

Tasya Farasya's Credibility as Influencer and "Tasya Farasya Approved" Logo as Endorsement Effect Impact Followers' Purchase Intention

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ABSTRACT

This study aims to analyze the influence of influencer credibility and endorsement of the "Tasya Farasya Approved" logo on the buying interest of Tasya Farasya's followers. Using a quantitative approach, data was collected from 87 respondents who were followers of Tasya Farasya and analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM). The results of the study show that endorsements through the "Tasya Farasya Approved" logo have a positive and significant influence on the buying interest of followers. However, influencer credibility was partially found to have no significant effect on buying interest in the context of this study. This shows that product validation labels are more dominant in influencing purchasing decisions than the personal attributes of the influencers themselves.

Keywords: *Influencer Credibility, Endorsement, Buying Interest, Tasya Farasya Approved, PLS-SEM*

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INTRODUCTION

Endorsements by influencers on social media have become an effective marketing strategy in shaping consumer perceptions and purchasing decisions. Influencers with a large number of followers and high engagement are able to increase awareness and sales of local and international beauty products (Purba & Saragih, 2025). Endorsements are not only in the form of product promotions, but also the transformation of physical products into viral digital trends, especially through short video content on TikTok. This makes it easier for the product to be widely known and quickly accepted by the market.

However, according to research by (Astuti, 2021), this phenomenon also raises concerns related to the verification of product claims. Some influencers market products without doing enough checking, so it has the potential to harm consumers if the product is unsafe or ineffective. Influencer credibility is a key factor in the effectiveness of endorsements. The main dimensions of credibility include trustworthiness, expertise, and attractiveness (physical attractiveness and personality) that are able to attract attention and build an emotional connection with followers. Influencers who are considered credible are able to influence the process of internalizing consumer attitudes towards products, thereby increasing purchase intention and brand loyalty (Sokolova & Kefi, 2020).

One of the influencers who is very influential on social media, especially in the beauty industry, is Tasya Farasya, known for her inspiring and diverse beauty content. Tasya Farasya became known after creating a YouTube account in 2016, where she uploaded various makeup-related content, including tutorials and product reviews (CNBC Indonesia, 2022). The key to Tasya Farasya's success is her commitment to maintaining integrity in every content created. She is selective in choosing products to review, ensuring that all products have been tried first before giving recommendations to the audience. This approach builds a strong trust with his followers.

With Tasya Farasya's integration, she dared to create the "Tasya Farasya Approved" label on every beauty product that she thought had the best quality. In fact, many people use this label as a reference and consideration in buying beauty products. Tasya Farasya said she was also very grateful that the label could help at least an audience that believes in my content to buy a product (Fimela.com, 2024).

The use of the 'Tasya Farasya Approved' logo by an influencer indicates that the product has been tested and assessed positively by the influencer, which can increase consumer trust in the product. This concept is often used in influencer marketers, where the trust and influence that an influencer has on their followers are used to provide product recommendations (Winata & Alvin, 2022).

The 'Tasya Farasya Approved' logo has become a powerful endorsement symbol, signifying quality, trustworthiness, and appeal—especially among consumers who look up to her as a style and lifestyle influencer. Brands that feature her seal of approval often see increased visibility and customer confidence, as her followers view the endorsement as a personal recommendation rather than an advertisement. This phenomenon not only boosts sales but also strengthens brand loyalty, turning casual buyers into brand advocates. As her influence continues to grow, the demand for this special endorsement may likely rise, making the 'Tasya Farasya Approved' badge a highly coveted marker of product excellence in the digital marketplace.

However, this influence is not absolute because there are still other factors that influence the final decision of consumers. In addition, the endorsement effect tends to be greater on beauty products and can trigger impulse purchases, but it is not always directly proportional to the actual purchase decision in all market segments. Dhuhawal & Widyarini (2023) shows that only 6.6% of the variation in impulsive buying

is explained by a positive attitude towards Tasya Farasya, indicating that other external factors still play a major role in impulsive purchase decisions.

LITERATURE REVIEW

Purchase Intention

Purchase intention is defined as a consumer's intention or tendency to make a purchase of a product or service in the future, which is an important indicator in predicting actual purchasing behavior (Beneke et al. 2016). Purchase intention refers to the likelihood that a person will buy a certain product, which is greatly influenced by the perception of the value and quality of the (Puspasari & Zagladi, 2024). The factors that affect purchase intention according to Wibowo et al (2023) are influencer and brand suitability and the influence of endorsements on buying attitudes and interest. According to Ferdinand (2014), buying interest can be identified through the following indicators are referential interest and preferential interest.

