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THE EFFECT OF INFLUENCER CREDIBILITY AND BRAND FAMILIARITY ON PURCHASE INTENTION THROUGH BRAND TRUST ON THE GLAD2GLOW BRAND ON TIKTOK

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ABSTRACT

The development of digital marketing has encouraged the use of TikTok influencers as an emerging strategy to promote beauty products and influence consumer decisions. Glad2Glow is one of the brands adopting this approach; however, the extent to which influencer promotions can build consumer trust and shape purchase intention still requires empirical examination. This study examines how influencer credibility and brand familiarity influence consumers' purchase intention, with brand trust as an intervening variable in the context of Glad2Glow promotions on TikTok. The research employs a quantitative design using data collected through an online survey of active TikTok users. The data were analyzed using structural equation modeling to identify relationships among the constructs and examine mediation effects. The results show that influencer credibility and brand familiarity positively influence brand trust, which in turn strengthens their impact on purchase intention. These findings highlight the important role of trust in influencer-based marketing and provide insights for Glad2Glow in selecting suitable influencers and developing authentic promotional content.

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INTRODUCTION

The rapid growth of digital technology has significantly transformed the beauty industry, particularly through the increasing influence of social media platforms such as TikTok and Instagram. These platforms enable influencers to shape consumer preferences and purchasing decisions through persuasive digital content (Tamyiz, 2024). As a result, consumer purchase decisions in the beauty sector are increasingly influenced by online information and recommendations from social media personalities. To remain competitive, many brands adopt influencer marketing, a strategy that involves influential individuals promoting brand messages to increase brand awareness and achieve business objectives (Levin, 2019). In Indonesia, this strategy has shown a strong impact, with approximately 88% of consumers purchasing products based on influencer recommendations and 64% specifically purchasing beauty products following such endorsements (Yunianto, 2024).

Despite its effectiveness, influencer marketing faces several emerging challenges. The growing phenomenon of influencer fatigue, where audiences become saturated with repetitive promotional content, may reduce the perceived authenticity of influencer messages (Nefid, 2025). This condition is closely related to consumer skepticism, which refers to consumers' tendency to doubt marketing claims and can weaken brand trust and reduce purchase intention (Khoirina et al., 2025). Furthermore, frequent algorithm changes on social media platforms affect the reach of promotional content, requiring brands to continuously adapt their digital marketing strategies (Vedhitya, 2024). In this context, TikTok has become a particularly influential platform due to its interactive video format and large user base. Indonesia alone recorded approximately 108 million TikTok users in early 2025, making the platform a highly potential market for brand promotion and consumer engagement (DataReportal, 2025). In addition, TikTok integrates e-commerce features through the concept of shoppertainment, combining entertainment content with direct shopping experiences within the platform (TikTok Newsroom, 2023).

Figure 1 Logo Brand Glad2Glow
Source: Glad2Glow, (2025), Logo Glad2Glow. Diakses dari https://glad2glow.com/, pada 10 Maret 2025.

Figure 2 Influencer yang bekerjasama dengan Glad2Glow
Source: Tangkapan layar oleh Penulis dari akun TikTok @aryamohan, @tasyafarasya, @aqeelaaz_, dan @dictionarei dalam kerja sama dengan Glad2Glow, diakses pada 2025.

One brand that actively utilizes this strategy is Glad2Glow, which collaborates with influencers such as Tasya Farasya and Aqeela Calista to reach younger audiences on social media (Ramadhani, 2025). These collaborations aim not only to increase brand awareness but also to strengthen brand familiarity, which reflects consumers' recognition and knowledge of a brand (Sharley, 2023). However, the effectiveness of influencer marketing in encouraging purchase intention remains uncertain, particularly regarding the role of influencer credibility and brand trust. Previous studies indicate that influencer credibility significantly affects purchase intention through mediating variables such as brand trust and online engagement (Prasetyo & Sobari, 2024). Other research also shows that influencer reviews on TikTok contribute to consumer purchase intention (Naziih et al., 2021). However, some studies suggest that brand trust does not always mediate the relationship between social media marketing and purchase intention, indicating that the influence may vary across industries (Al-Hanaan et al., 2023). This inconsistency highlights the need for further investigation, particularly within the beauty

industry. Therefore, this study aims to analyze the influence of influencer credibility and brand familiarity on purchase intention, with brand trust acting as a mediating variable in the context of Glad2Glow on TikTok. This research is expected to provide insights into how influencer marketing strategies can strengthen brand trust and enhance consumer purchase intention in the digital marketing environment.

