to how well they matched the study's goals. 108 valid responses in all were gathered and examined. This sample size satisfies the minimal requirements for quantitative social research and is deemed enough for multiple linear regression analysis.

### **3.3 Research Variables and Measurement**

Three independent variables and one dependent variable are used in this study:

- Influencer Consistency (X1): Describes how consistently influencers spread messages, ideals, and product recommendations over time.
- Influencer Attractiveness (X2): This term describes an influencer's general attractiveness, communication style, and physical attributes.
- Trust in Influencers (X3): This refers to how much customers believe influencers can provide accurate and trustworthy product information.
- Purchase Intention (Y): Describes consumers' inclination or readiness to buy Skintific skincare products. A standardized questionnaire using a Likert scale from 1 (strongly disagree) to 5 (strongly agree) was used to measure each variable.

To guarantee content validity, the measurement items were modified from earlier research on influencer marketing and purchase intention.

### **3.4 Data Collection Technique**

Primary data were collected using an online questionnaire, which was distributed through social media platforms. The use of online questionnaires allowed for efficient data collection and enabled respondents to complete the survey at their convenience. Before distribution, the questionnaire items were reviewed to ensure clarity and relevance to the research variables.

### **3.5 Data Analysis Technique**

The Statistical Package for the Social Sciences (SPSS) was used to examine the gathered data. To guarantee the caliber and precision of the analysis, a number of statistical tests were carried out:

1. To determine if each questionnaire item accurately measures the intended variable, a validity test was carried out.
2. Cronbach's Alpha was employed in a reliability test to examine the measurement instruments' consistency.
3. The impact of influencer beauty, consistency, and trust on purchase intention was examined using multiple linear regression analysis.

4. Each independent variable's partial effect on the dependent variable was ascertained using the t-test.
5. The simultaneous impact of all independent variables on purchase intention was investigated using the F-test.
6. The regression model's explanatory ability was assessed using the coefficient of determination ( $R^2$ ).

### **3.6 Hypothesis Testing**

The following hypotheses were investigated in this study in light of the research objectives and literature review:

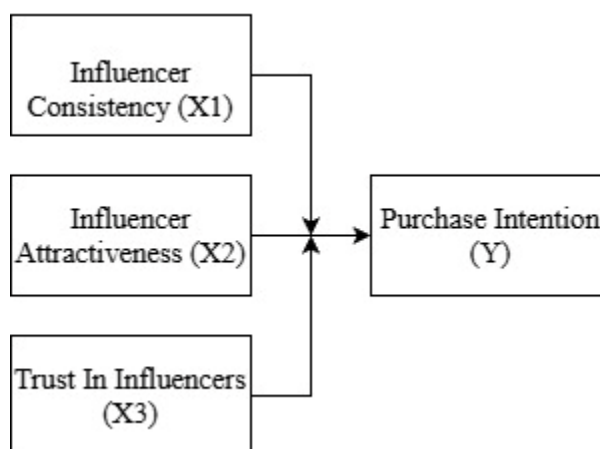
- H1: Purchase intention is significantly impacted by influencer consistency.
- H2: Purchase intention is significantly impacted by influencer attractiveness.
- H3: Purchase intention is significantly impacted by influencer trust.

Multiple linear regression analysis findings were used to examine these possibilities.

### 3.7 Conceptual Framework

This study proposes a conceptual framework in which influencer consistency (X1), influencer attractiveness (X2), and trust in influencers (X3) are treated as independent variables representing influencer marketing effectiveness. These variables are hypothesized to have a direct influence on purchase intention (Y).

The framework assumes that each influencer-related attribute affects purchase intention both individually and simultaneously. This relationship is empirically tested using multiple linear regression analysis.



**Figure 1.** Conceptual Model of the Study

**Source:** Authors (2025)

## 4. RESULT AND DISCUSSION

### 4.1 Result

#### 4.1.1 Reliability Test Results

The reliability test was conducted to evaluate the internal consistency of the measurement instruments used to assess influencer consistency, influencer attractiveness, trust in influencers, and purchase intention. Reliability was measured using Cronbach's Alpha coefficient, with a minimum acceptable threshold of 0.60 for social science research.

The results indicate that all variables meet the reliability criteria. Influencer consistency (X1) obtained a Cronbach's Alpha value of 0.672, indicating acceptable reliability. The other variables, namely influencer attractiveness (X2), trust in influencers (X3), and purchase intention (Y), also demonstrate satisfactory reliability levels. Furthermore, the overall measurement instrument shows a Cronbach's Alpha value of 0.933, which indicates excellent internal consistency. These results confirm that the questionnaire items are consistent and suitable for further statistical analysis.

