



Purchase Intention is More Influenced by Authenticity Than Cosmetic Influencer Content: Social Exchange Theory

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Abstract. The high sales figures for the facial care category in e-commerce demonstrate the high market demand for skin care products. There are several competing products from MS Glow, such as Somethinc, Garnier, Scarlett, and Avoskin. The following is data on sales of MS Glow beauty products and those of its competitors. The purpose of this study is to assess how expertise affects source credibility; how source credibility affects purchase intention; how source credibility affects trust; how trust affects the intention to buy; how authenticity is impacted by source credibility; how perceived authenticity affects purchase intention; to investigate the connection between the factors of source credibility, trust, and purchase intention; and to investigate the connection between the variables of authenticity, purchase intention, and source credibility. Both qualitative and quantitative research methodologies are used in this study. Quantitative methodologies will be used in this study. According to the study's findings, expertise significantly increases source credibility, which in turn significantly increases purchase intention; source credibility significantly increases trust; source credibility significantly increases authenticity; and trust significantly decreases purchase intention. Authenticity has a positive, measurable impact on purchase intention.

Keywords: Expertise · Source credibility · Purchase intention · Trust · Authenticity

1 Introduction

Current developments have brought a revolution in beauty products; currently, beauty products in Indonesia have grown rapidly. This is due to the increasing public awareness of the importance of taking care of the skin, not for others but for themselves, to grow self-confidence. Along with the development of the times and current technology, more Indonesian people, especially women, desire healthy, bright skin. Therefore, various local skincare brands have been created that continue to grow and compete to create the best beauty products. Skincare is highly needed, even now. It is important to do so in order to get glowing, healthy skin. Thus, beauty products are needed to maintain the skin's barrier and protect it from pollution and the sun. In addition to being able

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to take care of the skin with skincare, it can also be done by implementing a healthy lifestyle. Clear and healthy skin can help to increase self-confidence. A clear and healthy complexion has its own appeal, especially these days when being good-looking is the first component in judging someone. Unsurprisingly, the global market for beauty and self-care is anticipated to reach \$716 billion in value by 2025, with the majority of that value being attributed to the creation of cutting-edge products and technology [1].

MS Glow is one of the hottest beauty products right now. This beauty brand is currently skyrocketing. MS Glow was founded in 2013 by two independent women, Maharani Kemala and Shandy Purnamasari, both from Bali and Malang. Initially, they sold these products online through social media. Both saw good prospects from this cosmetic business. This beauty product can be used by all people, from babies to adults, both men and women. MS Glow itself has developed into a skincare product that has distributors, agents, members, and resellers. To date, there have been 59,604 people who have joined the sale of MS Glow, spread across 7 countries [2]. MS Glow is in great demand by Gen Z, or millennials, because they really care about taking care of their skin. MS Glow products have BPOM certificates, are halal, and are dermatologically tested. In 2020, MS Glow won the Best Brand Award in the category “Exclusive Facial Treatments” [2]. The high sales figures for the facial care category in e-commerce demonstrate the high market demand for skincare products.

Previous research has found no significant relationship between the source credibility variable and the purchase intention variable. The insignificant effect between these two variables is contrary to previous research [3]. As expected, positive source credibility should increase purchase intention among consumers. Why did this study obtain results that are not significant? It can be argued that customers may require more than simply an appeal to knowledge and trust when information is abundant, and media users receive a lot of assistance every day on social media [4]. This could have implications for further research.

Considering the discrepancy between the findings of earlier research, = the researcher is interested in examining the source credibility variable. To support this research, the researchers added the dependent variable, namely purchase intention, and the independent variable, namely expertise, source credibility, trust, and authenticity.