RESEARCH METHODOLOGY

This study employed a quantitative survey approach to examine the influence of influencer credibility and brand familiarity on purchase intention with brand trust as a mediating variable in the context of the beauty brand Glad2Glow. Quantitative methods were applied to objectively test relationships among variables through statistical analysis (Sugiyono, 2023). Data were collected using a structured questionnaire measured with a five-point Likert scale. The research instrument was developed based on indicators from previous studies, including purchase intention from Nudin and Nurlinda (2023), influencer credibility from Kemeç and Yüksel (2021), brand familiarity from Tomo et al. (2024), and brand trust from Kresnadana and Jatra (2020). Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software

The population consisted of active users of TikTok in the Greater Jakarta area who had seen influencer content related to Glad2Glow. The sampling technique used was purposive sampling based on criteria relevant to the research objectives (Sugiyono, 2023). The sample size followed the guideline of Hair et al. (2022), which recommends five to ten times the number of indicators in PLS-SEM analysis. Since this study included 39 indicators, the minimum required sample size was 195 respondents (39 × 5). This number also falls within the recommended range of 100–200 respondents to obtain reliable model estimates (Hair et al., 2022).

RESULTS AND DISCUSSION

Characteristics Of Responden

Tabel 1 Characteristics Of Respondents

Kategori	Klasifikasi	Frekuensi (n)	Persentase
Usia	17–20 tahun	58	29.7%
	21–24 tahun	58	29.7%
	>24 tahun	79	40.5%
Jenis Kelamin	Perempuan	155	79.5%
	Laki-laki	40	20.5%
Domisili	Jabodetabek	195	100%
Pengguna Aktif TikTok	Ya, saya adalah pengguna aktif TikTok	195	100%
	Tidak, saya tidak aktif menggunakan TikTok	0	0%
Pernah melihat konten Glad2Glow di TikTok	Ya, saya pernah melihat konten serupa dari influencer di TikTok	195	100%
	Tidak, saya belum pernah melihat konten seperti itu	0	0%

Source: Author's Analysis (2025)

Based on the data presented in Table 4.1, this study involved 195 respondents as the main sample. In terms of age, the majority of respondents were over 24 years old with 79 individuals (40.5%), while respondents aged 17–20 and 21–24 each accounted for 58 individuals (29.7%). Based on gender, the respondents were dominated by females with 155 individuals (79.5%), while males accounted for 40 individuals (20.5%). All respondents resided in the Greater Jakarta area (Jabodetabek), which has a high level of internet access and digital activity. In

addition, all respondents (100%) were active users of TikTok and had previously encountered influencer content promoting the brand Glad2Glow, indicating that they had relevant exposure to the study's focus on influencer marketing and purchase intention.

Evaluation Measurement Model (Outer Model)

1. Convergent Validity

   Convergent validity testing was conducted to ensure that each indicator within the research constructs demonstrates a high level of consistency in measuring the intended variables. This test is assessed through the outer loading values and the Average Variance Extracted (AVE) of each construct.

   a. Outer Loadings

      Based on the measurement model evaluation using SmartPLS 3.2.9, several indicators initially showed outer loading values below 0.50 and were therefore removed from the model. This removal was necessary because outer loading values below 0.50 do not meet the convergent validity criteria recommended by Hair et al. (2022). While indicators with loadings above 0.50 can still be acceptable when theoretically relevant and not reducing construct reliability or validity (Hair et al., 2022), loadings above 0.70 are generally considered strong. Loadings between 0.40 and 0.70 may still be retained if they meaningfully contribute to the construct. Therefore, items with loading values below 0.60 were removed to improve the accuracy and validity of the measurement model.