Influencer credibility

Influencer credibility is defined as the extent to which the recipient of information believes that the source has relevant and reliable knowledge or experience to provide objective information. This credibility includes four main components, namely expertise, trustworthiness, attractiveness, and similarity with the audience, which together affect consumer trust in influencers and their purchase intent (Rahmanisah & Fadli, 2022; Munnukka dkk., 2016; Al-Mu'ani et al., 2023).

Endorsement

According to Indiani et al. (2022), endorsements are marketing strategies that involve celebrities or public figures who are trusted and appreciated by the audience to promote a product or service. Endorsements leverage the trust and popularity of the figure to improve brand image and influence consumer purchasing decisions. Endorsement is a form of promotion that uses figures or celebrities who have high credibility and trust in the eyes of the public to support a product or service.

METHOD

This study employed quantitative research approach with an explanatory design, specifically aiming to explain the casual relationship among Endorsement, Influencer Credibility and Followers Purchase Intention. Primary data were systematically collected using a structured questionnaire where all statements were measured on a five-point likert scale ranging from 1 (Strongly Disagree) and 5 (Strongly Agree) by distributing the questionnaire to respondents who met the criteria: social media followers of Tasya Farasya, aged 17-35 years, and knowing the "Tasya Farasya Approved" logo. The sampling technique is purposive sampling. Data analysis was carried out with PLS-SEM to test the outer model as well as the inner model.

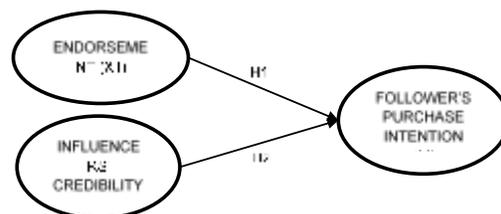


Figure 2.1 conceptual framework

RESULT

The study utilized a quantitative survey approach, 87 respondents who met the criteria. Hasil analisis deskriptif menunjukkan pada variable Endorsement, the POP2 and POW1 indicators had the highest average score of 4,345, which indicates that respondents were very confident in the strength or popularity of Tasya Farasya as an endorser. Pada variabel Influencers' Credibility, the Expertise aspect (found in the EX1 indicator with a Mean of 4,609) was the dimension that was rated highest by respondents. Pada variabel Followers Purchase Intention, the RI1 indicator has the highest average value of 4,195, while the PI2 indicator has the lowest average value of 4,011, but all indicators remain in the high category.

Table 1. Outer Loading

Indicator	Outer Loading	Description
POP1	0.753	Valid
POP2	0.786	Valid
POW1	0.850	Valid
POW2	0.882	Valid
ATT1	0.825	Valid
ATT2	0.802	Valid
T1	0.858	Valid
T2	0.864	Valid
EX1	0.885	Valid
EX2	0.852	Valid
RI1	0.807	Valid
RI2	0.717	Valid
PI1	0.801	Valid
PI2	0.858	Valid

The results in Table 4.8 show that all indicators used in the study, namely Endorsement (POP1, POP2, POW1, POW2), Influencer's Credibility (ATT1 to EX2), and Purchase Intention (RI1 to PI2), have an Outer Loading value above 0.70. The highest value is seen in the EX1 indicator (0.885), and the lowest value in POP1 (0.753). Since all values have exceeded the 0.70 threshold, it can be concluded that all questionnaire items are valid.

Construct reliability was tested using both Cronbach's Alpha and Composite Reliability (CR). A value of ≥ 0.70 for both measures indicates that the internal consistency of the indicators in measuring the construct is sufficient (Hair et al., 2019). Based on the analysis results, Endorsement had a Cronbach's Alpha of 0.837 and CR of 0.856, Influencers' Credibility had a Cronbach's Alpha of 0.922 and CR of 0.927, and Followers Purchase Intention had a Cronbach's Alpha of 0.808 and CR of 0.821. Since all these values are well above the 0.70 threshold, every construct is considered reliable.