1.1 Research Questions

The following research questions are based on the previously mentioned background:

1. Does *Expertise* have a significant effect on *Source Credibility*?
2. Does *Source Credibility* have a significant effect on *Purchase Intention*?
3. Does *Source Credibility* have a significant effect on *Trust*?
4. Does *Trust* have a significant effect on *Purchase Intention*?
5. Does *Source Credibility* have a significant effect on *Perceived Authenticity*?
6. Does *Perceived Authenticity* have a significant effect on *Purchase Intention*?
7. Can the *Trust* variable mediate between the variables of *source credibility* and *Purchase Intention*?
8. Can the *Authenticity* variable mediate the *source credibility* variable and *Purchase intention*?

1.2 Research Objectives

The goals of this study are as follows in light of the aforementioned research questions:

1. To evaluate the impact of *Expertise* on *Source Credibility*.
2. To evaluate the impact of *Source Credibility* on *Purchase Intention*.
3. To evaluate the impact of *Source Credibility* on *Trust*.
4. To evaluate the impact of *Trust* on *Purchase Intention*.
5. To evaluate the impact of *Source credibility* on *authenticity*.
6. To evaluate the impact of *Perceived authenticity* on *Purchase Intention*.
7. To analyze the relation between *Source Credibility*, *Trust*, and *Purchase Intention* variables.
8. To analyze the relation between the variables *Source credibility*, *Authenticity*, and *Purchase intention*.

2 Literature Review

Skin care products can be defined as products that come from a mixture of ingredients that are applied to the skin's surface and aim to treat the skin. Different physical forms of skin care products (skincare) can be used to display them, including liquid (solution or suspension), solid (powder), and semisolid systems (gels and emulsions). Depending on their consistency, emulsions are the substances most frequently utilized as creams or lotions. Compared to lotions, creams have a thicker or heavier consistency. This variation results from the lotion's higher water content. The most popular cosmetics are skincare items, which are also the primary goods sold in the worldwide cosmetics market and are currently very popular among people. This is marked by the rapid expansion and growth of the market in the skin care industry, besides the fact that the demand for skincare products in the market is also increasing [5].

The relationship between endorser credibility and brand credibility on consumer purchase intentions for goods sold by local clothing brands in Malaysia was examined in research by [6]. This study also investigates the mediating role of attitudes toward and attitudes toward brands. Data from a sample of 245 customers who participated in a structured survey was used to create the data analysis. It was decided to evaluate the fictitious link between these variables using structural equation modeling. The study's conclusion indicates that source credibility and brand credibility have a high impact on brand credibility attitudes, brand attitudes, and purchase intentions. The bootstrapping procedure shows that attitudes towards brand credibility and brand attitudes have a substantial impact as a mediator between source credibility and brand credibility in influencing consumer purchase intentions. The results of this study can assist managers, marketing planners, and designers in local apparel businesses to enhance marketing communications and brand management for long-term expansion in the fashion industry. Self-administered questionnaires are the quantitative methodology used in this study. In this study, hypothesis testing is performed to evaluate the variation in the dependent variable in order to estimate or forecast the association. In Kuala Lumpur and Penang, two significant urban centers within the city, hard copy survey questionnaires were provided at chosen stores and outlets of local apparel companies that solely sell local clothing, such as Malvita, Jakel, Aidijuma, Hijab Galeria, and Sugar Scarves. Malaysia

This store was picked since it only carries clothing from regional brands. Two months were spent collecting the data (August–September 2016).

3 Hypothesis Development

According to previous research, whether the source is knowledgeable or not really doesn't matter; what matters is how the message is received by the recipient. According to the advertising audience, positive perceptions of the advertisement and purchase intention are related to communicator skills [7]. In other studies, the degree to which a communicator is regarded as a source who can make sound judgments is described as expertise. A communicator's perceived competence can be cultivated through an understanding of a subject, practical experience, or even a respectable degree, such as a Ph.D. Empirical studies show that communicators' alleged competence significantly influences the compliance-gaining process; they tend to agree with someone they perceive as an "expert." Additionally, the results of previous studies also demonstrate that a favorable attitude toward source credibility is associated with the perceived expertise of the spokesperson in an advertisement, which will later affect purchase intention [8]. Consequently, the first theory is as follows:

