Influencer Credibility and Instagram Users' Purchase Interest

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Abstract: This research aims to determine the level of relationship between beauty influencer Tasya Farasya's credibility, as well as its three indicators: trustworthiness, expertiseness, and attractiveness, with her follower's purchase interest on the Instagram social media account @tasyafarasya for Somethinc's skincare products. The population in this study is 6.3 million followers of the @tasyafarasya account, from which a sample of 135 respondents was then taken using slovin formula. The data in this research was obtained through a survey method by distributing questionnaires via Google Form, then the data was analyzed using the Pearson's Correlation Product Moment test.The research results show that there is a significant and strong level of the correlation between Beauty Influencer Tasya Farasya's credibility and her follower's purchase interest on the Instagram account @tasyafarasya for Somethinc skincare products, which is proven by the Sig. value is 0,000 (p < 0,05) and the correlation coefficient is 0,73 (0,60 – 0,79: Strong correlation; high). This research contributes to proving that the use of influencers is a significant strategy in marketing products in digital media, as is true in conventional media.

Keywords: credibility; beauty influencer; purchase interest

Introduction

Technological progress is an example of the development of the times. The emergence of the internet today has made it a means that people often use to follow various news developments, both national and international. Through the internet, we can access various sites and platforms, one of which is social media. One of the social media platforms currently used by many Indonesians is Instagram. According to data released by We Are Social, Indonesia is ranked fourth as the country with the fourth most Instagram account users in the world, namely 89.15 million users (Annur, 2023). Based on data published by Nurhayati-Wolff (2023), Instagram users in Indonesia are dominated by teenagers, namely 18 - 24 years old, amounting to 38.5%. Then followed by those aged 25 – 34 years with 29.2%, age 35 – 44 years old 12.5%, 13 – 17 years old 12.1%, 45 – 54 years old 12.1%, 4.9%, ages 55 – 64 years 1.6%, and ages 65 years and over 1.3%.

As the use of social media increases, people are starting to explore these platforms for various purposes. One of the business marketing that is currently advancing on Instagram social media is the beauty industry. Indonesia is one of the big markets for skincare or skin care. This is reinforced by data from "The Future of Skincare" from Euromonitor International which states that Indonesia has the potential to become the second largest country as a contributor to

the growth of skincare products in the world (Cahyaningtyas & Wijaksana, 2021). The beauty industry for women has been developing for a long time, while for men it can be said that it has not developed for long. However, at this time, men are also starting to become aware of existing beauty standards. They also began to pay attention to their appearance and body care. According to a Euromonitor survey in 2020, there was an increase of 4% in purchases of men's skincare products (Diawanti, 2021).

With the progress of the beauty industry on Instagram, the ways in which brands promote their products are increasingly varied. One of them is endorsement. Products promoted by Beauty Influencers tend to influence their followers' buying interest. This is because the information provided by Beauty Influencers about a product in an interesting and detailed manner will be more easily accepted by their followers, who consider Beauty Influencers as individuals they like and trust.

Through INSG, Taslaud (2023) said that the biggest and queen of Beauty Influencers in Indonesia is Tasya Farasya. This is because most of the beauty products promoted by her always succeed in influencing society, so that in the beauty community it is known as "Tasya Farasya Poison". Annur (2023) said that in March 2022, Tasya Farasya was the Beauty Influencer with the largest number of Instagram followers in Indonesia, namely 5.1 million. This position has been successfully maintained by Tasya Farasya to date, where in September 2023 the number of her followers reached 6.3 million, making her still the local Beauty Influencer with the largest number of Instagram followers. Tasya Farasya was born in Jakarta, on May 25 1992. She started her career as a Makeup Artist (MUA), then became known after being active as a beauty content creator on Instagram and also creating a YouTube channel in 2016, which currently has 4 subscribers, 2 million.

As a Beauty Influencer who is well known by the public and is considered to have extensive experience, many beauty brands have collaborated with Tasya Farasya, ranging from local to international products. Not only to promote his products, but many brands also collaborate with him in creating skincare or makeup lines. Having extensive experience and skills in the beauty sector, as well as professionalism and honesty when reviewing the advantages and disadvantages of a product, makes Tasya Farasya considered one of the credible Beauty Influencers. Ohanian (1990) states that credibility has three important aspects, namely trustworthiness, expertise and physical attractiveness. The more credible an influencer is, generally the more people will trust and like him, which will enable him to have a large number of followers.

Being a Beauty Influencer with the largest number of followers on Instagram social media, many beauty brands collaborate with Tasya Farasya to promote their products. Apart from that, if there is a beauty product that Tasya Farasya considers and recognizes as having good results, the positive image of that product will increase. This can have an impact because the brand will take advantage of its positive image by promoting the product with the term "Tasya Farasya Approved" on social media and e-commerce. Based on the background and results of previous studies that are related, it encourages researchers to find out how strong the level of relationship is between Tasya Farasya's credibility as a Beauty Influencer and her followers' buying interest on social media Instagram @tasyafarasya for skincare products from the Somethinc brand.