**Table 1.** Reliability Test Results

| Variable                       | Number of Items | Cronbach's Alpha | Interpretation         |
|--------------------------------|-----------------|------------------|------------------------|
| Influencer Consistency (X1)    | 4               | 0.672            | Reliable               |
| Influencer Attractiveness (X2) | 4               | $\geq 0.70$      | Reliable               |
| Trust in Influencers (X3)      | 4               | $\geq 0.70$      | Reliable               |
| Purchase Intention (Y)         | 4               | $\geq 0.70$      | Reliable               |
| <b>Overall Instrument</b>      | <b>16</b>       | <b>0.933</b>     | <b>Highly Reliable</b> |

**Source:** Authors (2025)

#### 4.1.2 Multiple Linear Regression Analysis (t-test)

The partial effects of influencer attractiveness, consistency, and trust in influencers on purchase intention were investigated using multiple linear regression analysis. To ascertain if each independent variable has a statistically significant impact on the dependent variable, the t-test was utilized. Influencer consistency has a significance value of 0.068, which is higher than the 0.05 significance limit, according to the regression results. This suggests that purchase intention is not statistically significantly impacted by influencer consistency. Influencer attractiveness likewise has a significance score of 0.238, indicating that it has no discernible impact on purchase intention. On the

other hand, purchase intention is positively and statistically significantly impacted by trust in influencers, as seen by the significance value of 0.000, which is below the 0.05 cutoff.

These findings show that only confidence in influencers has a substantial impact on purchase intention at the individual level out of the three influencer marketing traits analyzed.

**Table 2.** Multiple Linear Regression Results (t-test)

| Variable                       | Unstandardized Coefficient (B) | T value | Sig.  | Decision        |
|--------------------------------|--------------------------------|---------|-------|-----------------|
| Constant                       | -0.686                         | -1.733  | 0.086 | —               |
| Influencer Consistency (X1)    | 0.205                          | 1.847   | 0.068 | Not Significant |
| Influencer Attractiveness (X2) | 0.145                          | 1.188   | 0.238 | Not Significant |
| Trust in Influencers (X3)      | 0.787                          | 8.922   | 0.000 | Significant     |

**Source:** Authors (2025)

### 4.3 Coefficient of Determination (R<sup>2</sup>)

The degree to which the independent factors may account for differences in purchase intention was assessed using the coefficient of determination. The explanatory power of the regression model is indicated by this coefficient.

The findings reveal a R Square value of 0.751, meaning that influencer consistency, influencer attractiveness, and influencer trust account for 75.1% of the variation in purchase intention. Other factors not included in this study model account for 24.9% of the variation in purchase intention.

**Table 3.** Model Summary

| R     | R Square | Adjusted R Square |
|-------|----------|-------------------|
| 0.867 | 0.751    | 0.744             |

**Source:** Authors (2025)

#### 4.1.4 Simultaneous Test (F-test)

The F-test was used to determine whether purchase intention is significantly impacted by influencer consistency, attractiveness, and trust at the same time. The regression model has an F-value of 104.474 at a significance level of 0.000, according to the results.

The regression model is deemed statistically significant since the significance value is less than 0.05. This finding suggests that purchasing intention is significantly impacted by the independent variables when taken into account collectively.

**Table 4.** ANOVA Results

| Model      | F-value | Sig.  | Interpretation |
|------------|---------|-------|----------------|
| Regression | 104.474 | 0.000 | Significant    |

**Source:** Authors (2025)

#### 4.1.5 Summary of Hypothesis Testing

The findings of hypothesis testing can be summed up using the t-test and F-test results. The findings indicate that while the hypothesis pertaining to trust in influencers is justified, those pertaining to influencer consistency and beauty are not.

**Table 5.** Hypothesis Testing Results

| Hypothesis | Statement                                            | Result   |
|------------|------------------------------------------------------|----------|
| H1         | Influencer consistency affects purchase intention    | Rejected |
| H2         | Influencer attractiveness affects purchase intention | Rejected |
| H3         | Trust in influencers affects purchase intention      | Accepted |

**Source:** Authors (2025)

### 4.2 Discussion

This section discusses the research findings by interpreting the statistical results and relating them to previous studies and theoretical perspectives. This study examines the effect of influencer consistency, influencer attractiveness, and trust in influencers on purchase intention toward Skintific skincare products among students of Universitas Negeri Jakarta.

The results indicate that influencer consistency does not have a significant effect on purchase intention (Sig. = 0.068 > 0.05). This finding suggests that the consistency of influencers in delivering content and product endorsements is not a determining factor in shaping students' intention to purchase Skintific products. University students, as digitally literate consumers, are frequently exposed to influencer content, making consistency a basic expectation rather than a persuasive factor.