H1. *Expertise has a significant positive effect on source credibility*

Comparing source credibility with other influencing factors such as trustworthiness and authenticity helps evaluate the best approach an influencer is able to use to successfully convince their followers. Research on authenticity, trust, and expertise has been developed as a result of the influencer support phenomenon [9]. For instance, consumers are likely to view fashion and beauty influencers as attractive because of the attractiveness of the industry [10], trustworthy because they frequently recommend products after using them themselves, and experts because they frequently have knowledge of subjects that have helped them advance their careers. Influencers have the ability to transform a little-known brand into a household name [11]. Consumer trust in the product can rise, and perceived risk can be reduced depending on the endorser's trustworthiness [3]. The following is the second hypothesis:

H2. *Source credibility has a significant positive effect on purchase intention*

Source validity increases the effectiveness of listener persuasion and advocacy. The degree of trust will rise with a source's trustworthiness. For example, a statement about a product will be easier to understand when it is given by a reliable source with high credibility, as opposed to a source with low credibility. Furthermore, listeners can give a communicator high marks if they demonstrate mastery of a particular subject. Influencers' intentions when conveying messages will be accepted by consumers [12]. Similarly, this study proposes that source credibility, which includes authenticity, leads to trust. In particular, the ability, experience, and competence of an influencer Encourage fans to have faith in the influencer. This is supported by earlier qualitative studies showing that while using social media to follow celebrities on Instagram, consumers pay attention to the source's competence in knowledge or experience [13]. Thus, trust in the relationship will result from the influencer's perceived legitimacy [14]. Therefore, the third hypothesis is as follows:

H3. Source Credibility has a significant positive effect on trust

Consumers can buy products they know about only through online endorsers they trust on social media. Influencers' knowledge, reliability, and affinity for the product they are endorsing can be used to establish trust in their product reviews. Similarly to this, a supportive influencer's credibility can create favorable brand associations by giving consumers faith in the brand's performance and assisting them in lowering their feelings of disappointment related to brand trust.

When someone has one's trust, they are more likely to have good behavioral intentions towards them. For instance, having the desire to purchase a product that an influencer has reviewed can result in good behavioral intentions. Similarly to this, a person is more likely to respond favorably to a brand if they trust it more. Consumers will have more faith in influencers who have a high level of credibility when making decisions about their purchase intentions. This demonstrates how brand trust might influence consumer buying intentions [3]. Therefore, the fourth hypothesis is as follows:

H4a. Trust has a significant positive effect on purchase intention

H4b. Source Credibility relates to Purchase Intention mediated by Trust

Higher perceived product authenticity is associated with increased word-of-mouth through products that have been marketed by the influencer. The desire to obtain a truly genuine product often drives the search for authenticity. Maintaining or increasing one's social status is one of the frequently cited goals of consumers seeking the authenticity of a product. While advertisers previously assumed that the "clean skin" model would be successful in advertising because people might aspire to something, most of which could not achieve perfection. It can be concluded that the authenticity conveyed by the credibility of the source is very important to increasing the purchase intention of consumers (J. Kim & Song, 2020). Therefore, the fifth hypothesis is as follows:

H5. Source Credibility has a significant effect on Authenticity

In this study, indexical authenticity, or perceived authenticity, is the way in which the real is distinguished from the edited one. The strong impact of perceived authenticity on purchase intention has been thoroughly documented in the literature. For instance, researchers have discovered that manufactured authenticity significantly influences customers' purchase intentions by focusing on food-related and social-ethnic cues [15]. It was discovered, in particular, that the customer's propensity to acquire the original product as opposed to a counterfeit product is highly influenced by the perceived authenticity created by the authenticity of the product advertised by the influencer [16]. This conclusion is supported by the finding in [17] that purchase intention is determined by perceived genuineness. Therefore, the sixth hypothesis is:

H6a. Authenticity has a substantial effect on purchase intention

H6b. Source credibility relates to Purchase Intention mediated by authenticity

Based on a review of previous research and the hypotheses presented above, the researchers formed a framework to more easily understand the connection between expertise, source credibility, trust, authenticity, and purchase intention. The figure for the framework is as follows (Fig. 1).