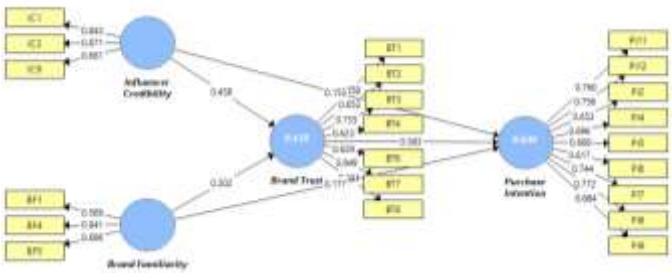

Figure 3 Result Of Smartpls 3.2.9 After Items Elimination
Source: Output SmartPLS (2025)

After the screening process, the results in Figure 4.2 show an improvement in the outer loading values for all remaining items. All loading values are above 0.50, indicating that the indicators meet the criteria for convergent validity. According to Ghozali and Latan (2015), loading values between 0.50 and 0.60 are still considered acceptable (Wiratama & Sugandin, 2024). Therefore, the model after the item screening process can be considered valid and suitable for further analysis.

Tabel 2 Result Of Convergent Validity (Outer Loadings) Testing

	Brand Familiarity	*Brand Trust*	*Influencer Credibility*	*Purchase Intention*
BF1	0.589			
BF4	0.841			
BF5	0.696			
BT1		0.658		
BT2		0.653		
BT3		0.735		
BT4		0.623		
BT6		0.629		
BT7		0.649		
BT8		0.651		
IC1			0.843	
IC2			0.871	
IC3			0.662	
PI11				0.76
PI12				0.756
PI2				0.652
PI4				0.696
PI5				0.688
PI6				0.617
PI7				0.744
PI8				0.772
PI9				0.684

Source: Output SmartPLS (2025)

b. Average Variance Extracted (AVE)

Tabel 3 Result Of Average Variance Extracted (AVE) Testing

	Average Variance Extracted (AVE)
Brand Familiarity	0.513
Brand Trust	***0.429***
Influencer Credibility	0.635
Purchase Intention	***0.503***

Source: Output SmartPLS (2025)

Based on the table above, one construct shows an Average Variance Extracted (AVE) value of 0.429, which is slightly below the commonly recommended threshold of 0.50. However, the Composite Reliability (CR) value reaches 0.840, indicating strong internal consistency. According to Cheung et al. (2024), this condition is still acceptable because a high composite reliability can compensate for an AVE value that is slightly below the threshold. This suggests that the indicators within the construct are still able to consistently represent the latent variable, meaning that convergent validity remains practically acceptable.

2. Discriminant Validity

Tabel 3 Cross Loading Factor Value

	Brand Familiarity	*Brand Trust*	*Influencer Credibility*	*Purchase Intention*
BF1	0.589	0.283	0.266	0.272
BF4	0.841	0.485	0.495	0.547
BF5	0.696	0.330	0.299	0.325
BT1	0.347	0.658	0.377	0.442
BT2	0.351	0.653	0.398	0.407
BT3	0.423	0.735	0.392	0.555
BT4	0.253	0.623	0.303	0.480
BT6	0.386	0.629	0.419	0.582
BT7	0.323	0.649	0.410	0.618
BT8	0.328	0.651	0.402	0.410
IC1	0.446	0.492	0.845	0.474
IC2	0.463	0.532	0.871	0.584
IC9	0.252	0.423	0.661	0.334
PI11	0.434	0.577	0.458	0.760
PI12	0.416	0.553	0.394	0.756
PI2	0.450	0.482	0.366	0.652
PI4	0.390	0.520	0.466	0.696
PI5	0.579	0.533	0.417	0.688
PI6	0.387	0.505	0.390	0.617
PI7	0.412	0.529	0.444	0.744
PI8	0.390	0.644	0.426	0.772
PI9	0.336	0.556	0.457	0.684

Source: Output SmartPLS (2025)

Based on Table above , the discriminant validity test using cross loading indicates that all indicators have the highest loading on their respective constructs, meaning no violation of discriminant validity criteria. For brand familiarity, indicator BF4 shows the highest loading (0.841), which is higher than its correlations with brand trust (0.485), influencer credibility (0.495), and purchase intention (0.547), indicating that it strongly represents the brand familiarity construct. In the brand trust construct, indicator BT2 has a loading of 0.653, higher than its correlations with brand familiarity (0.351), influencer credibility (0.398), and purchase intention (0.407), demonstrating good discriminant power. Meanwhile, for purchase intention, indicator PI8 shows the highest loading (0.772), followed by PI1 (0.760) and PI2 (0.756), indicating consistent measurement of the construct. Overall, all indicators meet the discriminant validity criteria because each item's loading on its construct is higher than its correlation with other constructs.