Exposure to digital media is intensive, unlimited, and increasingly makes people shy away from its messages (ubiquity). This confirms the impact of the message conveyed (Kriyantono, 2021). Social media is also the media most widely used by the younger generation (Kriyantono et al., 2023) and this young generation is the target audience for Somethinc products. Therefore, the researchers formulated a hypothesis that there is a significant and strong level of relationship between Beauty Influencer Tasya Farasya's credibility and her followers' buying interest on Instagram @tasyafarasya for Somethinc skincare products.

Methodology

This research used a survey method with a positivistic paradigm. Adopting Kriyantono (2020, p. 30), the researchers perceived that surveys was a patterned and orderly method because it posited the wider audience as entities that tend to have similarities in responding or perceiving a reality, so that research results can be generalized. Data collection was carried out by distributing questionnaires to 135 respondents and measured using a Likert scale. The criteria for respondents to be used as research subjects are that they are Indonesian citizens and domiciled in Indonesia; Get to know skincare products from the Somethingnc brand; Male Female; Aged 13 – 54 years. In this research, variable X is Beauty Influencer Credibility, and variable Y is Purchase Interest. Data were analyzed using descriptive statistical analysis, normality test, linearity test, and correlation test.

Detailed validity and reliability test results can be seen in the table1. Testing shows that the questionnaire is declared valid and reliable.

Table 1. Validity Test

Items	R Count	R Table	Results
X1.1	0,748	0,374	Valid
X1.2	0,778	0,374	Valid
X1.3	0,643	0,374	Valid
X2.1	0,523	0,374	Valid
X2.2	0,746	0,374	Valid
X2.3	0,627	0,374	Valid
X3.1	0,749	0,374	Valid
X3.2	0,790	0,374	Valid
X3.3	0,761	0,374	Valid
Y1.1	0,680	0,374	Valid
Y1.2	0,686	0,374	Valid
Y1.3	0,681	0,374	Valid
Y2.1	0,771	0,374	Valid
Y2.2	0,657	0,374	Valid
Y2.3	0,821	0,374	Valid
Y3.1	0,770	0,374	Valid
Y3.2	0,902	0,374	Valid
Y3.3	0,812	0,374	Valid
Y4.1	0,493	0,374	Valid
Y4.2	0,639	0,374	Valid
Y4.3	0,720	0,374	Valid

Table 2. Reliability

Variables	Cronbach's Alpha	Numbers	Results
Credibility (X)	0,875	9	Reliable
Purchase interest (Y)	0,914	12	Reliable

Results and Discussion

Most of the data is dominated by respondents aged between 18 and 24 years. Geographically, most respondents came from Java. Female respondest are also dominated the participants of this research. This data identification comes from users who are willing to fill out the online questionnaire that is distributed. The diversity of regions of origin is due to the variety of Instagram users (Table 3).

Table 3. Respondents

o.	Items	Categories	%
	Gender	Male	43%
.		Female	57%
	Age	13-17	9,6%
.		18-24	63,7%
		25-34	18,5%
		35-44	5,2%
		45-54	3%
	Areas	Sumatera	14,1%
.		Java	67,4%
		Kalimantan	4,4%
		Sulawesi	4,4%
		Nusa Tenggara and Bali	8,1%
		Maluku and Papua	1,5%

Tabel 3. Variables

Indicators	Average based on Respondent's Gender Characteristics	
	M	F
Trustworthiness (X1.1, X1.2, X1.3)	12,22	12,21
Expertiseness (X2.1, X2.2, X2.3)	12,93	12,91
Attractiveness (X3.1, X3.2, X3.3)	12,22	12,23
Transactional Interest (Y1.1, Y1.2, Y1.3)	11,55	11,56
Referential Interest (Y2.1, Y2.2, Y2.3)	11,22	10,62
Preferential Interest (Y3.1, Y3.2, Y3.3)	10,52	10,58
Explorative Interest (Y4.1, Y4.2, Y4.3)	11,97	11,99

In variable X, it was found that for both genders, the Expertiseness indicator had the highest average, namely 12.93 and 12.91. This shows that followers of the Instagram social media account @tasyafarasya, both male and female, tend to give the view that Beauty Influencer Tasya Farasya has credibility based on expertise. In variable Y, the Explorative Interest indicator has the highest total score, namely 11.97 and 11.99. This shows that followers of the Instagram social media account @tasyafarasya, both men and women, tend to look for various information related to Somethinc skincare products or brands after seeing reviews from Tasya Farasya.