Similarly, influencer attractiveness does not significantly affect purchase intention ( $\text{Sig.} = 0.238 > 0.05$ ). This result implies that physical appearance, communication style, and visual appeal of influencers are insufficient to directly encourage purchase intention. For skincare products, students tend to focus more on product credibility and perceived honesty rather than on the influencer's attractiveness.

On the other hand, purchase intention is positively and significantly impacted by influencer trust ( $\text{Sig.} = 0.000 < 0.05$ ). According to this research, the most important element influencing the success of influencer marketing is trust. Students are more likely to acquire an intention to buy when they believe influencers are sincere, honest, and open in sharing product information. This outcome is in line with earlier research highlighting trust as a crucial factor influencing purchase intention in influencer marketing (Tambunan, 2024; Fatima, 2021).

Additionally, the simultaneous test (F-test) demonstrates that purchase intention is significantly impacted by influencer consistency, attractiveness, and trust ( $\text{Sig.} = 0.000 < 0.05$ ). The study model's significant explanatory power is demonstrated by the coefficient of determination ( $R^2 = 0.751$ ), which shows that these factors account for 75.1% of the variation in purchase intention.

Overall, the results indicate that trust is the primary mechanism that converts influencer marketing exposure into buy intention among college students, even though influencer consistency and attractiveness may boost brand awareness.

## 5. CONCLUSION

This study examines the effect of influencer marketing effectiveness on purchase intention toward Skintific skincare products among students of Universitas Negeri Jakarta. The findings reveal that influencer consistency and influencer attractiveness do not have a significant effect on purchase intention, indicating that these attributes alone are insufficient to directly encourage purchasing interest among university students. This suggests that students, as digitally literate consumers, tend to evaluate influencer promotions more critically rather than relying solely on consistency or visual appeal.

Furthermore, the results show that trust in influencers has a positive and significant effect on purchase intention, highlighting trust as a key determinant in shaping consumers' behavioral intentions. When influencers are perceived as honest, transparent, and reliable in conveying product-related information, students are more likely to develop an intention to purchase skincare products. This finding emphasizes the importance of psychological factors in influencer marketing effectiveness, particularly in the context of skincare products that require a high level of consumer confidence.

The simultaneous test further confirms that influencer consistency, influencer attractiveness, and trust in influencers jointly influence purchase intention. In addition, the coefficient of determination indicates that 75.1% of purchase intention can be explained by these variables, demonstrating the strong explanatory power of the research model. This result suggests that influencer marketing remains a highly relevant strategy in influencing purchase intention among university students, even though not all attributes contribute equally at the individual level.

Overall, the findings suggest that trust is the most critical factor in influencer marketing strategies for skincare products targeting university students. Therefore, skincare brands such as Skintific are encouraged to prioritize collaborations with influencers who demonstrate honesty, transparency, and credibility in their content. By fostering trust through authentic and responsible influencer partnerships, brands can more effectively enhance consumers' purchase intention and build long-term relationships with their target audience.

## REFERENCES

- Atika, Y. D., Puruwita, D., & Krissanya, N. (2025). The effect of influencer marketing on brand awareness and purchase intention of skincare products on TikTok social media. *Jurnal Ilmiah Ekonomi, Manajemen, Bisnis dan Akuntansi*, 2(4), 439–451.
- Beta, E. M. (2025). *The effect of TikTok influencer marketing on purchase intention toward Somethinc skincare products* (Undergraduate thesis). Communication Studies Program, Universitas Semarang.
- Fatima, S. (2021). *The influence of influencer marketing on consumer purchase intention from an Islamic economic perspective* (Undergraduate thesis). State Islamic Institute of Palopo.
- Hadi, H. S., Kinanti, P. S., Khasanah, I., & Soesanto, H. (2025). Pengaruh influencer marketing dan brand engagement terhadap minat beli. *Economic and Business Horizon*, 4(2), 107–114.
- Maulana, A. R. (2024). *The effect of influencer marketing and viral marketing on purchase intention in the skincare industry* (Undergraduate thesis). Faculty of Industrial Technology, Universitas Islam Indonesia, Yogyakarta.

- Ramadhan, R. R. W., Novita, V. A. H., & Assyahidah, A. S. N. B. (2023). The effectiveness of TikTok marketing on purchase intention among communication science students. *ORGANIZE: Journal of Economics, Management and Finance*, 2(1), 1–10.
- Rosita, R. (2020). *The effect of influencer credibility on purchase intention through Instagram social media* (Undergraduate thesis). Universitas Semarang.
- Tambunan, P. P. Y. (2024). The effect of influencer marketing on consumer purchase intention. *eCo-Buss: Economics and Business Journal*, 7(2), 926–938.