Tabel 4 Fornell-Lacker Criterion Value

	Brand Familiarity	*Brand Trust*	*Influencer Credibility*	*Purchase Intention*
Brand Familiarity	0.716			
Brand Trust	0.529	0.655		
Influencer Credibility	0.498	0.608	0.797	
Purchase Intention	0.562	0.770	0.596	0.709

Source: Output SmartPLS (2025)

According to the Fornell-Larcker criterion, the square root of the Average Variance Extracted (AVE) for each construct should be higher than its correlations with other constructs. Based on Table 4.12, the diagonal values are generally higher than the correlations below them, such as for brand familiarity (0.716), brand trust (0.655), and influencer credibility (0.797), indicating adequate discriminant validity for these constructs. Although the correlation between brand trust and purchase intention (0.770) is slightly higher than the square root of the AVE for purchase intention (0.709), this may reflect the conceptual closeness between the constructs. Considering the limited sensitivity of the Fornell-Larcker criterion, discriminant validity is still considered acceptable with support from the cross-loading results, indicating that most constructs in the research model meet the discriminant validity criteria.

Tabel 5 Result Of Heterotrait-Monotrait Ratio (HTMT)

	Brand Familiarity	*Brand Trust*	*Influencer Credibility*	*Purchase Intention*
Brand Familiarity				
Brand Trust	0.779			
Influencer Credibility	0.731	0.816		
Purchase Intention	0.773	0.918	0.742	

Source: Output SmartPLS (2025)

The discriminant validity test using the HTMT criterion shows that most constructs fall below the recommended threshold. However, one pair of constructs shows an HTMT value of 0.918, which slightly exceeds the 0.90 threshold. This condition does not necessarily indicate a violation of discriminant validity, as 0.90 is often considered a flexible upper boundary for construct correlations (Henseler et al., 2015; Grewal et al.). Furthermore, Henseler et al. (2015) explain that high correlations do not automatically violate discriminant validity unless they approach perfect correlation (unit correlation = 1). Therefore, an HTMT value slightly above 0.90 can still be tolerated, as also suggested by Voorhees et al.

3. Reliability Testing

Reliabilitas menunjukkan sejauh mana indikator yang digunakan secara konsisten mengukur konsep yang sama, sehingga menghasilkan data yang stabil dan dapat dipercaya. Dalam analisis PLS-SEM, reliabilitas konstruk umumnya dinilai melalui nilai Cronbach's Alpha dan Composite Reliability (CR) di mana nilai di atas 0,70 menunjukkan reliabilitas yang memadai.

Tabel 6 Result Of Construct Reliability and Validity Testing

	Cronbach's Alpha	*Composite Reliability*
Brand Familiarity	0.538	0.758
Brand Trust	0.778	0.840
Influencer Credibility	0.709	0.838
Purchase Intention	0.875	0.901

Source: Output SmartPLS (2025)

Based on the table above, one construct in this study shows a Cronbach's alpha value of 0.538. Although this value is below the commonly recommended threshold of 0.7, it is still considered acceptable because this study applies the Partial Least Squares (PLS) approach, which emphasizes composite reliability. According to Cheung et al. (2024), composite reliability

provides a more accurate reliability estimate than Cronbach's alpha because it does not assume equal indicator loadings. In addition, Taber (2018) states that alpha values between 0.5 and 0.6 can still be acceptable for newly developed instruments or constructs with a limited number of items, as long as construct validity is maintained.

Measurement Model (Inner Model) Testing

1. Model Value

Tabel 7 Result of Model Value Testing

	Saturated Model	Estimated Model
SRMR	0.075	0.075

Source: Output SmartPLS (2025)

Based on the model fit evaluation using SmartPLS, the Standardized Root Mean Square Residual (SRMR) value is 0.076 for the Saturated Model and 0.083 for the Estimated Model. These values indicate a good model fit because they are below the recommended threshold of 0.10 (Henseler et al., 2015). The Saturated Model represents the estimated relationships among variables without structural restrictions, while the Estimated Model reflects the actual structural relationships among the latent constructs in the research model.