4 Research Methods

In conducting research, research methodologies.

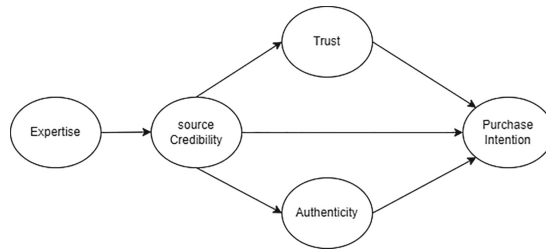


Fig. 1. Research Model

This research comes in two types: qualitative and quantitative. According to Sugiyono (2015; 15), quantitative research collects data in the form of numbered qualitative data. The population of an object or subject under study encompasses all of its features, not just the number of instances of the object or subject in question. Non-probability sampling is the technique used to sample the population in this investigation. The non-probability sampling methodology involves choosing population members based on the researcher's considerations that they can represent the population. Purposive sampling, a strategy for taking samples by choosing participants based on predetermined criteria by the researcher, was utilized in the sampling procedure. A questionnaire that was given to 100 participants in the study who were eligible to fill out the form was utilized as the primary tool for gathering data.

The assessment of respondents using a Likert scale is as follows:

1. Strongly agree (SS) receives a score of 7
2. Agree (S) receives a score of 6
3. Slightly agree (AS) receives a score of 5
4. Neutral (N) receives a score of 4
5. Slightly disagree (ATS) receives a score of 3
6. Do not agree (TS) receives a score of 2
7. Strongly disagree (STS) receives a score of 1

Partially Least Squares (PLS) analysis is used in this study's quantitative data analysis. The software used to support data analysis in this research is SmartPLS version 3.0. The partial least squares (PLS) method is employed in this study, which is a *powerful* analytical method and is often called *soft modeling* because it eliminates the assumptions of OLS (*Ordinary Least Square*) regression.

5 Research Results and Discussion

5.1 Respondent Description

MS Glow was founded in 2013 by two independent women, Maharani Kemala and Shandy Purnamasari, both from Bali and Malang. Initially, they sold these products online through social media. Both saw good prospects from this cosmetic business. This beauty product can be used by all people, from babies to adults, both men and women. MS Glow itself has developed into a skincare product that has distributors, agents, members, and resellers.

Table 1. Description result of respondent characteristics

Size	Item	Number of Respondents	Percentage
Gender	Male	24	24%
	Female	76	76%
Age	15–18	4	4%
	19–22	77	77%
	23–26	10	10%
	27–30	4	4%
	>31	5	5%

The description of the data is used to identify the characteristics of the respondents, which include gender and age. It can be further explained as follows based on the results of respondents' answers listed in the survey (Table 1):

In this work, SEM-PLS analysis is used, and the SmartPLS 3.0 software application program aids in the computation procedure. A multivariate statistical method called partial least squares (PLS) analysis compares numerous dependent and numerous independent variables. In situations when there are particular data issues, such as limited study sample sizes, missing values, and multicollinearity, PLS is a variant-based SEM statistical method that is intended to address multiple regression. By assessing both the outer model and the inner model, the Partial Least Square (PLS) model is evaluated.

5.2 Outer Model Evaluation

To make sure the measurement can actually be utilized as a measurement (valid, reliable, and non-multicollinear), the outer model is run. The following is a figure showing the assessment of the external model using Smart PLS 3.0.(Fig. 2).