Normality Test

The normality test was carried out using the Kolmogorov-Smirnov test, because the sample size was more than 100 respondents. With this formula, the significance value of the two variables used will be found. The criteria for the Kolmogorov-Smirnov test for normality are as follows:

A. If the value of Asymp. Sig. (2-tailed) research data > 0.05, so the correlation research data between Beauty Influencer Credibility and Purchase Interest is normally distributed.

B. If the value of Asymp. Sig. (2-tailed) research data < 0.05, so the correlation research data between Beauty Influencer Credibility and Purchase Interest is not normally distributed.

Table 4. Normality Test

Variable		S ig.	Taraf Sig.	
Beauty Influencer X	Y	0, 617	0,05	Normal Distribution

Linearity

The linearity test was carried out to determine whether the independent variables and dependent variables used in the research had a linear relationship or not significantly. To determine whether there is a linear relationship or not, it will be seen through the deviation from linearity value listed in the SPSS application (Nugraha, 2022, p. 65). The criteria include:

A. If the value of Deviation from Linearity Sig. > 0.05, then there is a significant linear relationship between Beauty Influencer Credibility and Purchase Interest.

B. If the value of Deviation from Linearity Sig. research data < 0.05, so there is no significant linear relationship between Beauty Influencer Credibility and Purchase Interest.

Table 5. Linearity Test

Variable		*Deviation from Linearity* Sig.	Tara f Sig.	
Credibility *Beauty Influencer* X	Purch ase interests Y	0,07	0,05	Linear significant

Correlations

The correlation test used in this research is the Pearson's Correlation (Product Moment) formula which is used to determine the correlation coefficient or degree of strength of relationship, and to prove the hypothesis of the relationship between interval variables and other intervals (Kriyantono (2020, p. 334). As for the decision making criteria in correlation test

Pearson's Correlation (Product Moment) as follows:

A. If the Sig value. (2-tailed) < 0.05, then there is a correlation between Beauty Influencer Credibility and Purchase Interest.

B. If the Sig value. (2-tailed) > 0.05 then there is no correlation between Credibility

Beauty Influencers and Purchase Interest. Apart from that, there is a correlation coefficient value in associative (relationship) analysis, which is used to determine the level of relationship between variables in the research, namely as follows:

0.00 – 0.19: Weak relationship; low 0.20 – 0.39: Low but definite relationship 0.40 – 0.59: Fairly significant relationship

0.60 – 0.79: Strong relationship; tall

0.80 – 1.00: Very high relationship; very strong

A. Testing was carried out to prove the hypotheses explained in Chapter III, including:

B. There is no significant and strong level of relationship between Beauty Influencer Tasya Farasya's credibility and her followers' buying interest on Instagram @tasyafarasya for Somethinc skincare products.

Table 6. Corelation Test

Variable X	Variable Y	Sig. (2-tailed)	Taraf Sig.	Pearson's Correlation	
Kredibilitas *Beauty Influencer*	Minat Beli	0,000	0,05	0,730	Level hubungan kuat

Based on the research results presented in Table 4.14, it is known that through the Pearson's Product Moment correlation test on the Beauty Influencer Credibility variable and the Buying Interest variable, the results show that between Beauty Influencer Credibility and Buying Interest there is a significant and strong level of relationship. This is shown by a significance value of 0.000, which is based on the Pearson's (Product Moment) correlation test criteria, namely if it is less than 0.05 then there is a correlation between the two variables. Apart from that, it is also shown by the correlation coefficient value of 0.730, which if the correlation coefficient value is in the range 0.60 – 0.79 then it is said that there is a strong relationship. This shows that the higher the level of credibility of a beauty influencer, which consists of Trustworthiness, Expertise, and Attractiveness, the higher the level of buying interest of their followers on social media. Therefore, Hypothesis is accepted.

Conclusion

This research confirms that there is a significant and strong level of relationship between the credibility of Beauty Influencer Tasya Farasya and the buying interest of her followers on the Instagram social media account @tasyafarasya for Somethinc skincare products. This correlation is statistically proven and significant. This means that these results have generalizations that can be extended. The level of relationship between Beauty Influencer Tasya Farasya's credibility and her followers' buying interest in Somethinc products is also stated to have a strong relationship level because it has an associative analysis correlation coefficient value that is at a strong relationship level.

For future researchers, it is hoped that they can conduct research by testing other variables that are still related to marketing communication activities via social media. Examples include uploaded content, promotional strategies with discounts, electronic word of mouth (eWOM). Research that also needs to be carried out is about new terms that have emerged through endorsement activities with Beauty Influencer Tasya Farasya, namely "Racun Tasya Farasya" and "Tasya Farasya Approved" which can be linked to Impulsive Buying behavior using Persuasion Theory. Further research could be about the success of Engagement Strength related to brand activation between the Somethingnc brand and its competitors in marketing activities on social media using Regulatory Engagement Theory.

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