2. F^2 Effect Size Value

Tabel 8 Result Of F^2 Effect Size Value Testing

	Brand Familiarity	Brand Trust	Influencer Credibility	Purchase Intention
Brand Familiarity		0.122		0.059
Brand Trust				0.531
Influencer Credibility		0.28		0.038

Source: Output SmartPLS(2025)

Based on the effect size (F^2) results, the influence of brand familiarity on brand trust shows an F^2 value of 0.122, which falls within the small effect category (Hair et al., 2022). Meanwhile, influencer credibility has a stronger influence on brand trust with an F^2 value of 0.280, indicating a medium effect. The effect of brand trust on purchase intention shows a very high F^2 value of 1.464 and is classified as a large effect, indicating a dominant contribution in explaining variations in purchase intention. In contrast, the direct effects of brand familiarity (F^2 = 0.059) and influencer credibility (F^2 = 0.038) on purchase intention are categorized as small effects, suggesting that their direct influence is relatively weak. Therefore, the impact of brand familiarity and influencer credibility on purchase intention becomes stronger when mediated by brand trust (Hair et al., 2022).

3. Q^2 (Predictive Relevance) Value

Tabel 9 Result Of Q^2 Value Testing

	SSO	SSE	Q^2 (=1-SSE/SSO)
Brand Familiarity	585.000	585.000	
Brand Trust	1365.000	1127.301	0.174
Influencer Credibility	585.000	585.000	
Purchase Intention	1755.000	1227.007	0.301

Source: Output SmartPLS (2025)

Based on the effect size (F^2) analysis, the influence of brand familiarity on brand trust shows an F^2 value of 0.122, which falls into the small effect category (Hair et al., 2022). Meanwhile, influencer credibility has a stronger effect on brand trust with an F^2 value of 0.280, indicating a medium effect. The influence of brand trust on purchase intention shows an F^2 value of 1.464, which is classified as a large effect, highlighting its dominant role in explaining variations in purchase intention. In contrast, the direct effects of brand familiarity ($F^2 = 0.059$) and influencer credibility ($F^2 = 0.038$) on purchase intention are categorized as small effects. These findings suggest that the impact of brand familiarity and influencer credibility on purchase intention becomes more substantial when mediated by brand trust (Hair et al., 2022).

4. R-square (R^2) Value

The R-squared value is used as a measure of Goodness of Fit to evaluate the model.

Tabel 10 Result Of R^2 Value Testing

	R Square	R Square Adjusted
Brand Trust	0.438	0.432
Purchase Intention	0.640	0.634

Source: Output SmartPLS (2025)

Based on the inner model evaluation using SmartPLS, the Brand Trust construct shows an R Square value of 0.438 (Adjusted R Square = 0.432), indicating that the independent variables explain 43.8% of the variance in brand trust, while the remaining 56.2% is influenced by other factors outside the model. According to Ravand and Baghaei (2016) and Hair et al. (2022), this value falls into the category of moderate predictive accuracy, which is generally considered acceptable in social science research with high variability. Meanwhile, the Purchase Intention construct shows an R Square value of 0.640 (Adjusted R Square = 0.634), meaning that the model explains approximately 64% of the variance in consumers' purchase intention toward Glad2Glow and can be classified as strong. Overall, these results indicate that the model demonstrates good predictive capability in explaining the formation of brand trust and purchase intention within influencer marketing on TikTok.

5. Hypothesis Testing

Structural path testing in the model must demonstrate the significance of the relationships between latent variables to ensure that the model has adequate predictive capability. In this study, hypothesis testing was conducted using SmartPLS version 3.2.9 with the bootstrapping procedure**.**

Tabel 11 Result Of Path Coefficients Hypothesis Testing

	Original Sample (O)	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*	*P Values*
Brand Familiarity -> Brand Trust	0.302	0.305	0.081	3.709	0.000
Brand Familiarity -> Purchase Intention	0.177	0.177	0.082	2.165	0.031
Brand Trust -> Purchase Intention	0.583	0.596	0.082	7.113	0.000
Influencer Credibility -> Brand Trust	0.458	0.458	0.078	5.871	0.000
Influencer Credibility -> Purchase Intention	0.153	0.147	0.074	2.076	0.038