This model's analysis clarifies the connection between latent variables and their indicators. A validity test (*convergent validity and discriminant validity*), reliability test

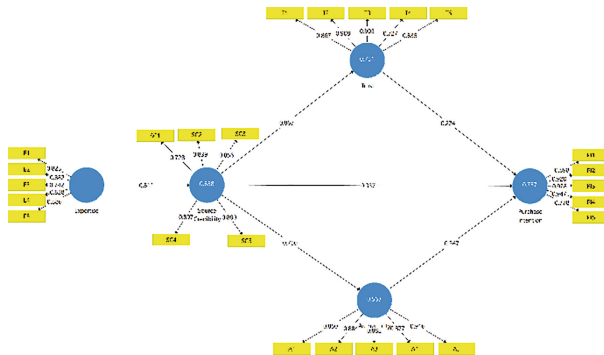


Fig. 2. Result

Table 2. Outer loading

Variable	Outer Loadings	Description
E1	0.823	<i>Valid</i>
E2	0.882	<i>Valid</i>
E3	0.742	<i>Valid</i>
E4	0.828	<i>Valid</i>
E5	0.886	<i>Valid</i>
SC1	0.731	<i>Valid</i>
SC2	0.838	<i>Valid</i>
SC3	0.856	<i>Valid</i>
SC4	0.896	<i>Valid</i>
SC5	0.880	<i>Valid</i>
T1	0.867	<i>Valid</i>
T2	0.908	<i>Valid</i>
T3	0.905	<i>Valid</i>
T4	0.727	<i>Valid</i>
T5	0.835	<i>Valid</i>
A1	0.850	<i>Valid</i>
A2	0.884	<i>Valid</i>
A3	0.882	<i>Valid</i>
A4	0.877	<i>Valid</i>
A5	0.916	<i>Valid</i>
PI1	0.899	<i>Valid</i>
PI2	0.921	<i>Valid</i>
PI3	0.928	<i>Valid</i>
PI4	0.947	<i>Valid</i>
PI5	0.777	<i>Valid</i>

(Cronbach's Alpha and composite reliability), and multicollinearity test were used to evaluate this model.

5.2.1 Convergent Validity Test and Discriminant Reliability Test

An indicator is said to be adequate or valid with convergent validity if communality > 0.5 and the outer loading value > 0.7 . The value of the outer loadings from each indicator variable used in this study is as follows:

Based on Table 2, each indicator shows that there are no indicators with an outer loading value of less than 0.5 and a value of outer loading > 0.7 in communality. This

Table 3. Reliability Test

<i>Construct Validity And Reliability</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	Description
Expertise	0.889	0.919	<i>Reliable</i>
Source Credibility	0.896	0.924	<i>Reliable</i>
Purchase Intention	0.938	0.953	<i>Reliable</i>
Trust	0.903	0.929	<i>Reliable</i>
Authenticity	0.929	0.946	<i>Reliable</i>

Table 4. Validity Test

<i>Construct Validity And Reliability</i>	<i>Average Variance Extracted (AVE)</i>	Description
Expertise	0.695	<i>Valid</i>
Source Credibility	0.709	<i>Valid</i>
Purchase Intention	0.803	<i>Valid</i>
Trust	0.724	<i>Valid</i>
Authenticity	0.778	<i>Valid</i>

shows that each indicator of this research can be said to be good or valid with convergent validity (Table 3).

Each indicator must be highly correlated with its construct in order to be considered feasible or valid, with discriminant validity defined as an AVE (average variance extracted) value > 0.5. The A value for each of the variables in this study is listed below:

Based on Table 4, each variable shows the value of AVE (Average Variance Extracted) > 0.5, with the expertise variable's value of 0.695, the source credibility variable's value of 0.709, the purchase intention variable's value of 0.803, the authenticity variable's value of 0.778, and the trust value of 0.724. This reveals that each element of this research can be said to be good or valid by inserting a tag for discriminant validity.

5.2.2 Multicollinearity Test

The value of VIF (Variance Inflation Factor) < 5 serves as the criteria in the multicollinearity test., which means the regression model is free from multicollinearity. The following is the VIF value in this research.