Table 2. Average Variance Extracted (AVE)

Variables	AVE	Description
Endorement	0.671	Valid
Influencers' Credibility	0.720	Valid
Followers Purchase Intention	0.636	Valid

Thus, it can be concluded that the convergent validity of the measurement model has been met. The highest AVE value is owned by the Influencers' Credibility variable which indicates that the variant of the indicator is best explained by its construct.

Table 3. R-Square & Q-Square

Variables	R- Square	Q-square	Description
Followers Purchase Intention (Y)	0.648	0.635	Has satisfactory predictive relevance.

The results in Table 4.11 show that the R2 value for the Followers Purchase Intention (Y) variable is 0.648. This value indicates that 64.8% of the variation in Followers Purchase Intention is explained by the Endorsement and Influencer's Credibility variables, while the remaining 35.2% is explained by the non-model variables. Based on these criteria, this value indicates that the model has strong explanatory power. In addition, the Q2 value is 0.635, so this research model also has satisfactory predictive relevance.

Table 4. Path Coefficient

Variables	Original Sample (O)	T Statistics	P Value	Results
Endorsement → Followers Purchase Intention	0.825	10.535	0.000	Significant
Influencers' credibility → Followers Purchase Intention	-0.028	0.342	0.732	Insignificant

The results of the Endorsement test for Followers Purchase Intention resulted in an Original Sample value of 0.825 (positive), with a T Statistics value of 10.535 and a P Value of 0.000. It can be concluded that Endorsement has a positive and significant effect on Followers Purchase Intention. Meanwhile, the results of the Influencers' Credibility test on Followers Purchase Intention resulted in an Original Sample value of -0.028 (negative), with a T Statistics value of 0.342 and a P Value of 0.732. It can be concluded that Influencers' Credibility does not have a significant effect on Followers Purchase Intention.

Discussion

The Effect of Endorsement on Purchase Intention

The results indicate that the better and more effective the endorsement strategy is carried out, the higher the purchase intention of followers. These findings are in line with marketing communication theory, where endorsements by public figures are used as an effective communication channel to build brand image and stimulate purchasing behavior. Empirically, these results also support previous studies (Gunawan

,2024; Kotler, 2009) who found that the use of celebrities or influencers in endorsements can positively affect consumer interest and their purchase intentions. In the context of this study, the endorsement strategy proved to be a very strong main driver in shaping respondents' purchase intention decisions.

The Effect of Influencers' Credibility on Purchase Intention

This result contrasts with the initial hypothesis based on Source Credibility Theory (Ohanian, 1990) which states that the credibility of the source (in this case, influencers) through the attributes of expertise, trustworthiness, and attractiveness should be an important prerequisite in influencing purchase intent.

The rejection of this hypothesis can be interpreted in the context of current social media consumer behavior trends. Although respondents rated the influencer's credibility as high (based on previous descriptive analysis), their influence may have been outweighed or mediated by other factors. Recent empirical studies support the finding that the role of influencer credibility can decline in more complex buying schemes or amid the saturation of promotional information.

Wang & Kim (2024), in their study, found that in platforms that are highly transaction-focused (such as live shopping), the urgency and promotional factors brought by endorsements (such as discounts or special offers) often have a much greater impact on purchase intent than just the trustworthiness or expertise attributes of the influencer. Lim & Tan (2023) also showed that when endorsements seem too commercial and often done (endorsement saturation), consumers become immune to the credibility of individual influencers. On the contrary, what is more influential is the promotional power brought by the endorsement itself, no longer just the quality of the source.

CONCLUSION AND SUGGESTION

All indicators are declared valid based on the Outer Loading value in Table 4.11, exceeding the minimum limit. The most influential indicators include POW2 (Tasya Farasya Approved logo increases product quality confidence) for Endorsement, EX1 (Tasya Farasya's knowledge of the product) for Influencer's Credibility, and PI2 (product priority with the 'Approved' logo) for Purchase Intention. The weakest indicators are POP1 (logo visibility on Instagram Reels) for Endorsement and RI2 (interest in looking for other products Tasya Farasya) for Purchase Intent, although they are still valid.

Enhance POP1 by integrating logos into compelling narratives plus interactive CTAs. Strengthen Influencer's Credibility through consistent, transparent, in-depth education, real tests, and honest reviews. Push RI2 via product teasers, Q&A sessions, and full product listings at the bio link to trigger active searches.

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