Source: Output SmartPLS (2025)

The results of the structural model (inner model) testing using SmartPLS 3.2.9 indicate several significant relationships among the variables. The effect of influencer credibility on brand trust shows an original sample value of 0.458, with a t-statistic of 5.871 and a p-value of 0.000, indicating a significant positive effect; therefore, H1 is accepted at the 1% significance level (Hair et al., 2022). Similarly, brand familiarity has a positive effect on brand trust, with an original sample value of 0.302, a t-statistic of 3.709, and a p-value of 0.000, meaning that higher consumer familiarity with the brand increases trust toward Glad2Glow, so H2 is accepted (Hair et al., 2022). The influence of influencer credibility on purchase intention also shows a positive relationship with an original sample value of 0.153, a t-statistic of 2.076, and a p-value of 0.038, indicating that consumers' perceptions of influencer credibility can influence their intention to purchase the promoted products, thus H3 is accepted at the 5% significance level (Hair et al., 2022).

Furthermore, brand familiarity also positively influences purchase intention, with an original sample value of 0.177, a t-statistic of 2.165, and a p-value of 0.031, indicating that greater familiarity with the brand can increase consumers' purchase intention toward Glad2Glow; therefore, H4 is accepted (Hair et al., 2022). In addition, brand trust shows the strongest effect on purchase intention, with an original sample value of 0.583, a t-statistic of 7.113, and a p-value of 0.000. This finding highlights the critical role of trust in shaping consumers' intention to purchase, confirming that H5 is accepted at the 1% significance level (Hair et al., 2022).

Tabel 12 Results of Special Indirect Effects Testing

	Original Sample (O)	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*	*P Values*
Brand Familiarity -> Brand Trust -> Purchase Intention	0.176	0.182	0.059	3.002	0.003
Influencer Credibility -> Brand Trust -> Purchase Intention	0.267	0.274	0.064	4.183	0.000

Source: Output SmartPLS (2025)

The results of the specific indirect effects test using SmartPLS 3.2.9 indicate that influencer credibility and brand familiarity significantly influence purchase intention through brand trust. For H6, the analysis shows an original sample value of 0.267, with a t-statistic of 4.183 and a p-value of 0.000, meeting the significance criteria at the 95 percent confidence level as recommended by Hair et al. (2022). This finding suggests that the credibility of influencers, reflected in their expertise, honesty, and attractiveness, contributes to building consumer trust toward the brand Glad2Glow, which subsequently increases purchase intention. Similarly, the results for H7 show an original sample value of 0.176, with a t-statistic of 3.002 and a p-value of 0.003, also indicating a significant indirect effect (Hair et al., 2022). This result indicates that higher brand familiarity strengthens consumer trust toward Glad2Glow, which in turn encourages purchase intention. Therefore, both hypotheses are supported, confirming that brand trust plays a mediating role in the relationship between influencer credibility, brand familiarity, and purchase intention.

CONCLUSIONS

This study finds that influencer credibility and brand familiarity significantly influence brand trust toward the beauty brand Glad2Glow. Consumers tend to trust a brand more when influencers are perceived as competent, honest, and attractive, and when the brand is frequently encountered through content on TikTok. Greater exposure to the brand increases familiarity, which subsequently strengthens consumer trust. The results also show that influencer credibility, brand familiarity, and brand trust positively affect purchase intention. Brand trust plays an important role in encouraging consumers to feel more confident when considering purchasing skincare products, which generally involve relatively high perceived risk.

In addition to direct effects, the findings reveal that brand trust mediates the influence of influencer credibility and brand familiarity on purchase intention. This result is consistent with the Source Credibility Model and the Elaboration Likelihood Model, which explain that source credibility and brand familiarity can function as peripheral cues that shape consumer attitudes and build trust before purchase intention is formed. Based on these findings, companies are encouraged to collaborate with highly credible influencers, maintain consistent brand identity across digital content, and strengthen brand trust through transparent communication and clear product information to enhance the effectiveness of influencer marketing strategies and increase consumer purchase intention.

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