Based on Table 5, the results of Collinearity Statistics show that for each VIF (Variance Inflation Factor) value < 10, the value of the Expertise variable to the Source Credibility variable is 1,000, the Source Credibility variable value to the Purchase Intention variable is 4.022, the Source Credibility variable value to the Trust variable is 1,000, the value of the Source Credibility variable to the Authenticity variable is 1,000, the Trust variable value to the Purchase Intention variable is 6.843, and the Authenticity variable

Table 5. *Collinearity statistics (VIF)*

<i>Inner VIF Values</i>	VIF	Description
Expertise → Source Credibility	1.000	<i>Non multicollinearity</i>
Source Credibility → Purchase Intention	4.022	<i>Non multicollinearity</i>
Source Credibility → Trust	1.000	<i>Non multicollinearity</i>
Source Credibility → Authenticity	1.000	<i>Non multicollinearity</i>
Trust → Purchase Intention	3.891	<i>Non multicollinearity</i>
Authenticity → Purchase Intention	3.891	<i>Non multicollinearity</i>

value to the Purchase Intention variable is 3,891. This shows that the regression model of this study can be said to be free from multicollinearity or non-multicollinearity.

5.3 Inner Model Evaluation

A structural model called an "inner model" is used to foretell causality between latent variables. The following is a figure of the evaluation of the *inner model* using Smart PLS 3.0

The Coefficient Determination (R^2), Goodness Test (Goodness of Fit), and Hypothesis Test are used to evaluate this model (T Test, Direct Effect, and Indirect Effect).

Coefficient of Determination (R^2) In order to ascertain if each independent variable is favorably or negatively related to the dependent variable and to forecast the value of the dependent variable in the event that the independent variable's value rises or falls, the R Square test is used. The coefficient of determination (R^2) from this investigation is as follows:

Based on Table 6, the R square, which has a value of 0.658 and is described as having a moderate value, is used to determine the extent to which Expertise has an impact on Source Credibility. The impact of expertise on purchase intention is then examined using R square, which has a value of 0.757 and is deemed to have a strong value. Then, with a value of 0.751, the R square is used to determine the extent of the impact of expertise on trust and is deemed to have a strong value. Then, using R square, it is determined that Expertise on Authenticity has a modest value with a value of 0.563.

Table 6. Result Coefficient determination (R^2)

	<i>R Square</i>	<i>R Square Adjusted</i>
Source Credibility	0.658	0.655
Purchase Intention	0.757	0.750
Trust	0.751	0.749
Authenticity	0.563	0.558

The measurement uses the dependent latent variable’s R square, interpreted similarly to the regression. If a model’s Q Square magnitude falls within the range of $0 < Q^2 < 1$, it is deemed to have predictive relevance. The Q Square calculation from this research is as follows:

$$\begin{aligned}
 \text{Q square} &= 1 - [(1 - R^2_{1-4}) \times (1 - R^2_{1-4})]. \\
 &= 1 - [(1 - 0,757) \times (1 - 0,750)]. \\
 &= 1 - (0,243 \times 0,250). \\
 &= 1 - 0,06075. \\
 &= 0,93925.
 \end{aligned}$$

From the calculation above, it shows that the value of Q Square is 0.93925 or 94% which has a range of $0 < Q^2 < 1$, satisfying the magnitude of the Q Square range. This indicates that the independent variables’ level of model diversity in describing the dependent variable is 94%, with the remaining 6% still being impacted by other factors. In other words, the computation outcomes support the claim that this study model has *predictive relevance*.

Hypothesis testing is a decision-making method based on data analysis. The hypothesis test of this study uses the t-test (t-test), direct effects, and indirect effects.

5.3.1 Test the Direct Effect

The t-test results are said to have a significant effect if the *t-statistics* value is > 1.984 (t-table), and if the t-statistics value is < 1.984 (t-table) then it has an insignificant effect. The following is the t-statistics value of this study.

Based on Table 7, the value of *t statistics* shows the significance of the influence between variables. The value results show that *Expertise* has a significant effect on *Source Credibility*, namely the t statistics value of $19.550 > 1.984$. The value results show that *Source Credibility* has a substantial impact on *Purchase Intention*, namely the t statistic value of $3.199 < 1.984$. The results show that *Source Credibility* has a significant effect on *Trust*, with a t statistics value of $29.399 > 1.984$. The results show that *Source Credibility* has a significant effect on *Authenticity*, with a t statistics value of $14.865 < 1.984$. The results show that *Trust* has no significant effect on *Purchase Intention*, with a t statistics value of $1.626 < 1.984$. The value results show *Authenticity* possesses a significant effect on *Purchase Intention*, with a t statistics value of $2.886 > 1.984$.

Table 7. Test the direct effect

<i>Path Coefficient</i>	<i>Original Sample</i>	<i>t statistics</i>	<i>P Values</i>
Expertise → Source Credibility	0.811	19.550	0.000
Source Credibility → Purchase Intention	0.337		0.001
Source Credibility → Authenticity	0.750	3.199	0.000
Source Credibility → Trust	0.867	14.865	0.000
Trust → Purchase Intention	0.224	29.399	0.105
Authenticity → Purchase Intention	0.367	1.626	0.004

The route coefficient value, which displays a positive or negative value, is the requirement for direct effects analysis. Then, if the probability value (P-Value) is less than 0.05 (5%), it is significant; otherwise, it is not. An examination of the direct results of this investigation is provided below:

The results show that the *original sample* value is 0.811 and P Values $0.000 < 0.05$, which is declared positive and significant, then H0: *Expertise* intelligence has an insignificant negative effect on *Source Credibility* denied. While H1: *Expertise* has a significant positive effect on *Source Credibility* accepted.

Furthermore, the findings of the analysis reveal that the *original sample* value is 0.337 and P Values $0.001 < 0.05$, which is stated to be significantly positive, then H0: *Source Credibility* has an insignificant negative effect on *Purchase Intention* accepted. While H2: *Source Credibility* significant positive effect on *Purchase Intention* accepted.

5.3.2 Indirect Effect Analysis

Examining the (Path Coefficient) value that displays a positive value of 5.8 or a negative value is the criterion for the indirect effects study. If the probability value (P-Value) is less than 0.05 (5%), it is then considered significant and has a mediating or indirect influence. If the P-Values are more than 0.05 (5%), it is not significant and does not have a mediating or direct influence. The study of this research's unintended consequences is provided below:

Based on Table 8, the results of the analysis, then the results of the *indirect effects Expertise* → *Source Credibility* → *Purchase Intention* show the original sample value of 0.273 with P Values $0.002 < 0.05$ which is declared positive and significant, then H0: *Expertise* does not mediate the influence of *Source Credibility* on *Purchase Intention* is

Table 8. Indirect effect analysis

Specific Indirect Effects	Original Sample	P Values	Description
Expertise → Source Credibility → Purchase Intention	0.273	0.002	Significant
Expertise → Source Credibility → Trust	0.703	0.000	Positive, significant
Expertise → Source Credibility → Authenticity	0.609	0.000	Positive, significant
Source Credibility → Trust → Purchase Intention	0.194	0.104	Positive, Not significant
Source Credibility → Authenticity → → Purchase Intention	0.276	0.008	Positive, significant
Expertise → Source Credibility → Trust → Purchase Intention	0.158	0.109	Positive, Not significant
Expertise → Source Credibility → Authenticity → Purchase Intention	0.224	0.002	Positive, significant

rejected. Meanwhile, H7: *Expertise* does not mediate the effect of *Source Credibility* on *Purchase Intention* received.

Then, the results of the *indirect effects* $Expertise \rightarrow Source\ Credibility \rightarrow Trust$ shows the original sample value of 0.703 with P Values $0.000 < 0.05$, which is declared positive and significant, then H0: *Expertise* does not mediate the influence of *Source Credibility* on *Trust* is rejected. While H8: *Expertise* does not mediate the influence *Source Credibility* on *Trust* is accepted.

Then the results of the *indirect effects* analysis $Expertise \rightarrow Source\ Credibility \rightarrow Authenticity$ showed the *original sample* value of 0.609 with P Values $0.000 < 0.05$, which was declared positive and significant, then H0: *Expertise* did not mediate the influence of *Source Credibility* on *Authenticity* was rejected. Meanwhile, H9: *Expertise* mediates the influence of *Source Credibility* on *Authenticity* accepted.

6 Discussion

6.1 Expertise with Source Credibility

The results of the analysis reveal Expertise has a positive and significant effect on Source Credibility. In accordance with the results of the hypothesis test, which show that the results of the t-test, which are declared to have a significant effect, are proven by the t statistic value of 19.550 or > 1.984 (t-table), and the results of the (direct effect) analysis, which are declared to have a significant positive effect as evidenced by the original sample value of 0.811 and P values of $0.000 < 0.05$. This illustrates that the better Expertise, the better the Source Credibility.

6.2 Source Credibility with Purchase Intention

The analysis's findings reveal that Trust has little to no beneficial influence on purchase intention. According to the findings of the hypothesis test, the results of the t-test are shown to be insignificant, as shown by the t-statistic value of 1.626 or 1.984 (t-table), and the results of the analysis of the (direct effect) are shown to be significantly positive, as shown by the original sample value of 0.224 and P values of $0.105 > 0.05$. This shows how the Purchase Intention won't be affected by changes in the Trust's value.

6.3 Source Credibility with Trust

The analysis's findings Trust is significantly boosted by source credibility. As evidenced by the t-statistics value of 29.399 or > 1.984 (t-table) and the results of the (direct effect) analysis, which are declared to have a significant positive effect as evidenced by the original sample value of 0.867 and P values of $0.000 < 0.05$, the results of the hypothesis test support the results of the t-test, which are declared to have a significant effect. This demonstrates that higher source credibility increases Trust.

6.4 Source Credibility with Authenticity

The findings reveal that Source Credibility has a significant positive effect on Authenticity. Concurrent with the results of the hypothesis test, which indicate the results of the t-test that are declared to have a significant effect, proven by the t statistic value of 14,865 or $> 1,984$ (t-table), and the results of the direct effect analysis that are determined to have a significant positive effect, as evidenced by the original sample value of 0.751 and P values of $0.000 < 0.05$. This illustrates that the better Source Credibility, the better the Authenticity.

6.5 Trust with Purchase Intention

The analysis's findings indicate that Trust has little to no beneficial influence on purchase intention. According to the findings of the hypothesis test, the results of the t-test are shown to be insignificant, as shown by the t-statistic value of 1.626 or 1.984 (t-table), and the results of the analysis of the (direct effect) are shown to be significantly positive, as shown by the original sample value of 0.224 and P Values $0.105 > 0.05$. This demonstrates how the Purchase Intention won't be impacted by changes in the Trust's value.

6.6 Authenticity with Purchase Intention

The results of the analysis reveal that Authenticity has a positive and significant effect on Purchase Intention. In accordance with the results of the hypothesis test, which show the results of the t-test that are declared to have a significant effect, evidenced by the t statistic value of 2.886 or > 1.984 (t-table), and the results of the direct effect analysis that are stated to have a significant positive effect, as evidenced by the original sample value of 0.371 and P values of $0.04 < 0.05$. This illustrates that the better the Authenticity, the better the Purchase Intention.

7 Conclusion

It can be inferred from the findings of the study that has been conducted under this title that:

1. *Expertise* has a significant positive effect on *Source Credibility*
2. *Source Credibility* has a significant positive effect on *Purchase Intention*
3. *Source Credibility* has a significant positive influence on *Trust*
4. *Source Credibility* has a significant positive effect on *Authenticity*
5. *Trust* has a significant positive influence on *Purchase Intention*
6. *Authenticity* has a significant positive effect on *Purchase Intention*

8 Suggestion

The following recommendations can be made in light of the findings of the study, the related discussion, and the drawn conclusions:

1. So that the data gathered can be more accurate and genuine, it is desired that the following research use a larger scale of respondents.
2. Although the only variables studied in this research were Expertise, Authenticity, Source Credibility, Trust, and Purchase Intention, it is advisable to conduct research using other variables.

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